



ASF GROUP LIMITED

**ACN 008 924 570**

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1 May 2015

The Manager  
Company Announcements  
Australian Stock Exchange Ltd  
20 Bridge Street  
Sydney 2000  
via: [www.asxonline.com](http://www.asxonline.com)

Dear Sir/Madam

### **Appointment of Director – Louis Chien**

ASF Group Limited (“**ASF**”) is pleased to announce that Mr Louis Chien has been appointed a Director of ASF effective 1 May 2015.

Mr. Chien was born in Shanghai, China, grew up, educated and worked in the United States, and now based in Sydney, Australia.

With 20+ years of Fortune 100 experience mostly based in the United States and recently Singapore, Mr. Chien has managed across the Americas, Europe and Asia-Pacific. He is principally responsible for the management of investment development, financial, and operational activities. Prior to joining ASF Group, Mr. Chien held various leadership positions within Procter & Gamble Company (P&G). He started his career as an architect in the United States.

He holds a Master of Business Administration (MBA) from Kelley School of Business, Indiana University and two bachelor degrees in Architecture.

ASF is pleased to welcome Mr Chien to the Board and look forward to his continued contribution to the Group’s development.

An Appendix 3X “Initial Director’s Interest Notice” for Mr Chien is attached.

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Chairman  
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# Appendix 3X

## Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

<b>Name of entity</b>	<b>ASF GROUP LIMITED</b>
<b>ABN</b>	<b>50 008 924 570</b>

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

<b>Name of Director</b>	Louis Li Chien
<b>Date of appointment</b>	1 May 2015

### Part 1 - Director's relevant interests in securities of which the director is the registered holder

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Number &amp; class of securities</b>
N/A

### Part 2 – Director's relevant interests in securities of which the director is not the registered holder

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

<b>Name of holder &amp; nature of interest</b>	<b>Number &amp; class of Securities</b>
Note: Provide details of the circumstances giving rise to the relevant interest.  N/A	

+ See chapter 19 for defined terms.

**Appendix 3X**  
**Initial Director's Interest Notice**

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**Part 3 – Director's interests in contracts**

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Detail of contract</b>	N/A
<b>Nature of interest</b>	
<b>Name of registered holder (if issued securities)</b>	
<b>No. and class of securities to which interest relates</b>	

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+ See chapter 19 for defined terms.