



# CHAPMANS

HIGH CONVICTION INVESTMENT & FINANCE

LEVEL 12, 95 PITT STREET  
SYDNEY NSW 2000 AUSTRALIA  
T +612 8249 8279 F +612 8249 8101  
WWW.CHAPMANSLTD.COM  
ABN 34 000 012 386

**ASX/Media Release**  
**16 July 2015**

## **CHAPMANS MAKES STRATEGIC INVESTMENT IN DIGITAL STAR MEDIA**

- **Digital Star Media is developing a unique, high-potential App-based sports fan engagement business.**
- **Investment to fund next phase of growth and culminate in commercial roll-out of Digital Star Media in Australia and major international markets.**

The Directors of Chapmans Limited (ASX: CHP) (Chapmans, the Company) are pleased to announce that it has made a strategic investment in emerging technology platform-based company, Digital Star Media Holdings Pty Ltd ("Digital Star Media").

Digital Star Media is developing a unique, high-potential App-based sports fan engagement business. Its business model is based on providing fans with a new level of interactive, tailored and personalised access to their favourite sports stars. It seeks to provide an extension to standard media and social media via the utilisation of smart peer-to-peer (P2P) technology.

Under the agreement with Digital Star Media, Chapmans will make an initial strategic investment of \$700,000 over 12 months and will acquire a 40% interest in Digital Star Media. The investment will be used for operating expenditure required by the Company. Chapmans will also provide strategic and corporate advice to Digital Star Media to help commercialise its business model.

This will include putting in place a high calibre executive management team to drive the development and growth of the business.

It is the near-term aim to develop the Digital Star Media business to a point where it can be monetised in a value accretive transaction.

As part of the agreement with Digital Star Media, Chapmans executive director Anthony Dunlop will join the Digital Star Media board. Mr Dunlop has extensive experience in investment banking and commercialisation of emerging tech sector opportunities including acting as Chapmans nominated non-executive director of mobile tech commercialisation leader Digital4ge Pty Ltd. He will join other prominent media, sports management, private wealth and AFL community stakeholders on the Digital Star Media board.

Chapmans is delighted to provide this funding and advisory support for Digital Star Media, which will facilitate the next phase of growth of the business and culminate in the commercial roll-out of Digital Star Media's business model in Australia and also in major international markets.

Chapmans will provide information on the development and commercialisation of Digital Star Media's platform in due course.



# CHAPMANS

HIGH CONVICTION INVESTMENT & FINANCE

LEVEL 12, 95 PITT STREET  
SYDNEY NSW 2000 AUSTRALIA  
T +612 8249 8279 F +612 8249 8101  
WWW.CHAPMANSLTD.COM  
ABN 34 000 012 386

## **Chapmans placement**

Chapmans is also pleased to advise that will complete a Placement to raise \$400,000 via the issue of 133,333,333 million shares at 0.03c per share to sophisticated investors, pursuant to the Company's 15% placement capacity under ASX listing rule 7.1.

The funds will be used to help fund Chapmans' Digital Star Media investment and also for working capital purposes.

ENDS

## **For further information please contact:**

Peter Dykes  
Executive Chairman  
Chapmans Limited  
E: [peter.dykes@chapmansltd.com](mailto:peter.dykes@chapmansltd.com)  
T: 02 8249 8279

Anthony Dunlop  
Executive Director  
Chapmans Limited  
E: [anthony.dunlop@chapmansltd.com](mailto:anthony.dunlop@chapmansltd.com)  
T: 02 8249 8279

## **Chapmans business model**

Chapmans is a diversified investment company with a focus on fast growth sectors, such as the mobile technology space. It has specific expertise in identifying high quality opportunities, transaction structure and assisting companies through development and commercialisation to deliver value accretive outcomes. Chapmans is developing an expanding portfolio of transactions and opportunities, which it believes positions it for a period of significant growth. It will assess such opportunities based on their growth and value potential, with a view to providing strategic investment and corporate advisory services to selected high-growth companies.

## **About Chapmans**

Chapmans (ASX code: CHP) is an ASX listed diversified investment company engaged in special situation investments across a diverse range of industries, with a focus and expertise in the mobile technology sector. It seeks to be an active strategic investor in high growth areas of the market, and to identify and work with emerging high growth companies.

The Company's investment philosophy and approach are based on a unique mix of high conviction and special situation features, characterised by advisory and equity investments structured around specific events and assets for both public and large private corporates.