



4 January 2016

APPOINTMENT OF MANAGING DIRECTOR & JOINT COMPANY SECRETARY

Atlas Pearls and Perfumes Ltd (“Atlas” or “the Company”) (ASX: ATP) is pleased to advise that the Company’s current Chief Executive Officer (“CEO”), Mr. Pierre Fallourd, has been appointed Managing Director effective immediately.

Mr. Fallourd joined the Company in March 2013 as Vice President Pearling and has been Chief Executive Officer (CEO) of Atlas since November 2014. Pierre is highly recognised in the pearl and jewellery industry for his role in developing and marketing Golden Pearls globally for over 15 years, and has been instrumental in rolling out Atlas’ ‘cradle to cradle’ strategy of extracting and maximising all aspects of the pearl and its by-products.

In accordance with ASX Listing Rule 3.16.4, Atlas advises that the terms of Mr Fallourd’s remuneration following his appointment to Managing Director remain unchanged.

“I am thrilled to join the Board of Atlas and have the opportunity to further align shareholders’ and stakeholders’ interests around our pearling core business to propel the Company towards the next growth phase. Modern pearl farming is made up of long and intimately connected production sequences. It is the agility of the organisation and its ability to positively react to a constantly changing environment that determines the success of a sustainable pearling venture” said Mr. Fallourd.

Atlas Chairman Geoff Newman said that Mr. Fallourd’s appointment recognised his considerable achievements in re-aligning the resources of Atlas to its core pearling business. With experienced and talented commercial and operational executives in its Perth and Bali operations he noted the business is now well placed to build on its improving financial performance and capitalise on the many opportunities ahead of it.

In addition to Mr. Fallourd’s appointment as Managing Director, Atlas’ current Chief Financial Officer, Mr. Trevor Harris, has today been appointed Joint Company Secretary.

- END -



About Atlas Pearls and Perfumes Ltd

Atlas Pearls and Perfumes (“Atlas”) is an Australian based pearling and perfume business established in 1992. Atlas has earned an enviable reputation as a world leading pearl producer of “nature’s most precious gift”, the South Sea pearl, specialising in highly sought after white and silver pearls. Atlas operates pearl farms spread across the Indonesian archipelago, including Bali, Flores, and West Papua. Atlas is a fully integrated pearling business. The Company has its own high quality grading and loose pearl distribution business, a jewellery manufacturing capability and sells direct to customers through wholesale partners and via its retail outlets. In 2012, the Company expanded its operations into perfumes and is currently developing a range of propriety products which include pearl powder (cosmetics and nutraceuticals), pearl proteins (cosmetics), pearl volatiles and boronia (perfumes) for supply into the global luxury supply chain.

For more information please visit: www.atlaspearlsandperfumes.com.au

For further information please contact:

Claudia Bertorello-Kell
Communications Manager
Atlas Pearls and Perfumes Ltd
T: +61 8 9284 4249
M : 0433 114 455
E: claudia@atlaspearlsandperfumes.com.au