

Leading SME-focused finance platform Propell Holdings Limited (ASX: PHL) (the Company) advises that its Annual General Meeting for 2022 will be held on Thursday, 24 November 2022 at 12:30pm at Level 2, 307 Queen Street, Brisbane QLD 4000 (AEST – Brisbane time) (Meeting).

Attached are copies of the following documents in relation to the Meeting:

- Chairman's Letter to shareholders setting out the arrangements in relation to the meeting
- Notice of Annual General Meeting including the Agenda and Explanatory Memorandum
- Proxy Form

This announcement was authorised for release to the market by the Board of Propell Holdings Limited.

#### For further information, please contact:

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#### **About Propell**

Propell Holdings Limited (ASX:PHL) is Australia's first and only all-in-one finance platform providing SMEs with lending solutions that are faster to access, easier to use and simpler to manage using a digital-first approach.

Australia's 2.4 million small and medium enterprises (SMEs) aren't satisfied with lending solutions provided by banks and are frustrated with their slow and difficult processes and paperwork. 38% of SMEs have indicated they are actively looking for new solutions in a market comprising \$423 billion in SME loans.

Propell's digital platform is aimed at improving the cashflow and financial wellbeing of small businesses by aggregating a range of finance products and services including lending, payments and cashflow forecasting tools. The Company leverages its extensive customer data with an artificial intelligence (AI) based engine to deliver its products in an entirely digital manner.

Propell launched the platform in mid-2020 and is focused on further customer growth and development of its product suite.

To stay up to date on company news and announcements, register your details on the Propell Holdings investor portal.

Notice is given that the Annual General Meeting (**AGM** or **Meeting**) of Shareholders of **Propell Holdings Limited ACN 614 837 099 (Company**) will be held:

Date of Meeting: Thursday, 24 November 2022

Time of Meeting: 12.30pm (Brisbane time)

Place of Meeting: Level 2, 307 Queen Street, Brisbane QLD 4000

Dear Shareholder,

#### Propell Holdings Limited – Annual General Meeting

Propell Holdings Limited (**the Company**) hereby announces its intention to hold its 2022 Annual General Meeting (**AGM** or **Meeting**) of Shareholders at 12.30pm (Brisbane time) on Thursday 24 November 2022. This meeting will be held at Level 2, 307 Queen Street, Brisbane QLD 4000.

The full Notice of Meeting which sets out the Agenda (including details of all resolutions being put to the meeting), important Voting Information and an Explanatory Memorandum can be found at <a href="https://propell.investorportal.com.au/">https://propell.investorportal.com.au/</a> or on the Australian Securities Exchange Limited (ASX) Market Announcement Platform under the Company's code: PHL.

In accordance with modifications to the Corporations Act under the *Treasury Laws Amendment* (2021 Measures No. 1) Act 2021 (Cth), the Company will not be sending hard copies of the Notice of Meeting and Explanatory Memorandum to Shareholders (except for any Shareholder who has provided an election to the Company to receive a hard copy document only pursuant to section 253RB of the Corporations Act 2001 (Cth)).

The agenda of the Meeting will be to consider the following items of business:

- Receive and consider the Company's 2022 Annual Report;
- Adoption of the 2022 Remuneration Report that was included in the 2022 Annual Report;
- Re-election of Mr. Jeremy Loftus as a director;
- Election of Mr. Michael Davidson as a director;
- Approval to issue an additional 10% of the issued capital of the Company over a 12 month period pursuant to Listing Rule 7.1A.

#### **AGM Considerations and Shareholder Questions**

A discussion will be held on all items to be considered at the AGM.

All Shareholders will have a reasonable opportunity to ask questions during the AGM. The Company will endeavour to answer as many of the asked questions as practicable.

To ensure that as many Shareholders as possible have the opportunity to speak, Shareholders are requested to observe the following:

- all Shareholder questions should be stated clearly and should be relevant to the business of the Meeting;
- if a Shareholder has more than one question on an item, all questions should be asked at the one time; and

• Shareholders should not ask questions at the Meeting regarding personal matters or those that are commercial in confidence.

Shareholders who prefer to register questions in advance of the AGM are invited to do so. A Shareholder Question Form has been included with this Notice and is also available on the Company's website at <a href="https://propell.investorportal.com.au/">https://propell.investorportal.com.au/</a>

Written questions must be received by the Company or Link Market Services Limited by 12.30pm (Brisbane time) on 22 November 2022, and can be submitted online, by mail, by fax or in person (as set out on the top of the Shareholder Question Form).

#### All Resolutions by Poll

Each of the resolutions proposed at the AGM will be decided on a poll. The Chairman considers voting by poll to be in the interests of the shareholders as a whole, and to ensure the representation of as many Shareholders as possible at the meeting.

#### **How to Vote**

Please see the Notice of Meeting for details on Voting Entitlement, Proxy and Corporate Representative Instructions. As the situation regarding the management of COVID-19 is evolving, shareholders are encouraged to monitor the Company's website for any further updates in relation to the arrangements for the Meeting.

We look forward to receipt of your completed Proxy form and any questions and comments you wish to submit prior to the Meeting or otherwise your physical attendance and participation at the Meeting.

By order of the Board of Propell Holdings Limited

Ben Harrison Chairman 20 October 2022

# Notice of Annual General Meeting and Explanatory Memorandum

# **Propell Holdings Limited**

ACN 614 837 099

Date of Meeting: 24 November 2022

Time of Meeting: 12.30pm (Brisbane time)

Place of Meeting: Level 2, 307 Queen Street, Brisbane QLD 4000

# This is an important document and requires your attention

If you are in any doubt about how to deal with this document, please consult your legal, financial or other professional advisor.

Notice is given that the Annual General Meeting (**AGM** or **Meeting**) of shareholders of Propell Holdings Limited ACN 614 837 099 (**Company**) will be held as a physical meeting at Level 2, 307 Queen Street, Brisbane QLD 4000 on **24 November 2022** at **12.30pm** (Brisbane time).

Terms used in this Notice of Meeting are defined in Section 7 of the accompanying Explanatory Memorandum.

#### **AGENDA**

#### **ORDINARY BUSINESS**

#### **Financial Report**

To receive and consider the Company's Annual Report comprising the Directors' Report and Auditors' Report, Directors' Declaration, Statement of Financial Performance, Balance Sheet, Statement of Cashflows and notes to and forming part of the accounts for the Company and its controlled entities for the financial year ended 30 June 2022.

#### Resolution 1 – Adoption of Remuneration Report

To consider and, if thought fit, pass the following Resolution, with or without amendment, as a non-binding advisory Resolution:

"That for the purposes of section 250R(2) of the Corporations Act and for all other purposes, the Remuneration Report for the year ended 30 June 2022 (as set out in the Directors' Report) is adopted."

The vote on this Resolution 1 is advisory only and does not bind the Directors or the Company.

#### Voting restriction pursuant to section 250R(4) of the Corporations Act

A vote on this Resolution 1 must not be cast (in any capacity) by or on behalf of either of the following persons:

- (a) a member of the Key Management Personnel (**KMP**) details of whose remuneration are included in the Remuneration Report; and
- (b) a Closely Related Party of such a member.

However, the above persons may cast a vote on Resolution 1 if:

- (a) the person does so as a proxy; and
- (b) the vote is not cast on behalf of a member of the Key Management Personnel, details of whose remuneration are included in the Remuneration Report, or a Closely Related Party of such a member; and
- (c) either:
  - (1) the voter is appointed as a proxy by writing that specifies the way the proxy is to vote on the Resolution; or
  - (2) the voter is the Chairman of the Meeting and the appointment of the Chairman as proxy:
    - A. does not specify the way the proxy is to vote on the Resolution; and
    - B. expressly authorises the Chairman to exercise the proxy even if the Resolution is connected directly or indirectly with the remuneration of a member of the Key Management Personnel for the Company or, if the Company is part of a consolidated entity, for the entity.

#### **Voting Intentions of the Chairman**

Shareholders should be aware that any undirected proxies given to the Chairman will be cast by the Chairman and counted in favour of the Resolutions the subject of this Meeting, including Resolution 1, subject to compliance with the Corporations Act. In exceptional circumstances, the Chairman of the Meeting may change his voting intention on any Resolution, in which case an ASX announcement will be made.

Further details, in relation to the ability of the Chairman to vote on undirected proxies are set out in the accompanying proxy form.

#### Resolution 2 – Re-election of Jeremy Loftus as a Director

To consider and, if thought fit, pass the following Resolution, with or without amendment, as an Ordinary Resolution:

"That Mr. Jeremy Loftus, who retires by rotation in accordance with Rule 43.1(a) of the Company's constitution and Listing Rule 14.4 and, being eligible, offers himself for election, is re-elected as a director of the Company with effect from the end of the Meeting."

#### Resolution 3 – Election of Michael Davidson as a Director

To consider and, if thought fit, pass the following Resolution, with or without amendment, as an Ordinary Resolution:

"That Mr. Michael Davidson, a Director appointed as an additional Director and holding office until the next annual general meeting of the Company after his appointment in accordance with Rule 41.2 of the Company's Constitution, and, being eligible, offers himself for election, is elected as a Director of the Company."

#### **SPECIAL BUSINESS**

Resolution 4 - Approval to issue an additional 10% of the issued capital of the Company over a 12 month period pursuant to Listing Rule 7.1A

To consider and, if thought fit, pass the following Resolution, with or without amendment as a Special Resolution:

"That, for the purposes of Listing Rule 7.1A, and for all other purposes, Shareholders approve the issue of Equity Securities of up to 10% of the issued capital of the Company (at the time of issue) calculated in accordance with the formula prescribed in Listing Rule 7.1A.2, over a 12 month period from the date of the Meeting, at a price not less than that determined pursuant to Listing Rule 7.1A.3 and otherwise on the terms and conditions described in the Explanatory Memorandum (**Placement Securities**)."

# Important Note (in relation to Resolution 4)

The Company is not proposing to make an issue of equity securities under 7.1A.2 as at the date of this Notice of Meeting. Accordingly, the proposed allottees of any Placement Securities are not as yet known or identified.

In these circumstances (and in accordance with the note set out in Listing Rule 14.11.1 relating to Listing Rules 7.1 and 7.1A), for a person's vote to be excluded, it must be known that that person will participate in the proposed issue. Where it is not known who will participate in the proposed issue (as is the case in respect of the Placement Securities), Shareholders must consider the proposal on

the basis that they may or may not get a benefit and that it is possible that their holding will be diluted and there is no reason to exclude their votes.

## **GENERAL BUSINESS**

To consider any other business as may be lawfully put forward in accordance with the Constitution of the Company.

By order of the Board

Adam Gallagher Company Secretary 12 October 2022

#### Attendance at the General Meeting

In accordance with modifications to the Corporations Act under the *Treasury Laws Amendment (2021 Measures No. 1)* Act 2021 (Cth), the Company will not be sending hard copies of the Notice of Meeting and Explanatory Memorandum to Shareholders (except for any Shareholder who has provided an election to the Company to receive a hard copy document only pursuant to section 253RB of the Corporations Act).

Shareholders and proxyholders will have the ability to ask questions during the Meeting.

In addition to the above, Shareholder and proxyholder participation (as relevant) is possible by shareholders completing and lodging the Proxy Form in the manner described below so that it is received by 12.30pm (Brisbane time) on Tuesday, 22 November 2022, in order to be valid. In addition to the enclosed Proxy Form, the Proxy Form is also available on the Company's website at <a href="https://propell.investorportal.com.au/">https://propell.investorportal.com.au/</a>

Discussion will take place on all resolutions to be considered at the Meeting. Shareholders will have a reasonable opportunity to ask questions in respect of the resolutions put forward at the Meeting either during the Meeting or through submitting questions prior to the Meeting via the Company's website.

#### **Entitlement to attend and vote**

In accordance with regulation 7.11.37 of the Corporations Regulations 2001 (Cth), the Board has determined that persons who are registered holders of shares of the Company as at 7:00 pm (Sydney time) on 22 November 2022 will be entitled to attend and vote at the Meeting as a shareholder.

If more than one joint holder of shares is present at the Meeting (whether personally, by proxy or by attorney or by representative) and tenders a vote, only the vote of the joint holder whose name appears first on the register will be counted.

## **Appointment of Proxy**

If you are a shareholder entitled to attend and vote, you may appoint an individual or a body corporate as a proxy. If a body corporate is appointed as a proxy, that body corporate must ensure that it appoints a corporate representative in accordance with section 250D of the Corporations Act 2001 (Cth) (the Act) to exercise its powers as proxy at the Meeting.

A proxy need not be a shareholder of the Company.

A shareholder may appoint up to two proxies and specify the proportion or number of votes each proxy may exercise. If the shareholder does not specify the proportion or number of votes to be exercised, each proxy may exercise half of the shareholder's votes.

To be effective, the proxy must be received at the Share Registry of the Company no later than 12.30pm (Brisbane time) on Tuesday, 22 November 2022. Proxies must be received before that time by one of the following methods:

By post: Propell Holdings Limited

C/- Link Market Services Limited

Locked Bag A14

Sydney South NSW 1235

Australia

By facsimile: 02 9287 0309 (within Australia)

+61 2 9287 0309 (from outside Australia)

By delivery in person: Link Market Services Limited

1A Homebush Bay Drive Rhodes NSW 2138

Online: www.linkmarketservices.com.au

To be valid, a proxy form must be received by the Company in the manner stipulated above. The Company reserves the right to declare invalid any proxy not received in this manner.

#### **Power of Attorney**

A proxy form and the original power of attorney (if any) under which the proxy form is signed (or a certified copy of that power of attorney or other authority) must be received by the Company no later than 12.30pm (Brisbane time) on Tuesday, 22 November 2022 being 48 hours before the Meeting.

#### **Corporate Representatives**

A body corporate which is a shareholder, or which has been appointed as a proxy, is entitled to appoint any person to act as its representative in respect of the Meeting. The appointment of the representative must comply with the requirements under section 250D of the Act. A "Certificate of Appointment of Corporate Representative" form may be obtained from the Company's share registry or online at <a href="https://www.linkmarketservices.com.au">www.linkmarketservices.com.au</a>.

**IMPORTANT**: If you appoint the Chairman of the Meeting as your proxy, or the Chairman becomes your proxy by default, and you do not direct your proxy how to vote on each of the resolutions then by submitting the proxy form you will be expressly authorising the Chairman to exercise your proxy on the resolutions, even though some of the resolutions are connected, directly or indirectly, with approvals with respect to related parties or key management personnel. The Chairman presently intends to vote all undirected proxies (where appropriately authorises) **in favour** of each item.

#### Voting at the Meeting

It is intended that voting on each of the proposed resolutions at this Meeting will be conducted by a poll, rather than on a show of hands.

Shareholders are encouraged to submit a proxy vote ahead of the Meeting in accordance with the Appointment of Proxy instructions above.

## **ENCLOSURES**

Enclosed are the following documents:

- Proxy Form to be completed if you would like to be represented at the Meeting by proxy.
   Shareholders are encouraged to use the online voting facility that can be accessed on Propell Holdings Limited's share registry's website at <a href="www.linkmarketservices.com.au">www.linkmarketservices.com.au</a> to ensure the timely and cost effective receipt of your proxy;
- a reply paid envelope for you to return the Proxy Form if you do not wish to use the online voting facility.

#### 1. Introduction

This Explanatory Memorandum is provided to shareholders of Propell Holdings Limited ACN 614 837 099 (**Company**) to explain the resolutions to be put to Shareholders at the Meeting to be held at Level 2, 307 Queen Street, Brisbane QLD 4000, on 24 November 2022 commencing at 12.30pm (Brisbane time).

The purpose of this Explanatory Memorandum is to provide Shareholders with information that is reasonably required by Shareholders to decide how to vote upon the Resolutions. The Company's Notice of Annual General Meeting and this Explanatory Memorandum should be read in their entirety and in conjunction with each other.

Subject to the abstentions noted below, the Directors unanimously recommend that Shareholders vote in favour of all Resolutions. The Chairman of the Meeting intends to vote all available undirected proxies in favour of each resolution.

The Directors recommend shareholders read the accompanying Notice of Meeting and this Explanatory Memorandum in full before making any decision in relation to the resolutions.

Terms used in this Explanatory Memorandum are defined in Section 7.

#### 2. Consider the Company's Annual Report

The Company's Annual Report comprising the Directors' Report and Auditors' Report, Directors' Declaration, Statement of Financial Performance, Balance Sheet, Statement of Cashflows and notes to and forming part of the financial statements for the Company and its controlled entities for the financial year ended 30 June 2022 was released to ASX on 30 September 2022.

Shareholders can access a copy of the Company's Annual Report at www.propell.investorportal.com.au. The Company will not provide a hard copy of the Company's Annual Report to Shareholders unless specifically requested to do so.

The Company's Annual Report is placed before the Shareholders for discussion.

No voting is required for this item.

# 3. Resolution 1 - Adoption of Remuneration Report

#### 3.1 Remuneration Report

The Board has submitted its Remuneration Report to Shareholders for consideration and adoption by way of a non-binding advisory Resolution in accordance with section 250R of the Corporations Act.

The Remuneration Report is set out on pages 24 to 32 of the Company's Annual Report for the period ending 30 June 2022. The Annual Report is available to download on the Company's website.

Under the Corporations Act, if at least 25% of the votes cast on the Resolution are voted against adoption of the Remuneration Report at two consecutive Annual General Meetings, the Company will be required to put to shareholders a resolution at the second of those Annual General Meeting's proposing the calling of an extraordinary General Meeting to consider the election of directors of the Company (**Spill Resolution**).

If more than 50% of shareholders vote in favour of the spill resolution, the Company must convene the extraordinary General Meeting (**Spill Meeting**) within 90 days of the second Annual General Meeting. All of the directors who were in office when the second (consecutive) Remuneration Report was considered at the second (consecutive) Annual General Meeting, other than the Managing Director,

will cease to hold office immediately before the end of the spill meeting but may stand for re-election at the spill meeting. Following the spill meeting those persons whose election or re-election as directors are approved will be the directors of the Company.

At the 2021 Annual General Meeting less than 25% of the votes cast were voted against adoption of the Remuneration Report included in the 2021 Annual Report.

The Remuneration Report:

- (a) explains the Board's policy for determining the nature and amount of remuneration of Key Management Personnel of the Company;
- (b) explains the relationship between the Board's remuneration policy and the Company's performance;
- (c) sets out remuneration details for each Key Management Personnel of the Company including details of performance related remuneration and options granted as part of remuneration; and
- (d) details and explains any performance conditions applicable to the remuneration of Key Management Personnel of the Company.

A reasonable opportunity will be provided for discussion of the Remuneration Report at the Meeting.

#### 3.2 Directors' Recommendation

The Directors abstain, in the interests of corporate governance, from making a recommendation in relation to Resolution 1. In accordance with the Corporations Act, a vote on this resolution is advisory only and does not bind the Directors or the Company.

# 3.3 Voting restrictions on Key Management Personnel and their Closely Related Parties and their proxies

As set out in the notes to Resolution 1, a voting restriction statement applies with respect to the voting on this Resolution by members of the Key Management Personnel and their Closely Related Parties and their proxies voting (in any capacity) (**Voting Restriction**). Key Management Personnel has the definition given in Accounting Standards AASB 124 Related Party Disclosure as those persons having authority and responsibility for planning, directing and controlling the activities of the entity, directly or indirectly, including any director (whether executive or otherwise) of that entity.

Details of the restrictions on members of KMP and their Closely Related Parties and their proxies voting (in any capacity) are set out in the voting restriction statement included in Resolution 1 of the Notice of Meeting.

However, the Voting Restriction does not apply where:

- (a) the member of the Key Management Personnel is appointed in writing (by a Shareholder who is not a member of the Key Management Personnel or a Closely Related Party of the Key Management Personnel) as a proxy (Management Proxy) with specific instructions on how to vote on the Resolution; or
- (b) the Chairman is appointed in writing (by a Shareholder who is not a member of the Key Management Personnel or a Closely Related Party of the Key Management Personnel) as a proxy with no specific instructions on how to vote on the Resolution and expressly authorises the Chairman to exercise the proxy even if the resolution is connected directly or indirectly with the remuneration of a member of the Key Management Personnel for the Company or, if the Company is part of a consolidated entity, for the entity.

Shareholders should be aware that any undirected proxies given to the Chairman will be cast by the Chairman and counted in favour of the Resolutions the subject of this Meeting, including this Resolution

1, subject to compliance with the Corporations Act. In exceptional circumstances, the Chairman of the Meeting may change his/her voting intention on any resolution, in which case an ASX announcement will be made.

#### 4. Resolution 2 – Re-election of Mr. Jeremy Loftus as a Director

#### 4.1 Background

Mr. Jeremy Loftus, a director of the Company, was first appointed on 13 September 2018 and retires in accordance with clause 43.1 of the Constitution and, being eligible, seeks re-election from Shareholders. In accordance with clause 41.3 of the Constitution, the Company at a Meeting may by resolution appoint a qualified person as a Director.

Prior to submitting himself for election, Mr. Loftus has confirmed that he would continue to have sufficient time to properly fulfil his duties and responsibilities to the Company.

#### 4.2 Mr. Jeremy Loftus' qualifications and experience

Mr. Loftus has over 25 years finance experience including as CFO for several ASX listed companies and multiple start-ups. Within a diverse range of sectors in Australia, he has contributed in early growth phases through to public listing and scaling for growth in equity and debt funding markets.

Mr. Loftus has been working in online lending since 2017 as a Director, CFO and Company Secretary covering SME and consumer lending.

Mr. Loftus continues to make a valued contribution to the Company and Chairs the Audit and Risk Management Committee.

#### 4.3 Directors' Recommendation

The Directors (with Mr. Loftus abstaining from making a recommendation), for reasons given in 4.2, recommend that shareholders vote **in favour** of this Ordinary Resolution.

# 5. Resolution 3 – Election of Mr. Michael Davidson as a Director

## 5.1 Background

On 24 December 2021 Mr. Michael Davidson was appointed as Managing Director by the Board. Pursuant to Rule 41.2 of the Company's Constitution, a Director appointed by Board holds office only until the next annual general meeting and is then eligible for re-election by Shareholders.

#### 5.2 Mr. Michael Davidson's qualifications and experience

Formerly CEO of a leading SME payments provider for five years, Mr. Davidson joined Propell Holdings as CEO in 2015 and has since helped pivot the Company into its full-service finance platform, extensively growing its customer base and product offering. Michael holds a Bachelor of Commerce from the University of Queensland.

The Board values Mr. Davidson's contribution to the Board and his leadership of the Company and seeks to continue his tenure through his election as Director at the Meeting.

#### 5.3 Directors' Recommendation

The Directors (with Mr. Davidson abstaining from making a recommendation), for reasons given in 5.2, recommend that shareholders vote **in favour** of this Ordinary Resolution.

6. Resolution 4 - Approval to issue an additional 10% of the issued capital of the Company over a 12 month period pursuant to Listing Rule 7.1A

#### 6.1 Introduction

Pursuant to Resolution 4, the Company is seeking Shareholder approval to issue an additional 10% of its issued capital over a 12 month period pursuant to Listing Rule 7.1A. If passed, this Resolution will allow the Company to allot and issue up to the number of new Equity Securities calculated in accordance with Listing Rule 7.1A.2 (Placement Securities) each at an issue price of at least 75% of the volume weighted average price (VWAP) for the Company's Equity Securities in that class (calculated over the last 15 days on which trades in the Equity Securities are recorded immediately before the date on which the price at which the Placement Securities are to be issued is agreed, or if the Placement Securities are not issued within ten trading days of that date, the date on which the Placement Securities are issued) (Issue Price).

This approval is sought pursuant to Listing Rule 7.1A. Under Listing Rule 7.1A, small and mid-cap listed entities that meet the eligibility threshold and have obtained the approval of their ordinary shareholders by Special Resolution at the Annual General Meeting, are permitted to issue an additional 10% of issued capital over a 12 month period from the date of the Annual General Meeting (Additional 10% Placement). The Additional 10% Placement under Listing Rule 7.1A is in addition to the ability of the Company to issue 15% of its issued capital without shareholder approval over a 12 month period pursuant to Listing Rule 7.1.

Funds raised from the issue of Placement Securities, if undertaken, would be applied towards the continued growth of the Company's business operations (including client growth) and general working capital.

#### 6.2 Listing Rule 7.1A

# (a) General

#### (1) Eligibility

An entity is eligible to seek shareholder approval for an Additional 10% Capacity if at the time of its Annual General Meeting it has a market capitalisation of \$300 million or less and it is not included in the \$&P/ASX300 Index.

As required by the Listing Rules, the Company's market capitalisation will be based on the closing price on the Trading Day before the AGM. The calculation of market capitalisation will be based on the Closing Price of Shares on the last Trading Day on which trades in the Shares were recorded before the date of the AGM, multiplied by the number of Shares on issue (in that main class, but excluding restricted securities and securities quoted on a deferred settlement basis).

For illustrative purposes only, on 13 September 2022 the Company's market capitalisation was approximately \$5 million based on the closing trading price on that date. The Company is not included in the S&P/ASX300 Index as at the time of issue of this Notice of Meeting and the Company does not expect that it will be included in the S&P/ASX300 Index at the date of the AGM.

The Company is therefore an eligible entity and able to seek shareholder approval for an Additional 10% Capacity under Listing Rule 7.1A. Assuming Resolution 4 is approved, in the event that the Company is no longer an eligible entity to issue Equity Securities under an Additional 10% Capacity after the Company has already obtained Shareholder approval, the approval obtained will not lapse and the Company will retain the Additional 10% Capacity until the approval period ends.

#### (2) Special Resolution

Listing Rule 7.1A requires this Resolution 4 to be passed as a Special Resolution, which means that it must be passed by at least 75% of the votes cast by members entitled to vote on the Resolution. Pursuant to Listing Rule 7.1A, no Placement Securities will be issued until and unless this Special Resolution is passed at the Meeting.

## (3) Shareholder Approval

The ability to issue the Placement Securities is conditional upon the Company obtaining Shareholder approval by way of a Special Resolution at the Meeting.

#### (b) 10% Capacity Period - Listing Rule 7.1A.1

Assuming Resolution 4 is passed, Shareholder approval of the Additional 10% Capacity under Listing Rule 7.1A is valid from the date of the AGM and expires on the earlier to occur of:

- a. the date that is 12 months after the date of the AGM;
- b. the time and date of the Company's next AGM; or
- c. the time and date of the approval by Shareholders of a transaction under Listing Rule 11.1.2 (a significant change to the nature or scale of activities) or 11.2 (disposal of main undertaking),

or such longer period if allowed by ASX (Approval Period).

If Resolution 4 is passed by Shareholders, the approval will expire on 24 November 2023 unless the Company holds its next Meeting or Shareholder approval is granted pursuant to Listing Rules 11.1.2 or 11.2 prior to that date.

## (c) Formula for calculating Additional 10% Capacity

Listing Rule 7.1A.2 provides that Eligible Entities that have obtained shareholder approval at an Annual General Meeting may issue or agree to issue, during the 12 month period after the date of the Annual General Meeting, a number of Equity Securities calculated in accordance with the formula set out under Listing Rule 7.1A.2.

## (d) Listing Rule 7.1A.3

#### (1) Equity Securities

Any Equity Securities issued under the Additional 10% Capacity must be in the same class as an existing quoted class of Equity Securities of the Company.

As at the date of this notice of meeting, the only class of Equity Securities in the Company quoted on the ASX are ordinary shares. The Company presently has 120,355,520 shares on issue at the date of this Notice of Meeting.

# (2) Minimum Issue Price

The issue price for the Placement Securities issued under Listing Rule 7.1A must be not less than 75% of the VWAP of Equity Securities in that class calculated over the 15 trading days on which trades in that class were recorded immediately before:

- a. the date on which the price at which the relevant Placement Securities are to be issued is agreed by the Company and the recipient of the Placement Securities; or
- b. if the relevant Placement Securities are not issued within ten trading days of the date in paragraph (A) above, the date on which the relevant Placement Securities are issued.

#### (e) Information to be given to ASX – Listing Rule 7.1A.4

If Resolution 4 is passed and the Company issues any Placement Securities under Listing Rule 7.1A, the Company will comply with the requirements of 7.1A.4.

#### (f) Listing Rules 7.1 and 7.1A

The ability of an entity to issue Equity Securities under Listing Rule 7.1A is in addition to the entity's 15% capacity under Listing Rule 7.1.

At the date of this Notice, the Company has on issue 120,355,520 Shares, and therefore has the capacity to issue:

- i. 18,053,328 Equity Securities under Listing Rule 7.1; and
- ii. 12,035,552 Equity Securities under Listing Rule 7.1A.

The actual number of Placement Securities that the Company will have the capacity to issue under Listing Rule 7.1A will be calculated at the date of issue of the Placement Securities in accordance with the formula prescribed in Listing Rule 7.1A.2 (as described above).

#### 6.3 Specific information required by Listing Rule 7.3A

# (a) A statement of the period for which the approval will be valid (as set out in Listing Rule 7.1A.1) – Listing Rule 7.3A.1

Subject to Resolution 4 being approved by Shareholders, the Company will only issue and allot the Placement Securities during the Approval Period (described above), which will commence on the date of the Meeting and expire on the first to occur of:

- 1. the date that is 12 months after the date of this Meeting;
- 2. the time and date of the Company's next annual general meeting; and
- 3. the time and date of approval by Shareholders of any transaction under Listing Rule 11.1.2 (a significant change in the nature or scale of activities of the Company) or Listing Rule 11.2 (disposal of the main undertaking of the Company).

#### (b) Minimum price of Equity Securities issued under Listing Rule 7.1A - Listing Rule 7.3A.2

Pursuant to and in accordance with Listing Rule 7.1A.3, the Placement Securities issued under the Additional 10% Capacity must:

- 1. be in an existing quoted class of Equity Securities;
- 2. be issued for cash consideration; and
- 3. have an issue price of not less than 75% of the VWAP for the Equity Securities in that class calculated over the 15 trading days on which trades in that class were recorded:
  - a. the date on which the price at which the Placement Securities are to be issued is agreed; or

b. if the Placement Securities are not issued within ten trading days of the date in paragraph (a) above, the date on which the Placement Securities are issued.

The Company will disclose to the ASX the issue price on the date of issue of the Placement Securities.

# (c) A statement of the purposes for which the funds raised by an issue of Equity Securities under Listing Rule 7.1A.2 may be used – Listing Rule 7.3A.3

As noted above, the purpose for which the Placement Securities may be issued include to be applied towards the continued growth of the Company's business operations (including client growth) and general working capital.

#### (d) Risk of economic and voting dilution - Listing Rule 7.3A.4

If Resolution 4 is passed and the Company issues the Placement Securities, there is a risk of economic and voting dilution to the existing Shareholders. The Company currently has on issue 120,355,520 Shares and 17,436,578 Options. On this basis, following approval of the Additional 10% Capacity, the Company will have approval to issue an additional 12,035,552 Equity Securities. The exact number of Placement Securities to be issued under the Additional 10% Capacity will be calculated in accordance with the formula contained in Listing Rule 7.1A.2 and set out above. Any issue of Placement Securities will have a dilutive effect on existing Shareholders.

There is a specific risk that:

- 1. the Market Price for the Company's Equity Securities may be significantly lower on the date of the issue of any Placement Securities than it is on the date of the Meeting; and
- 2. the Placement Securities may be issued at a price that is at a discount to the Market Price for the Company's Equity Securities on the issue date,

which may have an effect on the amount of funds raised by the issue or the value of the Placement Securities.

As required by Listing Rule 7.3A.4, Table 1 below shows the potential economic and voting dilution effect, in circumstances where the issued share capital has doubled and the Market Price of the shares has halved. Table 1 also shows additional scenarios in which the issued share capital has increased (by both 50% and 100%) and the Market Price of the shares has:

- 1. decreased by 50%; and
- 2. increased by 100%.

#### TABLE 1

| Issued Share Capital                |                       | Issued Share                       | Issue Price                                 |                                    |   |
|-------------------------------------|-----------------------|------------------------------------|---|------------------------------------|---|
| (Variable A in Listing Rule 7.1A.2) |                       | Capital:<br>10% Voting<br>Dilution | 50% decrease<br>in Market<br>Price \$0.0205 | Current<br>Market Price<br>\$0.041 | 100% Increase<br>in Market<br>Price \$0.082 |
|                                     |                       |                                    | Funds Raised                                |                                    |   |
| Current                             | 120,355,520<br>Shares | 12,035,552                         | \$246,729                                   | \$493,458                          | \$986,915                                   |
| 50% Increase                        | 180,533,280<br>Shares | 18,053,328                         | \$370,093                                   | \$740,186                          | \$1,480,373                                 |
| 100% Increase                       | 240,711,040<br>Shares | 24,071,104                         | \$493,458                                   | \$986,915                          | \$1,973,831                                 |

#### **Assumptions and explanations**

- As at 11 October 2022, the date of preparation of this Notice, there were 120,355,520 Shares on issue.
- The Market Price is \$0.045, based on the closing price of the shares on ASX on 13 September 2022.
- The above table only shows the dilutionary effect based on the issue of the Placement Securities (assuming only Shares are issued) and not any Shares issued under the 15% capacity under Listing Rule 7.1. This is why the voting dilution is shown in each example as 10%
- Assumes that no Options are exercised into Shares before the date of issue of the Placement Securities.
- The 10% voting dilution reflects the aggregate percentage dilution against the issued Share capital at the time of issue.
- The calculations above do not show the dilution that any one particular Shareholder will be subject to. All Shareholders should consider the dilution caused to their own shareholding depending on their specific circumstances.
- The Company issues the maximum number of Equity Securities available under the Additional 10% Capacity.
- The Company has not issued any Equity Securities in the 12 months prior to the Meeting that were not issued under an exception in Listing Rule 7.2 or with approval under Listing Rule 7.1.
- The issued share capital has been calculated in accordance with the formula in Listing Rule 7.1A2 as at 13 September 2022.
- The issue price of the Placement Securities used in the table is the same as the Market Price and does not take into account the discount to the Market Price (if any).

#### (e) Company's allocation policy - Listing Rule 7.3A.5

The Company's allocation policy is dependent on the prevailing market conditions at the time of any proposed issue of the Placement Securities. The identity of the allottees of Placement Securities will be determined on a case-by-case basis having regard to a number of factors including but not limited to the following:

- the methods of raising funds that are available to the Company including, but not limited to, a rights issue, share purchase plan, placement or other issue in which existing shareholders can participate;
- 2. the effect of the issue of the Placement Securities on the control of the Company;
- 3. the purpose of the issue;
- 4. the circumstances of the Company, including but not limited to the financial position and solvency of the Company;
- 5. prevailing market conditions; and
- 6. advice from corporate, financial and broking advisers (if applicable).

The allottees of the Placement Securities have not been determined as at the date of this Notice but may include existing substantial Shareholders and/or new Shareholders who are not related parties or associates of a related party of the Company.

(f) Previous issues under Shareholder Approval previously obtained under Listing Rule 7.1A – Pursuant to Listing Rule 7.3A.6:

The Company previously obtained approval from its Shareholders pursuant to Listing Rule 7.1A at its annual general meeting held on 25 November 2021 (**Previous Approval**).

During the 12-month period preceding the date of the Meeting, being on and from 25 November 2021, the Company issued 9,579,016 Shares under Listing Rule 7.1A.2 pursuant to the Previous Approval (**Previous Issues**), which represent approximately 10% of the total diluted number of Equity Securities on issue in the Company on 25 November 2021, which was 95,790,160.

Further details of the issue of Equity Securities by the Company pursuant to Listing Rule 7.1A.2 during the 12-month period preceding the date of the Meeting are set out below.

The following information is provided in accordance with Listing Rule 7.3A.6(b) in respect of the Previous Issues:

| Dala of lasses and                                | Pode Alleres 00 April 0000  |  |  |
|---|---|--|--|
| Date of Issue and                                 | Date of Issue: 28 April 2022  |  |  |
| Appendix 2A                                       | Date of Appendix 2A: 28 April 2022  |  |  |
| Recipients  | Unrelated professional, sophisticated and other investors that fall within one or more of the classes of exemptions specified in section 708 of the Corporations Act determined by the Board ( <b>Placement Participants</b> ) as part of a placement announced on 13 April 2022.   |  |  |
|   | None of the Placement Participants are:   |  |  |
|   | <ul> <li>a related party of the Company;</li> <li>members of the Company's key management personnel;</li> <li>a substantial holder in the Company;</li> <li>an adviser to the Company; or</li> <li>an associate of any of the above,</li> </ul> and therefore the individual identities of each of the Placement Participants is not material to a decision to approve the resolution: ASX Guidance Note 21, paragraph 7.3.   |  |  |
| Number and Class of Equity Securities Issued      | 9,579,016 fully paid ordinary shares in the capital of the Company, ASX Code PHL (terms are set out in the Company's Constitution)  |  |  |
| Issue Price and discount to Market Price (if any) | \$0.058 per Share (at a discount of 26.6% to the last close price of \$0.079 on Friday 8 April 20221).  |  |  |
| Total Cash<br>Consideration and Use<br>of Funds   | Amount raised: \$555,582.93 under Listing Rule 7.1A.2.  Amount spent: \$555,582.93  Use of funds: The cash has been spent in the period from April – September 2022 on working capital and the costs of the offer. Working capital includes supporting the Company's lending platform, wages for employees, payments to professional service providers and general operational costs. The costs of the offer include the payments to the Lead Manager <sup>2</sup> and associated legal costs.  Amount remaining: Nil |  |  |

#### Notes:

- For the purposes of this table the discount is calculated on the Market Price closing price
  of Shares on ASX (excluding special crossings, overnight sales and exchange traded
  option exercises) on the last trading day on which a sale was recorded prior to the date
  of issue of the relevant Equity Securities.
- 2. Lead Manager means Reach Capital Markets Pty Ltd in its capacity as sole lead manager to the placement and entitlement offer pursuant to which the above shares

were issued. Under one mandate covering both the placement and the entitlement offer, the Lead Manager is entitled to receive:

- a. upfront fee: \$20,000 (excluding GST)
- b. capital raise fee: 6% (excluding GST)
- c. success fee: One (1) Option for every one (1) dollar (\$1.00) AUD raised with an exercise price of \$0.10 per Option and expiring 3 years from the date of issue.

Pursuant to LR7.3A.6 the Company also confirms that:

- No other issues were made under LR 7.1A.2 in the 12 months preceding the date of the Meeting.
- The Company has not agreed to issue any further equity securities under LR7.1A.2.

#### (g) Voting Exclusion Statement – Listing rule 7.3A.7

The Company is not proposing to make an issue of equity securities under 7.1A.2 as at the date of this Notice of Meeting. Accordingly, no voting exclusion statement is included in this Notice.

#### 6.4 Directors' Recommendation

The Directors unanimously recommend, to provide additional capacity to raise additional funds should a requisite, appropriate, compliant, and compelling opportunity arise, that Shareholders vote in favour of Resolution 4.

#### 7. Interpretation

**Annual General Meeting, AGM** or **Meeting** means the Annual General Meeting of the Company to be held on 24 November 2022.

**Annual Report** means the document entitled "Appendix 4E and Annual Report" for the Company released to the ASX on 30 September 2022.

ASX means the ASX Limited ACN 008 624 691.

Auditor's Report means the document entitled "Independent Auditor's Report to the Members".

**Balance Sheet** means the Consolidated Balance Sheet for the Company as at 30 June 2022 contained within the Annual Report.

**Board** means the board of directors of the Company.

Business Day means a day on which all banks are open for business generally in Brisbane.

**Closely Related Party** (as defined in the Corporations Act) of a member of the Key Management Personnel for an entity means:

- (a) a spouse or child of the member;
- (b) a child of the member's spouse;
- (c) a dependant of the member or the member's spouse;
- (d) anyone else who is one of the member's family and may be expected to influence the member, or be influenced by the member, in the member's dealings with the entity;

- (e) a company the member controls; or
- (f) a person prescribed by the regulations for the purposes of this definition.

Company means Propell Holdings Limited ACN 614 837 099.

**Constitution** means the constitution of the Company from time to time.

Corporations Act means the Corporations Act 2001 (Cth).

**Directors** means the directors of the Company.

**Directors' Declaration** means the declaration contained within the Annual Report.

Directors' Report means the document entitled 'Directors' Report' contained within the Annual Report.

**Equity Securities** has the meaning given to that term in the Listing Rules.

Explanatory Memorandum means the explanatory statement accompanying this Notice.

**Key Management Personnel** or **KMP** has the definition given in Accounting Standards AASB 124 Related Party Disclosure as those persons having authority and responsibility for planning, directing and controlling the activities of the entity, directly and indirectly, including any director (whether executive or otherwise) of that entity.

Listing Rules means the official listing rules of the ASX as amended from time to time.

Market Price has the meaning given to that term in the Listing Rules.

Notice of Meeting or Notice means this notice of meeting.

**Option** means an option to subscribe for a Share in the Company.

**Ordinary Resolution** means a resolution passed by more than 50% of the votes cast by members entitled to vote on the Resolution.

**Placement Securities** means any Equity Securities issued by the Company under the Additional 10% Capacity for which shareholder approval is sought under Resolution 4.

**Resolution** means a resolution to be proposed at the Meeting.

**Shares** means ordinary fully paid shares in the issued capital of the Company.

**Special Resolution** means a resolution:

- (a) of which notice has been given as set out in paragraph 249L(1)(c) of the Corporations Act; and
- (b) passed by at least 75% of the votes cast by members entitled to vote on the Resolution.

**Statement of Cashflows** means the consolidated Statement of Cashflows for the Company for the year ended 30 June 2022.

**Statement of Financial Performance** means the consolidated statement of Profit or Loss and Other Comprehensive Income for the Company for the year ended 30 June 2022 contained within the Annual Report.

**VWAP** means the volume weighted average market price of the Shares.

Any inquiries in relation to the Resolutions or the Explanatory Memorandum should be directed to Mr Adam Gallagher (Company Secretary):

Email: adam.g@propellme.com.au



Propell Holdings Limited ABN 62 614 837 099

#### **LODGE YOUR VOTE**

ONLINE

https://investorcentre.linkgroup.com



**BY MAIL** 

Propell Holdings Limited C/- Link Market Services Limited Locked Bag A14 Sydney South NSW 1235 Australia



BY FAX

+61 2 9287 0309



**BY HAND** 

Link Market Services Limited Level 12, 680 George Street, Sydney NSW 2000



**ALL ENQUIRIES TO** 

Telephone: +61 1300 554 474



X9999999999

# **PROXY FORM**

I/We being a member(s) of Propell Holdings Limited and entitled to attend and vote hereby appoint:

#### APPOINT A PROXY

the Chairman of the Meeting (mark box)

**OR** if you are **NOT** appointing the Chairman of the Meeting as your proxy, please write the name of the person or body corporate you are appointing as your proxy

or failing the person or body corporate named, or if no person or body corporate is named, the Chairman of the Meeting, as my/our proxy to act on my/our behalf (including to vote in accordance with the following directions or, if no directions have been given and to the extent permitted by the law, as the proxy sees fit) at the Annual General Meeting of the Company to be held at 12:30pm (Brisbane Time) on Thursday, 24 November 2022 at Level 2, 307 Queen Street, Brisbane QLD 4000 (the Meeting) and at any postponement or adjournment of the Meeting.

**Important for Resolution 1:** If the Chairman of the Meeting is your proxy, either by appointment or by default, and you have not indicated your voting intention below, you expressly authorise the Chairman of the Meeting to exercise the proxy in respect of Resolution 1, even though the Resolution is connected directly or indirectly with the remuneration of a member of the Company's Key Management Personnel **(KMP).** 

The Chairman of the Meeting intends to vote undirected proxies in favour of each item of business.

# **VOTING DIRECTIONS**

Proxies will only be valid and accepted by the Company if they are signed and received no later than 48 hours before the Meeting. Please read the voting instructions overleaf before marking any boxes with an  $\boxtimes$ 

| Resolutions                                  | For Against Abstain*   | For Against Abstain* |
|--|--|----------------------|
| 1 Adoption of Remuneration Report            | 4 Approval to issue an additional 10% of the issued capital of the |                      |
| 2 Re-election of Jeremy Loftus as a Director | Company over a 12 month period pursuant to Listing Rule 7.1A       |                      |
| 3 Election of Michael Davidson as a          |  |                      |

**(i)** 

Director

\* If you mark the Abstain box for a particular Item, you are directing your proxy not to vote on your behalf on a poll and your votes will not be counted in computing the required majority on a poll.

#### SIGNATURE OF SHAREHOLDERS – THIS MUST BE COMPLETED

Shareholder 1 (Individual) Joint Shareholder 2 (Individual) Joint Shareholder 3 (Individual)

Sole Director and Sole Company Secretary Director/Company Secretary (Delete one) Director

This form should be signed by the shareholder. If a joint holding, either shareholder may sign. If signed by the shareholder's attorney, the power of attorney must have been previously noted by the registry or a certified copy attached to this form. If executed by a company, the form must be executed in accordance with the company's constitution and the *Corporations Act 2001* (Cth).



#### **HOW TO COMPLETE THIS SHAREHOLDER PROXY FORM**

#### YOUR NAME AND ADDRESS

This is your name and address as it appears on the Company's share register. If this information is incorrect, please make the correction on the form. Shareholders sponsored by a broker should advise their broker of any changes. Please note: you cannot change ownership of your shares using this form.

#### APPOINTMENT OF PROXY

If you wish to appoint the Chairman of the Meeting as your proxy, mark the box in Step 1. If you wish to appoint someone other than the Chairman of the Meeting as your proxy, please write the name of that individual or body corporate in Step 1. A proxy need not be a shareholder of the Company.

#### **DEFAULT TO CHAIRMAN OF THE MEETING**

Any directed proxies that are not voted on a poll at the Meeting will default to the Chairman of the Meeting, who is required to vote those proxies as directed. Any undirected proxies that default to the Chairman of the Meeting will be voted according to the instructions set out in this Proxy Form, including where the Resolution is connected directly or indirectly with the remuneration of KMP.

#### **VOTES ON ITEMS OF BUSINESS – PROXY APPOINTMENT**

You may direct your proxy how to vote by placing a mark in one of the boxes opposite each item of business. All your shares will be voted in accordance with such a direction unless you indicate only a portion of voting rights are to be voted on any item by inserting the percentage or number of shares you wish to vote in the appropriate box or boxes. If you do not mark any of the boxes on the items of business, your proxy may vote as he or she chooses. If you mark more than one box on an item your vote on that item will be invalid.

#### APPOINTMENT OF A SECOND PROXY

You are entitled to appoint up to two persons as proxies to attend the Meeting and vote on a poll. If you wish to appoint a second proxy, an additional Proxy Form may be obtained by telephoning the Company's share registry or you may copy this form and return them both together.

To appoint a second proxy you must:

- (a) on each of the first Proxy Form and the second Proxy Form state the percentage of your voting rights or number of shares applicable to that form. If the appointments do not specify the percentage or number of votes that each proxy may exercise, each proxy may exercise half your votes. Fractions of votes will be disregarded; and
- (b) return both forms together.

#### SIGNING INSTRUCTIONS

You must sign this form as follows in the spaces provided:

Individual: where the holding is in one name, the holder must sign.

**Joint Holding:** where the holding is in more than one name, either shareholder may sign.

**Power of Attorney:** to sign under Power of Attorney, you must lodge the Power of Attorney with the registry. If you have not previously lodged this document for notation, please attach a certified photocopy of the Power of Attorney to this form when you return it.

**Companies:** where the company has a Sole Director who is also the Sole Company Secretary, this form must be signed by that person. If the company (pursuant to section 204A of the *Corporations Act 2001*) does not have a Company Secretary, a Sole Director can also sign alone. Otherwise this form must be signed by a Director jointly with either another Director or a Company Secretary. Please indicate the office held by signing in the appropriate place.

#### **CORPORATE REPRESENTATIVES**

If a representative of the corporation is to attend the Meeting the appropriate "Certificate of Appointment of Corporate Representative" must be received at vote@linkmarketservices.com.au prior to admission in accordance with the Notice of Annual General Meeting. A form of the certificate may be obtained from the Company's share registry or online at www.linkmarketservices.com.au.

#### **LODGEMENT OF A PROXY FORM**

This Proxy Form (and any Power of Attorney under which it is signed) must be received at an address given below by **12:30pm (Brisbane Time) on Tuesday, 22 November 2022,** being not later than 48 hours before the commencement of the Meeting. Any Proxy Form received after that time will not be valid for the scheduled Meeting.

Proxy Forms may be lodged using the reply paid envelope or:



#### ONLINE

#### https://investorcentre.linkgroup.com

Login to the Link website using the holding details as shown on the Proxy Form. Select 'Voting' and follow the prompts to lodge your vote. To use the online lodgement facility, shareholders will need their "Holder Identifier" - Securityholder Reference Number (SRN) or Holder Identification Number (HIN).



#### **BY MAIL**

Propell Holdings Limited C/- Link Market Services Limited Locked Bag A14 Sydney South NSW 1235 Australia



#### BY FAX

+61 2 9287 0309



#### **BY HAND**

delivering it to Link Market Services Limited\* Level 12 680 George Street Sydney NSW 2000

\*during business hours Monday to Friday (9:00am - 5:00pm) and subject to public health orders and restrictions