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The Manager Market Announcements Platform Australian Securities Exchange World Reach Limited ABN 39010 568 804

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Director and Chairman Appointed

New Appointment

The Company has pleasure in announcing the appointment of Mr Trevor Moyle as an Independent Non-Executive Director. The appointment was made by the board late on Monday 13 August 2012.Mr Moyle was also elected Chairman of the board. Mr Moyle's qualifications are from New Zealand (B.Comm (Otago), ACA (NZ), CMA (NZ)) and his career history is as follows:

'Over 30 years senior executive and corporate advisory experience in equity capital markets, banking, structured finance, venture capital, corporate strategy, M&As and funds management. His roles as an adviser have been augmented by roles as a board member and chairman of a number of companies.

His executive experience has been gained at finance houses such as ANZ Securities Ltd, Oxley Corporate Finance Ltd, Cranleigh, Pratt & Co Financial Services Ltd, ANZ Capital Markets Ltd and Westpac. Over the past ten years Trevor has been primarily operating as independent adviser working directly with his client base, which has included some executive board roles.

Trevor's board experience has included chairmanship of a range of companies, complemented by a number of roles on board sub committees with delegated audit, risk and compliance oversight. The companies have included property funds management, venture capital, technology, agribusiness, start-ups and early stage technology. These roles have included oversight of capital raising, investment and asset acquisition as well as management of some difficult governance issues.'

The Company and the board of Directors welcomes Mr Moyle and looks forward to his guidance and extensive experience as the Company seeks to strategically evaluate all options for expansion, capitialising on the high calibre international distribution network developed by the Company for the in-house designed products for global satellite markets.

Director Resignation

Mr Dennis Payne has stepped down from his Executive Director position effective from late Monday. Mr Payne was appointed a Director on 14 June 2012 to take the place of Mr John McCormack who resigned suddenly due to ill health. Mr Payne remains the Company Secretary and Chief Financial Officer. Mr Payne's resignation allows the Company's board to be comprised of three members, two of whom are Independent Non-Executive Directors, in keeping with good corporate governance.

Yours faithfully

Dennis Payne

Company Secretary