

Form 603
Corporations Act 2001
Section 671B

Notice of initial substantial holder

To: Company name/Scheme Urbanise.com Limited
ACN/ARSN 095 768 086

1. Details of substantial holder (1)

Name Pierce Group Asia Pte Limited, Pierce ESIM Pte Limited and Pierce CIM Pte Limited
ACN (if applicable) N/A

The holder became a substantial holder on 22 September 2014

2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

Class of securities (4)	Number of securities	Persons' votes (5)	Voting power (6)
Ordinary shares	68,484,920	68,484,920	31.6%

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
Pierce Group Asia Pte Limited	Relevant interest under subsection 608(1)(b) of the Corporations Act 2001 as a result of having the power to exercise, or control the exercise of, a right to vote attached to the securities and subsection 608(d) having the power to dispose of, or control the exercise of a power to dispose of the securities	68,484,920
Pierce ESIM Pte Limited	Relevant interest under subsection 608(1)(a) of the Corporations Act 2001 as a result of being the registered holder of the relevant securities	36,444,340
Pierce CIM Pte Limited	Relevant interest under subsection 608(1)(a) of the Corporations Act 2001 as a result of being the registered holder of the relevant securities	32,040,580

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
Pierce Group Asia Pte Limited	Pierce ESIM Pte Limited and Pierce CIM Pte Limited	Pierce ESIM Pte Limited and Pierce CIM Pte Limited	68,484,920
Pierce ESIM Pte Limited	Pierce ESIM Pte Limited	Pierce ESIM Pte Limited	36,444,340
Pierce CIM Pte Limited	Pierce CIM Pte Limited	Pierce CIM Pte Limited	32,040,580

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash	Non-cash	
Pierce Group Asia Pte Limited	30 October 2013 and 9 July 2014	N/A	N/A	68,484,920
Pierce ESIM Pte Limited	30 October 2013	\$1.60 per share	N/A	36,444,340

Pierce CIM Pte Limited	9 July 2014		N/A – Result of the conversion of B class shares to ordinary shares	32,040,580
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6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN (if applicable)	Nature of association
N/A	

7. Addresses

The addresses of the person named in this form are as follows:

Name	Address
Pierce Group Asia Pte Limited, Pierce ESIM Pte Limited and Pierce CIM Pte Limited	C/o Affinity Accountants Pty Ltd, 9 Meaden Street, Southbank Victoria 3006

Signature

print name David L Cronin
Director

Capacity _____

sign here



date 22/09/2014

DIRECTIONS

- (1) If there are a number of substantial holders with similar or related relevant interests (eg a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 7 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The total number of votes attached to all the voting shares in the company or voting interests in the scheme (if any) that the person or an associate has a relevant interest in.
- (6) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (7) Include details of:
 - (a) any relevant agreement or other circumstances by which the relevant interest was acquired. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangements, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
 - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.
- (8) If the substantial holder is unable to determine the identity of the person (eg if the relevant interest arises because of an option) write "unknown".
- (9) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.