

ATLAS

PEARLS AND PERFUMES

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ATLAS APPOINTS NEW ALTERNATE DIRECTOR

Atlas Pearls and Perfumes Ltd (ASX: ATP) is pleased to announce the appointment of Mr Nelson Rocher as Alternate Director to Atlas Chairman and CEO Mr Stephen Birkbeck.

Prior to joining Atlas, Mr Rocher worked in Yves Rocher, an internationally recognised cosmetic and perfume group and a market leader in France. He worked in the Yves Rocher marketing department as a product development manager with his focus and passion being the products, branding and marketing areas. During his time with Yves Rocher, Nelson finely honed and crafted his skills within the cosmetic industry.

Mr Rocher who is a top 20 twenty shareholder in Atlas is also acting as an adviser to the Chairman and CEO, Stephen Birkbeck and will be working closely with him and other key staff on a variety of special projects in the coming months.

In commenting on the appointment of Mr Rocher, Stephen Birkbeck, Chairman and CEO of Atlas, said:

“We are delighted to welcome Nelson Rocher to the Atlas Board as an Alternate Director. With his unique background in the international cosmetic and perfume industry, Nelson will bring complementary skill sets to the Board as well as the necessary experience and knowledge to assist in the further development of the Company.”

ABOUT ATLAS PEARLS AND PERFUMES LTD

Atlas Pearls and Perfumes (“Atlas”) is an Australian based pearling and perfume business established in 1992. Atlas has earned an enviable reputation as a world leading pearl producer of “nature’s most precious gift”, the South Sea pearl, specialising in highly sought after white and silver pearls. Atlas operates pearl farms spread across the Indonesian archipelago, including Bali, Flores, and West Papua. Atlas is a fully integrated pearling business. The Company has its own high quality grading and loose pearl distribution business, a jewellery manufacturing capability and sells direct to customers through wholesale partners and via its retail outlets. In 2012, the Company expanded its operations into perfumes and is currently developing a range of propriety products which include pearl powder (cosmetics and nutraceuticals), pearl proteins (cosmetics), pearl volatiles and boronia (perfumes) for supply into the global luxury supply chain.

For more information please visit: www.atlaspearlsandperfumes.com.au

For further information please contact:

Rod North, Managing Director,
Bourse Communications Pty Ltd

T: (03) 9510 8309

M: 0408 670 706

E: rod@boursecommunications.com.au