



ASX ANNOUNCEMENT

2 October 2014

SHAW STOCKBROKING APPOINTED AS LEAD MANAGER TO \$10 MILLION CAPITAL RAISING

Lithex Resources Limited (**ASX: LTX**) (**Lithex** or **Company**) is pleased to announce that Shaw ICS Advisory Pty Ltd (**Shaw Stockbroking**) has been appointed as the Lead Manager to the Company's proposed \$10 million capital raising to be conducted as part of its intended acquisition of the Mpire Media business.

As announced on 30 September 2014, the Company has entered into a Share Purchase and Sale Agreement to acquire the Mpire Media business, which is an established performance-based marketing business with international reach to over 180 countries and regions (**Mpire**).

Completion of the Share Sale and Purchase Agreement is conditional on, amongst other things, the Company successfully raising a minimum of \$7 million and a maximum of \$10 million.

Mpire CEO, Luke Taylor, said "we have been working closely with the Company to appoint a Lead Manager and we are extremely pleased to have engaged Shaw Stockbroking, a high caliber and well respected firm, to assist us in bringing Mpire into the publically listed arena".

Lithex Chairman, Mr Jason Peterson, said "the appointment of Shaw Stockbroking brings the Company one step closer to being transformed into an internet services company which will provide shareholders with the opportunity to realise significant future value upon the back of an exciting and growing business sector".

For further information please contact:

Company Jason Peterson Director, Lithex Resources Limited Phone: +61 8 9223 2222	Mpire Luke Taylor Director, Mpire Media Pty Ltd Phone: +61 8 9473 2500
--	--

ABOUT SHAW STOCKBROKING

Established in 1987, Shaw Stockbroking is one of Australia's largest independently owned full service stockbroking firms with private client and institutional advisors, supported by staff and management, including an in-house Research department.

Shaw Stockbroking has a long history of providing high quality professional advice to institutional and private clients. Its strong emphasis on integrity, corporate governance and compliance has earned it an excellent reputation.

ABOUT MPIRE

Mpire was founded in 2007 by successful entrepreneur, Zhenya Tsvetnenko, and is now a rapidly growing performance-based online and mobile marketing solutions provider with a reach to over 180 countries. It has an experienced international team with offices in Perth, Dublin and Toronto.

Performance-based Advertising is now the dominant form of internet advertising, accounting for 66% of total US online advertising spend. In a Performance-based Advertising model, advertisers are only charged if the campaign achieves specific measurable results, such as generating sales, business leads or page views, which reduces the media spend risk for advertisers.

Mpire has the skills, experience and backing of a huge network of associated specialist marketers, known as an affiliate network, which enables it to take an advertiser's product directly to the target audience and deliver results for the advertiser.

Mpire is the intermediary between advertisers and its network of affiliates. It manages the advertiser's offers and selectively sources affiliates to develop comprehensive customer acquisition solutions for the advertiser, through emerging forms of media and innovative technology. With transparency, reach, creative services, online compliance and a personalised strategy for the advertiser's business, the network provided by Mpire makes performance marketing simple.

Mpire differentiates itself from other business in this space through its sales-tracking and attribution technology platform, nxus. nxus not only identifies which source generated a sale, it also provides return on investment focused real-time sales modeling to help advertisers optimise their sales flow and measure user retention.

A significant opportunity exists to deliver nxus to third parties as a cloud-based SaaS ("Software as a Service") offering to manage their affiliate networks. Pursuing this opportunity will form a significant part of the growth potential for Mpire.