

# ASX Announcement

21 December 2015

Australian Securities  
Exchange Code: **FEL**

**Ordinary Shares:**

219,714,630

**Unlisted Options:**

3,850,000

**Board of Directors:**

Tony Sage  
*Non-Executive Chairman*

Mark Gwynne  
*Executive Director*

Paul Kelly  
*Non-Executive Director*

Eloise von Puttkammer  
*Company Secretary*

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Fe Limited is an Australian domiciled  
mineral resources exploration and  
development company.

Fe Limited  
ABN: 31 112 731 638



## Cardinal House partners with industry leader Gameworkz Inc

### Highlights:

- **Cardinal House partners with one of the industry's leading bingo service providers**
- **Cardinal House can now gain access to a worldwide fully integrated interactive gaming management system**

Fe Limited (**FEL** or the **Company**) is pleased to announce that Cardinal House Group Pty Ltd (**Cardinal House**) has executed a managed gaming service agreement (**Service Agreement**) with Canadian registered Gameworkz Inc (**Gameworkz**).

As previously announced, the Company has signed a binding conditional Share Sale Agreement with Cardinal House (**Agreement**) to acquire 100% of Cardinal House (**Transaction**). Execution of this Service Agreement is a key step towards Cardinal House implementing the proposed operational strategy.

The partnership allows Cardinal House to gain access to a worldwide fully integrated interactive gaming management system, comprising of (but not limited to) bingo, licensed online gaming and specifically Gameworkz-originated content and technologies, accessible from multi-level devices such as mobile/hand held devices, specialist set top boxes, PCs, specialist gaming consoles, MacBook, iMac and MacBook Pro.

It is proposed that Gameworkz will operate as Cardinal House's specialist bingo service provider. Under the Service Agreement, Gameworkz will provide Cardinal House with services that include full site management and business development, operations management, chat teams and chat management, customer support and data analytic support management, cash-out services, local and international marketing and full player acquisition and retention services.

FEL Chairman, Mr Tony Sage said "Gameworkz is recognised as one of the industry's leading interactive bingo service providers and has won multiple industry awards. It's great news for FEL and the shareholders that we have partnered with such an experienced service provider."

FEL and Cardinal House continue to progress the due diligence process and work towards satisfaction of the Conditions Precedent to the Transaction.

## About Cardinal House

Cardinal House is the holder of three worldwide gaming licences. It has access to an exclusive gaming software platform and associated technology, and has aligned with Gameworkz Inc (**Gameworkz**) to provide managed gaming services under an agreement. The Gameworkz agreement is anticipated to facilitate Cardinal House's business plan. Cardinal House's proposed business is subject to various risk factors and further actions required, such as compliance with applicable legal and regulatory requirements.

Cardinal House proposes to become an innovative entertainment provider for business (B2B) and direct customer delivery (B2C) of online social gaming and gambling, in addition to providing a compliant and fully integrated payment processing system.

Cardinal House's focus is on seeking to acquire an audience of national and international gaming markets where it proposes to offer safe, securely regulated, real money gambling experiences and enriched user entertainment through highly enhanced social gaming networks.

Cardinal House's proposed product range is anticipated to be delivered via platform technologies accessed from third parties, which are currently fully operational in various international jurisdictions. It is proposed to begin with bingo and in future potentially one or more of:

- Fantasy Football;
- Charitable Lotteries;
- Binary options;
- Lotto/Keno;
- Sports betting;
- Virtual sports;
- Live streaming casino;
- eSports betting; and
- Social gaming.

The Asia Pacific represents a large prospective growth market for gaming services and Cardinal House is well placed to take advantage of these opportunities. Cardinal House is currently in B2B partnership negotiations with regional groups who operate across South-East Asia. The partnership agreements may also include the opportunity to deliver over-the-top content (OTT)/video on demand (VOD) and internet protocol TV (IPTV) solutions via multi-level digital platforms.

## About Gameworkz Inc

Gameworkz is a Canadian registered company established in 2006. Gameworkz provides specialised gaming services to registered and licensed online bingo operators, primarily operating in the highly regulated UK gaming market sector.

It is recognised as one of the industry's leading bingo service providers as it has won multiple awards including but not limited to, Bingo Sites of the year, Chat Teams of the year, Best New Bingo Site of the year, Best Chat Host of the year and numerous monthly intermediate awards.

The Gameworkz services include full site management and business development, operations management, chat teams and chat management, customer support and data analytic support management, cash-out services, local and international marketing and full player acquisition and retention services.

Gameworkz management team was responsible for developing one of the very first commercial bingo websites, BingoFun.com in 1999. Since then the team developed the largest bingo network in North America. Subsequently, Gameworkz accepted an offer from UK listed gaming company 888 Holdings PLC, as an acting partner in the development of purpose built online bingo website BingoHollywood.com.



Gameworkz currently provide managed gaming services to multiple internationally recognised clients across multi-level software platforms.

Yours faithfully  
FE LIMITED

Tony Sage  
**Non-Executive Chairman**

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Some of the statements appearing in this announcement may be in the nature of forward looking statements. You should be aware that such statements are only predictions and are subject to inherent risks and uncertainties. Those risks and uncertainties include factors and risks specific to the industries in which the Company operates and proposes to operate as well as general economic conditions, prevailing exchange rates and interest rates and conditions in the financial markets, among other things. Actual events or results may differ materially from the events or results expressed or implied in any forward looking statement. No forward looking statement is a guarantee or representation as to future performance or any other future matters, which will be influenced by a number of factors and subject to various uncertainties and contingencies, many of which will be outside the Company's control.

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