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Tomizone Update: Two senior appointments to Global Advisory Committee
Mr Simon Pearce - Emirate of Abu Dhabi Government Advisor and board member of Manchester City FC and the City Football Group
Mr Jonathan Hannam - Global Real Estate Investor and Group Executive at Mirvac

The Boards of PHW Consolidated Limited (ASX:PHW) and Tomizone Limited ("Tomizone"), a leading provider of WiFi platforms for large-scale venues, are delighted to announce two senior appointments – Mr Simon Pearce and Mr Jonathan Hannam – to Tomizone's Global Advisory Committee ("GAC"). The GAC now has three members with Mr Shadi Mahassel, formerly of Microsoft and Skype WiFi announced as a foundation member in February 2015.

Mr Pearce is the Special Advisor to the Chairman of the Executive Affairs Authority (EAA) of Abu Dhabi, a role he has occupied since 2013. From 2005 he was the Executive Director of Strategic Communications Affairs for the EAA. In these capacities, for the last ten years Mr Pearce has been a principal advisor to the senior leadership of the Emirate of Abu Dhabi contributing to many of the Emirate's high profile policy, investment, commercial, sports, branding and marketing initiatives.

In addition to his role at the EAA, Mr Pearce was appointed to the Board of Manchester City Football Club on its acquisition by the Abu Dhabi United Group in 2008. He has been a key contributor in the evolution of the Club to its new found global relevance and commercial strength, and to the creation and evolution of the City Football Group – of which he is a Board member. He also sits on the Boards of New York City FC and Melbourne City FC – serving as Vice Chairman of the latter.

Commenting on his appointment Mr Pearce said: *"I am excited to be joining Tomizone's Global Advisory Committee at a time when the company is looking to grow its geographic footprint. There are abundant opportunities for Tomizone's technology to be deployed across venues globally. That potential is underpinned by ever increasing WiFi use and by the proliferation of smart phones in a fan engagement capacity at sporting events and for B2C engagement at large scale venues."*

Mr Hannam, also announced to the GAC, is currently the Group Executive - Capital at Mirvac Group (ASX:MGR), where he is responsible for cultivating wholesale equity relationships and funds management. He currently sits on various Boards including Etihad Stadium in Melbourne, which recently upgraded its technology platform that will see it become the leading connected stadium in Australia.

He has over 20 years of retail and commercial real estate experience including working with owners and operators of shopping centres, office towers and mixed-use developments. As a GAC member Mr Hannam will work closely with the incoming Tomizone Board and management team to introduce new real estate opportunities and partnerships across his extensive global network across Europe, America, Australia and Asia. Mr Hannam will also work with the key areas of governance, diversity, sustainability as well as innovation initiatives.

"Having observed trends in the property sector globally and more recently in sporting stadiums as a Board member for Etihad Stadium, I am excited about the potential growth opportunities in this sector. There is a shift occurring in facilitating WiFi solutions for large-scale venues and creating genuine engagement with customers. Tomizone opens this engagement proposition for venues, has an impressive platform and a fantastic opportunity to be the global market leader in this space," Mr Hannam said.

Mr Steve Simms, Tomizone CEO, added: *"It's a great endorsement to Tomizone to have Simon and Jonathan join the Global Advisory Committee. We see tremendous growth potential for the company across all venues with traffic density. Both members bring an extensive network of relationships in their respective fields and we are confident that we can further accelerate our global growth trajectory. We look forward to their input."*

Previously Mr Pearce served as General Manager of the Local Organising Committee for the successful bidding and hosting of the 2009 and 2010 editions of the FIFA Club World Cup in the UAE. He retains close ties with Formula One as a key member since 2007 of the Executive Committee of the Board of Abu Dhabi Motorsports Management - the Management Company of the Yas Marina Circuit and organizers of the Etihad Airways Abu Dhabi Grand Prix. Mr Pearce is also a Board Member of the Abu Dhabi media industry initiative "twofour54".

Prior to joining the Executive Affairs Authority, Mr Pearce held several executive positions with global communications agency Burson-Marsteller, including CEO of its Australian operations.

Mr Hannam was previously the Head of Asia in the Real Estate team of one of the world's largest sovereign wealth funds - the Abu Dhabi Investment Authority ("ADIA"). In that role, Mr Hannam invested in major real estate transactions throughout Asia and Australia. He has also held senior roles with ING Real Estate in Singapore.

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](#).

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