

# ***PHW Consolidated Limited***

ABN: 99 000 094 995

31 Ord Street West Perth  
Western Australia 6005

Telephone: +61 08 9322 1003  
Facsimile: +61 08 9322 6722

ASX:PHW

16 September 2014

## **ACTIVITIES UPDATE**

PHW Consolidated Ltd (Company) wishes to update the market and its shareholders as to the status of its activities.

Following the re-instatement of the securities of the Company to official quotation in early July, the board has been actively assessing its position in regards to its main undertaking; namely, wine production, marketing and distribution.

The Company has retained the services of Rex Watson as consultant, effective from the date of re-instatement, to provide it with relevant expertise together with a national and international network of contacts in the wine and beverage industry.

The Company is of the belief that the on-line model has strong potential and intends to use its existing website ([sellerdoorwines.com.au](http://sellerdoorwines.com.au)) to expand on this initiative as a strategic distribution tool. On-line wine sales currently exhibit year on year growth and PHW's historical operations in this area, combined with its previously developed web portal and existing customer database, positions the Company to take advantage of the buoyant market and seek to develop a favourable distribution model.

As such, the Company is in the process of refining its on-line presence including its web site and on-line store together with updating its social media strategy to take advantage of the increase in usage of this medium as a strategic marketing tool. The Company has engaged a marketing expert to assist in the re-development of the website and social media presence.

The Company also expects to refine its wine ranges to include not only its own labels, but to also provide the market with unique and quality products at selected price points.

The Company will keep the market updated as to its progress in this regard as well as any other opportunities that may develop.

Jack Toby  
Company Secretary