

2 March 2012

The Manager  
Company Announcements  
Australian Securities Exchange Limited  
Level 6, 20 Bridge Street  
Sydney NSW 2000

## By e-lodgement

### KEY DIRECTOR APPOINTMENT AT CONTINENTAL COAL TO SUPPORT INTERNATIONAL EXPANSION

#### Key Points:

- Coal mining industry executive Johan Bloemsma appointed to the Board of Continental Coal as a Non-Executive Director
- Mr Bloemsma has more than 41 years in the coal mining industry, including senior executive positions with Anglo Coal, where as a Member of Anglo Coal's Executive Committee he undertook the role of Head of Special Projects and Head of Business Development
- During this time Mr Bloemsma was involved in the acquisition of coal assets in Colombia which resulted in Anglo Coal's interest in Cerrejon Coal, as well as the purchase of Shell Coal and subsequent acquisitions which created Anglo Coal Australia
- Mr Bloemsma further led business development teams for Anglo Coal in the USA and Canada, exploring opportunities into all the major coal fields of those countries
- His recent experience in two South African mid-tier coal companies, Optimum Coal and Umcebo Mining will further assist the Company in its drive to grow organically in South Africa
- Mr Bloemsma joins the Company to assist the executive management of the Company in its strategic positioning as a mid tier international thermal and coking coal company

Continental Coal Limited ("**Continental**" or the "**Company**") is pleased to announce the appointment of Johan Bloemsma as a Non-Executive Director of the Company.

Mr Johan Bloemsma, 62, is a highly experienced and respected senior coal mining executive with 41 years in the coal mining industry. His career includes directorships and executive management roles in coal production, project management, mergers and acquisitions and business development predominantly with Anglo American PLC and Anglo Coal. His extensive career has involved coal mining in all the major coal producing regions of the world including South Africa, Australia, USA, Canada and Colombia.

Mr Bloemsma was involved in Anglo American's strategy, where he was responsible for the overall Group coal strategy. Mr Bloemsma was a key player in the transformation of Anglo Coal from a 100% focused South African coal producer into a major global coal company with significant production in South Africa, Australia and Columbia.

Prior to his appointment at Continental Coal, Mr Bloemsma's previous executive role was as Chief Executive Officer of AMCI Southern Africa reporting to Mike Salamon, Managing Director of AMCI Capital, with responsibility for Southern Africa and African investments including investments in Optimum Coal and Umcebo Mining.

Mr Bloemsma's extensive career, has included 37 years with Anglo American plc, with the last 33 years with Anglo Coal. Mr Bloemsma has been involved in coal mining in most parts of the world including South Africa, Australia, USA, Canada and Colombia. His experience includes serving on numerous Boards of Directors in several countries including South Africa and Australia as well as becoming an expert in commercial and legal matters in all the mining countries in which he has operated. His achievements include, amongst others, intimate involvement in the acquisition of Goldfields Coal and the subsequent partnering with BHP Billiton to create Eyesizwe Coal, South Africa's first major Black Economic Empowerment coal company and then the establishment of Exxaro Resources with the consolidation of Eyesizwe and Kumba Resources' coal interests.

Most notably Mr Bloemsma led the Anglo Coal growth strategy in the 1990's and 2000's, both within South Africa and into the global coal arena, most significantly in Australia and Colombia. In Colombia, he was involved in the progressive acquisition of coal assets which resulted in Anglo American's share in Cerrejon Coal, the country's largest exporting thermal coal mine, that is currently undergoing a US\$1.3 billion expansion from 32Mtpa to 40Mtpa. In Australia, Mr Bloemsma was a driving force behind the purchase of Shell Coal and further subsequent acquisitions which created Anglo Coal Australia. He has led business development teams in the USA and Canada exploring opportunities for Anglo American into all the coal fields of those countries.

*"The appointment of Johan Bloemsma, an exceptionally experienced senior coal mining executive, is a further sign of where we are positioning Continental Coal for the future. His strategic thinking, experiences in mergers, acquisitions and organic growth with Anglo Coal across technical, legal and commercial disciplines in multiple jurisdictions from grass roots exploration through feasibility studies to construction and into production are key attributes that he brings to the Board of Continental"* said Mr Don Turvey, Chief Executive Officer of Continental Coal.

*"Johan is a tremendous addition to the Board of Continental, a Board that has been strengthened dramatically over the past month with the addition of Mike Kilbride as Independent Non-Executive Chairman and Connie Molusi as a Non-Executive Director. Continental is positioned for substantial growth and with the support of these experienced professionals and our strategic partners such as ABSA Capital, SIOC-cdt, EDF Trading, KORES, Investec and GMP, the Company's executive management team is well placed to deliver."* Mr Turvey added.

#### **Business Profile of Johan Bloemsma**



**Johan Bloemsma**

##### **Qualifications:**

- BSc Mining Engineering - University of the Witwatersrand
- Graduate Diploma of Engineering - University of the Witwatersrand
- Master of Business Leadership - UNISA
- Metalliferous and Coal Mine Managers Certificate

##### **Professional Memberships:**

- Fellow of South African Institute of Mining & Metallurgy

**Board and Senior Management Position Experience:**

Mr Bloemsma's experience includes:

**Chief Executive Officer of AMCI Africa** (2009 to 2011)

**Non-Executive Director of Optimum Coal Holdings** (2009 to 2011)

**Non-Executive Director of Umcebo Mining** (2009 to 2011)

**Non-Executive Director of CCC Mining** (2009 to 2011)

**Executive Director of Anglo American Corporation of South Africa** (1998 to 2008)

**Member of Anglo Coal Executive Committee** (2000 to 2008)

**Executive Director of AMCOAL** (1992 to 2000)

**Executive Director of Anglo American Australia** (2000 to 2001)

Please find attached an Appendix 3X for Mr Bloemsma.

For and on behalf of the Board.

Regards



Jason Brewer  
Executive Director

For further information please contact:

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## **About Continental Coal Limited**

Continental Coal Limited (ASX:CCC/AIM:COOL/US-OTCQX:CGFAY) is a coal mining investment and production company. Its principal investment is a 74% interest in a South African thermal coal producer with a portfolio of projects located in South Africa's major coal fields including two operating mines, the Vlakvarkfontein and Ferreira Coal Mines, producing 2Mtpa of thermal coal for the export and domestic markets. A third mine, the Penumbra Coal Mine, commenced development in September 2011 and a Bankable Feasibility Study was also completed on a proposed fourth mine, the De Wittekrans Coal Project. Run of mine production of 7Mtpa is targeted in 2013. The Company has concluded strategic off-take and funding agreements with EDF Trading for its export thermal coal production, signed a joint development agreement with KORES, Korea Resources Corporation and secured debt funding from ABSA Capital to fund its growth.

## **Forward Looking Statement**

Certain statements made during or in connection with this communication, including, without limitation, those concerning the economic outlook for the coal mining industry, expectations regarding coal prices, production, cash costs and other operating results, growth prospects and the outlook of Continental's operations including the likely commencement of commercial operations of the Penumbra and De Wittekrans, its liquidity and the capital resources and expenditure, contain or comprise certain forward-looking statements regarding Company's development and exploration operations, economic performance and financial condition.

Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, no assurance can be given that such expectations will prove to have been correct. Accordingly, results could differ materially from those set out in the forward-looking statements as a result of, among other factors, changes in economic and market conditions, success of business and operating initiatives, changes in the regulatory environment and other government actions, fluctuations in coal prices and exchange rates and business and operational risk management. For a discussion of such factors, refer to the Company's most recent annual report and half year report. The Company undertakes no obligation to update publicly or release any revisions to these forward-looking statements to reflect events or circumstances after today's date or to reflect the occurrence of unanticipated events.

# Appendix 3X

## Initial Director's Interest Notice

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 30/9/2001.

Name of entity	CONTINENTAL COAL LIMITED
ABN	13 009 125 651

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	JOHAN BLOEMSMA
Date of appointment	2 MARCH 2012

**Part 1 - Director's relevant interests in securities of which the director is the registered holder**  
*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Number & class of securities
NIL

**Part 2 – Director's relevant interests in securities of which the director is not the registered holder**  
*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

<b>Name of holder &amp; nature of interest</b> Note: Provide details of the circumstances giving rise to the relevant interest.	<b>Number &amp; class of Securities</b>
N/A	N/A

**Appendix 3X**  
**Initial Director's Interest Notice**

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Part 3 – Director's interests in contracts

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
No. and class of securities to which interest relates	N/A

Date of Notice: 2 MARCH 2012

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+ See chapter 19 for defined terms.