

ASX Announcement

5 August 2015

The Manager
ASX Market Announcements
Australian Securities Exchange Limited
Sydney NSW 2000

By e-lodgement

APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTORS | EARNINGS UPDATE

Asia Pacific Digital Limited (**ASX: DIG**) (**APD, Company**) has refreshed its Board of Directors with the appointments of Ms. Laura Ashton and Mr Mark Dalglish as Non-Executive Directors, and the retirement of Mr. David Sweet. The new Board appointments, which take effect from August 2015, bring valuable international client and agency-side perspectives to APD. Both new Non-Executive Directors are considered by the Board to be independent.

APD wishes to thank Mr. Sweet for his many years of service during the transition from the Company's previous telecoms-focused business model to today's repositioning as a regional digital services business. Biographical details of the refreshed APD Board are provided below.

Laura Ashton (Non-Executive Director, Singapore)

Ms. Ashton is Head of Asia Pacific and Global Relationship Marketing at A.T. Kearney, a leading global management consulting firm with offices in more than 40 countries.

Throughout her 30-year career, which includes 18 years in Asia, Ms. Ashton has held marketing and leadership roles at national, regional and global levels in diverse industries including consumer packaged goods, advertising, downstream energy, consumer durables, electronics and professional services.

Ms. Ashton is an advocate of diversity and inclusion. A graduate of McGill University in Montreal, Ms. Ashton and her husband reside in Singapore.

Mark Dalglish (Non-Executive Director, Sydney)

Mr. Dalglish is a Sydney-based digital marketing entrepreneur with more than 25 years' experience in marketing and communications.

Mr. Dalglish has previously built and sold two market-leading digital businesses in the UK and Australia, which were subsequently acquired by international advertising and marketing groups Interpublic and Enero.

Peter Hynd (Executive Director, Sydney)

Mr. Hynd has nearly 20 years' experience in financing and growing listed small caps.

For the past ten years he has been a partner at North Ridge Partners, the regional technology investment firm that is APD's major shareholder. Prior to joining North Ridge Partners Mr. Hynd was a small cap investment banker, having started his career with Ernst & Young.

Mr. Hynd holds B.Bus.Mgmt, B.Com, and Grad.Dip. In Applied Finance and Investment qualifications.

Fionn Hyndman (Non-Executive Director, Singapore)

Mr. Hyndman is a Partner at APGM, a Singapore-based management consultancy and investment firm that specialises in digital technology. APGM advises multinational corporations including some of the world's largest advertising agencies on their growth and digital strategies across the Asia-Pacific region.

Previously Mr. Hyndman was CEO of dgm, the digital marketing business acquired by APD, working in both Sydney and Singapore. Prior to that he worked in various senior digital and data roles in Sydney and London.

Roger Sharp (Executive Chairman, Singapore)

Mr. Sharp has more than 30 years' experience in building, running and financing technology companies.

Prior to co-founding APD's major shareholder North Ridge Partners in 2002, Mr. Sharp held diverse banking roles including CEO of ABN AMRO Securities in Hong Kong and Global Head of Technology for ABN AMRO Bank in London. Mr. Sharp chaired travel.com.au Limited (ASX: TVL) until its sale to Wotif.com and was a Non-Executive Director of Software of Excellence International Limited (NZX: SOE) before its sale to Henry Schein, Incorporated. He is currently a Non-Executive Director of Webjet.

Mr. Sharp has BA LLB qualifications.

FY15 EARNINGS UPDATE

The Company expects to announce its annual result on 31 August 2015.

Further to its announcement on 6 May 2015, APD advises based on unaudited management accounts that its FY15 full year EBITDA loss is within the previous guidance range and is expected to fall at around \$1.5m. The sale of 75% of APD's interest in aCommerce allowed the Company to bring forward a range of investment initiatives and costs within FY15 without moving outside its guidance range. (This result will exclude any non-cash accounting expense relating to the vesting of employee share options).

APD has now completed the first year of its regional growth strategy and has achieved significant growth in its Asian platform. Directors have reviewed the Company's six target KPIs in that context and have decided to adjust its financial KPI for FY16 and FY17 to a range of -\$2m to breakeven EBITDA to enable the Company to bring its growth priorities to conclusion and allow a move into profit. The Company will elaborate further with the annual result.

For more information:

Peter Hynd
Chief Commercial Officer
phynd@apdgroup.com

Campbell Nicholas
Chief Financial Officer
cnicholas@apdgroup.com

ABOUT APD

APD (<http://www.apdgroup.com>) is a 360-degree digital services firm that delivers digital growth to more than 1,000 clients across the Asia Pacific region.

APD employs almost 400 digital professionals in Sydney, Melbourne, Auckland, Shanghai, Hong Kong, Manila (its technology hub), Kuala Lumpur and Singapore (Head Office).

Clients include such as Bayer, Budget, Cisco, Dell, eBay, Ecco, Expedia, Fonterra, Ford, GSK, Lend Lease, Lenovo, Maxis, Nestlé, Panasonic, Qantas, Tumblr and Village Roadshow.

APD has four divisions: APD Interact, who create interactive customer experiences; APD Acquire, who attract and retain customers via performance-based channels; APD Engage, who engage customers through sophisticated communication strategies and technology platforms, and; APD Venture, who invest in end-to-end eCommerce partnerships.

Asia Pacific Digital is listed on the Australian Stock Exchange and its ordinary shares are traded under the ticker DIG.