



26th May 2014

Company Announcements Office
Australian Securities Exchange
10th Floor
20 Bond Street
SYDNEY, NSW 2000.

Dear Sir,

Soft Opening of Roxy Casino

On 18th March 2014, Cell Aquaculture ("the Company") announced the execution of a Heads of Agreement ("HOA") with the Vendors, Noble Rate Limited, Tang Dashun and Beijing Properties (Holdings) Limited, to acquire 100% of the rights and title to two projects; one of these being, the Roxy Casino in Bavet City, Svay Rieng Province, Kingdom of Cambodia ("Roxy Casino").

This announcement is to be read in conjunction with the Company announcement released on the 18th March 2014 and the 16th April 2014.

ROXY CASINO

Following the completion of the Casino's refurbishment and renovations, the Company is pleased to announce the Soft Opening of Roxy Casino on 26th May 2014 at 10.00am (ICT).

The Soft Opening will begin with traditional prayers and will be followed by a complimentary Champagne Brunch reception. The Casino's VIP's, the local Provincial and Bavet city officials as well as officials from the adjoining Vietnam town of Mocbai have been invited to attend this event.

Furthermore, marketing flyers announcing the Soft Opening have been distributed to all incoming and outgoing visitors at the International Border Gate over 25th May 2014 and 26th May 2014. The International Border Gate is located on National Highway 1 which connects Phnom Penh with Bavet City and continues into Ho Chi Minh City, South Vietnam.

The Casino's gaming activities will operate 24 hours a day and include:

- A main gaming hall which include fifteen gaming tables and eight online gaming tables;
- A premium gaming area which has five gaming tables offering high stake games;
- Slot machines;
- Two 8-player Electronic Roulette machines; and
- A sports betting area for watching and placing bets on international Soccer Leagues.

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The Casino also includes twenty newly renovated rooms of 4 star international standard and a 24 hour restaurant that seats up to 50 people.

Roxy Casino's official opening will be held at a later date.

Location

The Roxy Casino has a total land area of approximately 2,700m² and a total built up area of approximately 1,900m². It is located on National Highway 1 in Bavet City, Svay Rieng Province and is approximately 200m from the International Border Gate from Cambodia to South Vietnam.

Bavet City is in close proximity to five Special Economic Zones which attract travellers crossing the International Border Gate and other tourists.

Target Markets

Vietnamese locals are the most important market for the Roxy Casino due to its proximity to Ho Chi Minh City, which is the largest city in Vietnam. More specifically, Bavet is 87km from Ho Chi Minh City and 160km from Phnom Penh, the capital city of Cambodia. Marketing programs and promotions are created to tap into this primary market, including attracting junkets from Vietnam. The Roxy Casino is also in close proximity to two international airports which puts it in a strong position to attract Asian clientele.

As of January 2014, Vietnam had a total population of 92,477,857 of which 31% are in urban areas. Of the total population, there are 36,140,967 internet users which equates to a 39% penetration rate. Interestingly, there are 134,066,000 active mobile subscriptions which equates to a 145% penetration rate in Vietnam. As such, mobile users and online gamblers also form an important market for the Casino.

A handwritten signature in black ink, appearing to read "Deborah Ho".

Deborah Ho
Company Secretary