

ASX Announcement



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The Manager
Company Announcements
ASX Limited
Exchange Centre
20 Bridge Street
SYDNEY NSW 2000

Acquisition of 50% interest in Cohort Holdings by OCP

Oceania Capital Partners Limited (ASX: OCP) is pleased to announce that OCP, via a 100% held subsidiary, has entered into an agreement to acquire a 50% shareholding in Cohort Holdings Australia Pty Ltd ("Cohort") from the founders, Marcelo Ulvert and Malcolm Treanor. The remaining 50% of Cohort will continue to be held by its founders.

Cohort is a leading smart data and digital marketing business, which provides high quality and innovative lead generation solutions for both advertisers and publishers.

Since launching in Australia in 2008, Cohort has experienced rapid growth and deep market penetration, generating an average year-on-year revenue growth rate of 87%. Cohort recently expanded its presence into the UK/Europe market with an office in London on the back of significant global client wins and cross-market opportunities with existing Australian global clients.

Co-Founder and CEO of Cohort, Marcelo Ulvert said: "We're really excited to partner with OCP in the future of Cohort. The partnership between OCP and Cohort's founders will enable the business to leverage significant financial, strategic and management strengths to take the business to the next stage of its evolution."

Details of the transaction are as follows:

The agreed purchase price for the 50% interest in Cohort is \$6 million, which will be settled from OCP's existing cash resources. The transaction is scheduled to complete on 7 October 2014.

Subject to completion of the acquisition:

- OCP has agreed to provide a loan facility of \$750,000 to Cohort for a period of 2 years, to help fund continuing growth markets identified and recently launched, interest on the drawn down balance of the loan will be charged at 6% per annum, and;
- OCP has entered into a shareholders agreement with the remaining shareholders of Cohort containing customary protections and pre-emptive rights.

For more information on Cohort, see www.cohort.com.au

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