



ASX Announcement

31 July 2014

Final Results - Share Purchase Plan and Secured Debt Facility

Executive Summary

- Share Purchase Plan and debt conversion raise \$2.2m in new equity
- Chairman and sophisticated investors opt for ordinary shares over high yield secured convertible debt
- Improvement in Balance Sheet

Further to its announcement on 25 July 2014, Asia Pacific Digital Limited (**ASX: DIG**) (**Company**) confirms that its Share Purchase Plan and issue of repayment shares under its Secured Debt Facility have closed.

Following its recent oversubscribed placement to institutional and sophisticated investors, the Share Purchase Plan raised a further \$0.2 million from smaller shareholders.

In addition, the Company has secured the conversion of \$2 million into equity by a number of financiers under its Secured Debt Facility in effective repayment of amounts owed to them (**Repayment Shares**). The issue of the Repayment Shares was approved by shareholders at the Company's EGM on 17 July 2014 at an issue price of 1.7 cents per share such that financiers who converted were treated no less favourably than investors under the placement and Share Purchase Plan.

An entity controlled by Roger Sharp (Chairman of the Company), Wentworth Financial Pty Ltd (**Wentworth**), which was one (1) of nine (9) financiers under the Secured Debt Facility, converted all its outstanding debt (\$1.3 million) into equity. The Company's Board of Directors notes that Mr Sharp did not vote on the relevant shareholder resolution as both he and Wentworth are related parties of the Company. Four (4) other financiers also converted to equity all of the amounts that were owed to them.

The reduction of this amount of indebtedness and consequent restructure of the Company's debt repayment obligations has strengthened the Company's balance sheet and enhances its share register.

Enquiries

Campbell Nicholas (Chief Financial Officer): cnicholas@asiapacificdigital.com

Peter Hynd (Chief Operating Officer): phynd@asiapacificdigital.com

About Asia Pacific Digital Limited

Asia Pacific Digital (ASX:DIG) is the leading independent digital marketing and commerce company in the region, offering an integrated digital value chain through Australasia, Southeast Asia and the Peoples Republic of China to more than 1,000 corporate clients through four divisions: Strategy & Solutions, Customer Acquisition, Customer Management end-to-end eCommerce.