

24 February 2015
Market Announcements Platform
Australian Securities Exchange
Level 40, Central Park
152-158 St George's Terrace
Perth WA 6000



Tomizone Acquisition Update: WiFi Expert and Technologist Joins Tomizone Limited

The Boards of PHW Consolidated Limited (ASX:PHW) and Tomizone Limited ("Tomizone") are delighted to announce the appointment of Mr Shadi Mahassel as a foundation member of the Tomizone Global Advisory Committee. The London-based Mr Mahassel brings a wealth of technology and product development experience at a global scale. He is an expert in the WiFi industry, having lead the product development and partner programs for Skype WiFi – a global access offering for Skype users. Most recently, Mr Mahassel was Principal Group Program Manager at Microsoft working on company-wide connectivity solutions.

Mr Mahassel has been a founder, advisor and investor in innovative technology companies in mobile communication and location-based services. He has been active in the WiFi industry since 2004 having developed initial commercial rollouts of WiFi networks at airports, rail and ferry terminals. Mr Mahassel holds a Bachelor of Science degree from the University of Massachusetts and has several patent filings covering areas in networking and geo-location.

As part of his role at Microsoft, Mr Mahassel was responsible for overseeing global trials of WiFi platforms, and having reviewed solutions globally, Mr Mahassel's team partnered with Tomizone to use its Lightswitch® platform for its innovative, flexible and scalable design.

As a Tomizone Global Advisory Committee member, Mr Mahassel will work with the incoming Tomizone Board and Management team to further advance the company's marketing leading Lightswitch® cloud software solution which allows customers to easily manage WiFi networks, drive innovation and expand value proposition to venue owners and their customers. Mr Mahassel will participate in efforts to expand consumer engagement, insight, data analytics and drive geo-location service offerings.

"I am very excited about Tomizone and the management team. Having seen the explosive growth of WiFi and the importance of information and engagement with consumers; I strongly believe Tomizone's world-class Lightswitch® WiFi platform and analytics engine are well placed to be market leader," said Mr Mahassel.

Mr Steve Simms, Tomizone CEO, added: "Shadi knows Tomizone's technology well and we are privileged to have him join us on this next chapter of our journey. His sage advice will help us lead WiFi innovation across this exciting and growing industry. Shadi has incredible experience, strategic insights and professional networks that can certainly add value to our customers, consumers and the industry."

Further Global Advisory Committee Members will be announced in due course.

ABOUT TOMIZONE

Tomizone connects its customers with consumers through public WiFi, creating digital connections, and an engaging conversation that creates value for both customer and consumer. Tomizone delivers market-leading WiFi software, hardware and services through its cloud based Lightswitch® software platform, which now operates in over 80 countries. Tomizone focuses on the sectors that benefit from public WiFi including: accommodation, transportation & hubs, retail, metro & campus, and hospitality; while expanding into new verticals where WiFi engagement becomes increasingly critical for venues.

PHW Consolidated Limited (ASX:PHW) is to acquire Tomizone in a conditional all scrip transaction. More information on the transaction can be found [here](#).

For further information please contact:

AVI NAIDU

Director - PHW

D: +61 2 9248 6988
anaidu@auracapital.com.au

ERIC CHAN

Director - PHW

D: +61 2 9248 6988
echan@auracapital.com.au