



RURALCO LAUNCH INDEPENDENT WATER TRADING PLATFORM

MEDIA RELEASE

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Ruralco Holdings Limited ("Ruralco") (ASX:RHL) today launched Australia's largest independent water market trading platform, waterexchange.com.au.

The online platform allows irrigators, governments and agri-corporates to trade a variety of water products in all the major trading zones throughout the country.

In the past, waterexchange.com.au was used by Ruralco Water Brokers for their clients. Ruralco has expanded the features offered by the platform and has opened it up to other water brokers and customers external to Ruralco's operations.

Travis Dillon, Chief Executive Officer and Managing Director of Ruralco, said the revamped water trading platform would now be an independent entity and the new features should see it as the platform of choice for reputable and experienced brokers.

"There are multiple water trading platforms for brokers to choose from, which makes transparency difficult causing concern for farmers, regulators and governments.

"All stakeholders in the water trading industry from irrigators through to brokers want a system that is simple, transparent, and has integrity. The water exchange platform delivers this," Mr Dillon said.

The new features on waterexchange.com.au will give irrigators more confidence and understanding of the value of their entitlement. Farmers will now be able to view the most up to date registered entitlement trades listed on all state government registers, in one place.

In addition to being able to view entitlement parcels with associated volume and prices that are under contract, the most recent government registered trade values are also provided in an easy to use, single portal.

With over 5,000 transactions completed for temporary allocations and over 500 permanent entitlement trades occurring in the last water trading year, waterexchange.com.au is well placed to offer the kind of market depth and liquidity that licence holders are seeking.

The relaunched waterexchange.com.au platform is live online today.

ENDS

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