



World Reach Limited

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The Manager
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Securities Trading Policy

The Company advises that it has revised its securities trading policy applying to Directors, senior executives and employees of the Company. The new policy applies immediately.

A copy of the new Securities Trading Policy is attached.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Dennis Payne".

Dennis Payne
Company Secretary

WORLD REACH LIMITED (the “Company”)

SECURITIES TRADING POLICY

Introduction

1. This document sets out the circumstances in which Directors, senior executives and employees of the Company and its subsidiaries may deal in Company securities with the objective that no Director or employee will contravene the requirements of the Corporations Act or the ASX Listing Rules.

The objective of the securities trading policy is to ensure that:

- Directors and employees adhere to high ethical and legal standards in relation to their personal investment in Company securities; and
- Personal investments of Directors and employees do not conflict with the interests of the Company and other shareholders in relation to Company securities.

Purpose

2. The purpose of this policy is to protect the reputation of the Company and to ensure that such reputation is maintained or perceived to be maintained by persons external to the Company.
3. The policy is not designed to prohibit Directors and employees from investing in Company securities but does recognise that there may be times when Directors or employees cannot or should not invest in Company securities. The policy provides guidance to Directors and employees as to the times that Directors and employees may invest in the Company's securities.
4. The policy recognises it is illegal for a person to trade in the Company's Securities when he or she possesses unpublished price-sensitive information concerning the Company. This is regardless of whether the terms of this policy have been complied with.

Inside Information

5. Information which may be considered to be “inside information” includes details relating to:
 - (a) Sales figures;
 - (b) Profit forecasts;
 - (c) Financial performance against budget;
 - (d) Unpublished announcements;
 - (e) Proposed changes in capital structure, including share issues, rights issues and the redemption of securities;
 - (f) Borrowings;
 - (g) Impending mergers, acquisitions, reconstructions, takeovers, etc;
 - (h) Significant litigation;
 - (i) Significant changes in operations or proposed changes in the general character or nature of the business of the Company or its subsidiaries;
 - (j) New distributorships, products and technology;
 - (k) Liquidity and cashflow information;
 - (l) material purchases or sales of assets;

- (m) management restructuring or Board of Directors changes;
- (n) new significant contractors or customers; and
- (o) a new entity proposing to buy, or a shareholder proposing to sell, a substantial number of shares in the Company.

Corporations Act Requirements

- 6. A Director or employee possesses “inside information” in relation to the company where:
 - (a) The person possesses information that is not generally available and, if the information were generally available, a reasonable person would expect it to have a material effect on the price or value of Company securities; and
 - (b) The person knows, or ought reasonably to know, that the information is not generally available and, if it were generally available, a reasonable person would expect it to have a material effect on the price or value of Company securities.

A reasonable person would be taken to expect information to have a material effect on the price or value of Company securities if the information would, or would be likely to, influence persons who commonly invest in securities in deciding whether or not to deal in Company securities in any way.

- 7. If a Director or employee possesses “inside information” in relation to the Company, the person must not:
 - (a) Deal in Company securities in any way; or
 - (b) Procure another person to deal in Company securities in any way; or
 - (c) Directly or indirectly, communicate the information, or cause the information to be communicated, to another person if the person knows, or ought reasonably to know, that the other person would, or would be likely to, deal in Company securities in any way or procure a third person to deal in Company securities in any way.
- 8. For the purposes of paragraphs (a) and (b) above:
 - (a) “Company securities” includes any shares in the Company, debentures (including convertible notes) issued by the Company, units of shares in the Company and options to acquire or subscribe for shares in the Company;
 - (b) To “deal” in Company securities includes subscribing for, purchasing or selling Company securities or entering into an agreement to do any of those things.
- 9. A Director or employee who deals in Company securities while they possess “inside information” will be liable to both civil and criminal penalties. The penalties are:
 - (a) In the case of a natural person, up to \$220,000;
 - (b) In the case of a body corporate, up to \$1.1 million; and
 - (c) Unlimited civil liability equivalent to the damages caused.

Application

- 10. The policy applies to all Directors, all employees who from time to time possess information that could be considered inside information, or who are nominated as such by the Board of Directors (“Senior Executives”) and other employees, and to their respective associates

(including a company or trust controlled by the Director or employee, a spouse, dependant children, a close relative, a person acting in concert with the Director or employee, etc).

General Principles

11. Directors and employees of the Company and its subsidiaries should note the following general principles regarding their personal trading of Company securities:
 - (a) Avoid and be seen to avoid, actual or potential conflict between their personal interest and their duty to the Company and its shareholders;
 - (b) Not to derive personal advantage from information which is not generally available and which has been obtained by reason of, or in the course of, their directorship or employment;
 - (c) Seek prior approval to trade from, or notify a designated officer to ensure the Company's and shareholder's interests are not compromised, whichever is required elsewhere in this Policy;
 - (d) Ensure any personal trading is on a scale that reflects your individual financial ability to fund and maintain an appropriately sized portfolio;
 - (e) Ensure any personal trading does not adversely impact on your ability to perform normal duties;
 - (f) Not utilise broker credit – relevant exchange settlement terms must apply on all occasions and all transactions must be settled according to industry standards. Such prohibition does not extend to normal documented margin lending or loan facilities offered to the general public by brokers, banks or other lending institutions; and
 - (g) Directors and employees who have access to price sensitive information or "inside information" should not conduct personal trading in Company securities.

Short term trading

12. Notwithstanding the following, Directors and employees of the Company and its subsidiaries should never engage in short term trading of an Company securities. In general, the purchase of securities with a view to resale within a 12 month period and the sale of securities with a view to repurchase within a 12 month period would be considered to be transactions of a "short term" nature. However, the sale of shares immediately after they have been acquired through the conversion of a security (eg. exercise of an option) will not be regarded as short term trading.

Trading Restrictions – Black-out Period

13. Subject to the below, Directors and employees of the Company MUST NOT deal in Company securities during the following periods, each being a 'Black-out Period':
 - (a) The 30 days prior to and one business day after the announcement of half-year results or full-year results;
 - (b) The 30 days period prior to and one business day after the issue of a prospectus offering Company securities (or any document containing equivalent information); and
 - (c) Any other time by notice from the Company.

PROVIDED that the person is **NOT** in possession of any inside information relating to those securities.

Directors and Senior Executives

14. A Director or Senior Executive may not deal in Company securities without the prior written consent (email form is acceptable) of the Chairperson of the Board before commencing the transaction. A Director or Senior Executive must also provide the Chairperson of the Board with subsequent confirmation of the trading that has occurred.
15. Prudence will dictate that dealings should generally be limited to the recommended times referred to in paragraph 13 above and that the Chairperson will generally refuse consent to deal in Company securities outside these recommended times unless special circumstances exist (such as financial hardship or by court order). The written consent can be made in email form and in all cases will only remain valid for 5 working days. In any event, the Director or Senior Executive should not deal in Company securities at any time if the Director or Senior Executive is in possession of any inside information relating to those securities.

Employees other than Senior Executives

16. Employees of the Company other than Senior Executives may deal in Company securities at any time if the employee notifies the Company Secretary before commencing the transaction and after the transaction has occurred, providing confirmation of the trading. Employees are strongly advised to limit dealing in Company securities to the recommended timing referred to in paragraph 13 above. In any event the employees should not deal in Company securities at any time if the employee is in possession of any inside information relating to those securities.

Exercise of options, participating in employee share option plans etc

17. Insider trading provisions of the Corporations Act, Directors and employees may at any time:
 - (a) acquire the Company's ordinary shares by conversion of securities giving a right of conversion to ordinary shares;
 - (b) acquire Company securities under a bonus issue made to all holders of securities of the same class;
 - (c) acquire Company securities under a dividend reinvestment, or top-up plan that is available to all holders of securities of the same class;
 - (d) acquire, or agree to acquire, options under a Company share option plan; and
 - (e) exercise options acquired under a Company share option plan (but may not sell all or part of the shares received upon exercise of the options other than in accordance with these procedures).

ASX Notification

18. In accordance with section 205G of the Corporations Act, a Director must notify the ASX within 14 days after any change in the Director's relevant interest in securities of the Company or a related body corporate of the Company.

19. A Director must notify the Company Secretary in writing of the requisite information for the Company Secretary to make the necessary notifications to ASIC and ASX as required by the Corporations Act and the ASX Listing Rules.

Further Information

20. If you have any questions or require further information regarding this policy you should contact the Company Secretary.

D Payne
31 December 2010