

ASX Announcement

To: ASX Manager Announcements
Date: 4 July 2018
Subject: Joyce Corporation Ltd (ASX : JYC) – Macquarie Auction Group Acquisition

COMPLETION OF THE STRATEGIC MACQUARIE AUCTION GROUP ACQUISITION

Joyce Corporation Ltd is pleased to announce that on 30 June 2018 final contractual arrangements were reached for Lloyds Online Auctions to acquire the Macquarie Auction Group. As indicated in the announcement of 12 February 2018 this investment supports both the plans to expand the Classic Car Auction sales and develop the Civil Equipment Division growth plans by acquiring a presence in the strategically important Dubbo region.

Mr Andrew Webber, Managing Director of Lloyds Auctions, said yesterday. “We saw Bathurst as the next centre for growth in our Classic Car Auction business. It draws on a long history of motor sports and is in close proximity to new markets for both sellers and buyers of high end Classic Cars. In June the Macquarie site at Bathurst hosted Lloyds Auctions where record breaking sales prices were achieved on the Classic Cars the Lloyds brand attracts”.

This latest auction taking place at the site in Bathurst was on Saturday 16th June which saw Australian records fall with the 1971 Ford Falcon GTHO phase III, break the \$1m mark, with other records being set for a prototype Torana A9X that also sold with multiple bidders taking the price to \$500,000. The GTHO aptly named “Big Red” was Jeff Thompsons car in the 70’s. Australia’s fast bowling hero Jeff recalls his car and his fond memories on the link below

<https://www.youtube.com/watch?v=02pyFa7WOw0>

Joyce Corporation Ltd Executive Director Anthony Mankarios who attended the auction on the 16th June said “The community at Bathurst got behind the event with volunteers from Lions Club, Rotary and The NSW Volunteer Fire Fighters showing real community spirit. It was a great atmosphere which is set to continue to get bigger each month as we set our auctions calendar”.

Through record breaking events such as this, Lloyds Classic Cars has now become Australia’s premier Classic Car Auctioneer. Sellers are seeing a robust market emerge as Lloyds brings together willing buyers and sellers by leveraging their unique proprietary software, developed in house with the intent of growing the Classic Car market. In the past 18 months Lloyds has invested \$2.3 million in development work which the Group believes has considerable IP to deliver future earnings growth.

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These capital investments have been augmented by planned media, IT and infrastructure investments in FY18 to deliver large lifts in annual profits from F19. These investments will see Lloyds Online Auctions (www.lloydsauctions.com.au) comfortably break the \$100 million auction turn-over mark this year. “The month of May-18 saw year on year growth, twice that of the national online growth average, and June is set to break all revenue records on the back of the Bathurst event” Anthony explains.

Anthony said the Joyce Group “would continue to enact the dual strategy of acquiring good state-based auctioneers looking to be part of a bigger and faster growing national network and partnering with strong and growing businesses which would be enhanced by being part of the Joyce Group.”

Keith Gray

Company Secretary

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