

31 October 2017

### **Completion of Acquisition of Cassons**

MotorCycle Holdings Limited (ASX: MTO), one of Australia's largest motorcycle dealership operators, advises that the acquisition of Cassons Pty Ltd, a leading, successful wholesaler and retailer of motorcycle accessories and parts, is now completed.

Details of the acquisition were originally provided in the ASX announcement dated 4 October 2017.

The acquisition increases the scale of MTO's existing retail accessory business, expands the distribution network and provides opportunities to improve margin by sourcing additional Casson product for retailing through the MTO dealer network. Further, the combination of the two businesses will also present significant growth opportunities, by introducing used motorcycles and other services into the growing Cassons retail network.

Robert Cassen who manages the sales, marketing, admin and logistics teams at Cassons joined the Board today as an executive director. Rob has 33 years' experience in the motorcycle industry. He successfully built one of Australia's largest motorcycle and bicycle clothing and accessory distribution companies and has developed strong supplier relationships with major international and world leading brands and manufacturers. Rob has also created one of the market leading private label brands in Australia.

**ENDS**

For further information, please contact:

#### **MotorCycle Holdings Limited**

Mr David Ahmet  
Managing Director  
Phone: 0403 333 048  
Email: [dave@teammoto.com.au](mailto:dave@teammoto.com.au)

Mr Bob Donovan  
Chief Financial Officer  
Phone: 0414 801 533  
Email: [cfo@mcholdings.com.au](mailto:cfo@mcholdings.com.au)