

22 February 2013

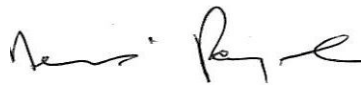
The Manager
Market Announcements Platform
Australian Securities Exchange

Director's Interest Notice

Please find attached a Directors Interest Notice for:-

- Carl Hung – appointed Director (Appendix 3X Initial Director's Interest Notice).

Yours faithfully



Dennis Payne
Company Secretary

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	WORLD REACH LIMITED
ABN	39 010 568 804

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	CARL CHEUNG HUNG
Date of appointment	21 FEBRUARY 2013

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

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities
NIL

+ See chapter 19 for defined terms.

Appendix 3X

Initial Director's Interest Notice

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

Name of holder & nature of interest Note: Provide details of the circumstances giving rise to the relevant interest.	Number & class of Securities
SGV1 Holdings Limited (Carl Hung is a majority shareholder in SGV1 Holdings Limited)	26 notes convertible into 2,600,000 shares (conversion subject to shareholder approval)

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	Season Group has a Manufacturing Services Agreement with Beam Communications Pty Ltd, a subsidiary of World Reach Limited.
Nature of interest	Carl Hung is President and COO of Season Group
Name of registered holder (if issued securities)	N/A
No. and class of securities to which interest relates	N/A

+ See chapter 19 for defined terms.