



CHAPMANS

HIGH CONVICTION INVESTMENT & FINANCE

LEVEL 10, 52 PHILLIP STREET
SYDNEY NSW 2000 AUSTRALIA
T +612 9300 3630 F +612 9300 3677
WWW.CHAPMANSLTD.COM
ABN 34 000 012 386

**ASX/Media Release
20 August 2015**

CHAPMANS CONTINUES TO EXECUTE HIGH GROWTH STRATEGY

The Directors of Chapmans Limited (ASX: CHP) (Chapmans, the Company) are pleased to provide the following update on the execution of its high growth business model.

Chapmans is a diversified investment company with a focus on fast growth sectors, such as the mobile technology space. Further to its previous Company Update (ASX announcement, 9 July 2015), Chapmans advises that it continues to deliver on the Company's growth strategy across its portfolio of transactions and opportunities.

REFFIND Ltd (ASX: RFN) continues to drive strong underlying value

Chapmans has a 7.2% 'look-through' interest in recently ASX listed App-based employee engagement business, REFFIND, by virtue of its 15% holding in technology commercialisation company, Digital4ge. REFFIND was founded by Digital4ge and Digital4ge has a 48% interest in REFFIND.

Since listing in early July at an issue price of \$0.20, and a market capitalisation of \$20 million, REFFIND shares have performed extremely strongly, increasing to a high of \$0.70 – a gain of 250%.

REFFIND has a smartphone application for use by medium-to-large corporations to facilitate more efficient and effective communication with employees, and has a growing client base of some of Australia's largest companies. Chapmans looks forward to REFFIND continuing to progress the successful, rapid execution of its business plans moving forward.

Digital4ge next high-growth digital opportunity – Vamp to plan for ASX listing

After the highly successful listing of REFFIND, Digital4ge is now preparing plans to list its next exciting digital technology-based play, called Visual Amplifiers (VAMP). Vamp's business model is based on an Instagram-driven social demographic product placement for brands, and is designed to increase exposure and reach of a company's brand.

Unlike traditional brand/product endorsement, which can result in followers 'tuning out', VAMP's product placement uses talent to actively engage followers who are more likely to be receptive to the represented brands. Vamp provides brands with access to aggregated Instagram talent and high quality, crowd created content. It currently has more than 350 talent signed, providing exposure to approximately 7.5 million people.

Vamp is currently planning to undertake an IPO and list in Q1, 2016. Chapmans believes that this represents another significant value accretive opportunity, which has the potential to deliver further strong underlying value to Chapmans. Chapmans also sees significant value in its 15% investment Digital4ge.



CHAPMANS

HIGH CONVICTION INVESTMENT & FINANCE

LEVEL 10, 52 PHILLIP STREET
SYDNEY NSW 2000 AUSTRALIA
T +612 9300 3630 F +612 9300 3677
WWW.CHAPMANSLTD.COM
ABN 34 000 012 386

Digital Star Media – poised for significant growth

Chapmans has a direct strategic investment in emerging technology platform-based company, Digital Star Media Holdings Pty Ltd (Digital Star Media), which is developing a unique App-based sports fan engagement business. Chapmans has agreed to make an initial \$700,000 investment in Digital Star Media (ASX announcement, 16 July 2015).

Digital Star Media's 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 and short form content.

Since the announcement of Chapmans initial investment in Digital Star Media, negotiations with a number of high profile sporting bodies in Australia have continued to progress. Digital Star Media is now in advanced negotiations with a number of these key bodies with a view to potentially entering into partnering and/or licensing agreements, and further details on these will be provide in due course.

Digital Star Media also advises that it is now preparing to undertake its next round of funding to accelerate the implementation of its business plans, and has generated significant interest from a number of institutional investors. This round of funding will be undertaken on a valuation of circa \$8 million, reflecting the value growth being created by the business. Details on the next round of funding will be provided in due course.

ENDS

For further information please contact:

Peter Dykes
Executive Chairman
Chapmans Limited
E: peter.dykes@chapmansltd.com
T: 02 8249 8279

Anthony Dunlop
Executive Director
Chapmans Limited
E: anthony.dunlop@chapmansltd.com
T: 02 8249 8279



CHAPMANS

HIGH CONVICTION INVESTMENT & FINANCE

LEVEL 10, 52 PHILLIP STREET
SYDNEY NSW 2000 AUSTRALIA
T +612 9300 3630 F +612 9300 3677
WWW.CHAPMANSLTD.COM
ABN 34 000 012 386

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.