

31 July 2014

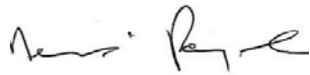
The Manager
Market Announcements Platform
Australian Securities Exchange

Director's Interest Notices

Please find attached a change of Director's Interest Notice (Appendix 3Y) for the following Director:-

- Carl Cheung Hung

Yours faithfully



Dennis Payne
Company Secretary

Appendix 3Y

Change of 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 30/09/01 Amended 01/01/11

Name of entity	WORLD REACH LIMITED
ABN	39 010 568 804

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	CARL CHEUNG HUNG
Date of last notice	10 JULY 2014

Part 1 - Change of director's relevant interests in securities

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.

Direct or indirect interest	INDIRECT
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	HOLDER: SGV1 Holdings Limited (Carl Hung is a majority shareholder in SGV1 Holdings Limited)
Date of change	28 JULY 2014
No. of securities held prior to change	3 CONVERTIBLE NOTES. 3,833,333 ORDINARY SHARES
Class	ORDINARY SHARES
Number acquired	4,909,874
Number disposed	NIL
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	\$736,481.10

+ See chapter 19 for defined terms.

Appendix 3Y

Change of Director's Interest Notice

No. of securities held after change	3 CONVERTIBLE NOTES. 8,743,207 ORDINARY SHARES
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	PARTICIPATION IN RIGHTS OFFER & THE PARTIAL UNDERWRITING OF THE RIGHTS OFFER.

Part 2 – Change of 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	NIL
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	
Interest acquired	
Interest disposed	
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	
Interest after change	

Part 3 – ⁺Closed period

Were the interests in the securities or contracts detailed above traded during a ⁺closed period where prior written clearance was required?	NO
If so, was prior written clearance provided to allow the trade to proceed during this period?	
If prior written clearance was provided, on what date was this provided?	

⁺ See chapter 19 for defined terms.