

Story-i Limited
ABN 56 163 916 989

ASX: SRY

ASX Announcement:

17 October 2016

Board of Directors and Management:

Michael Chan
Executive Director

Djohan Widodo
Chairman

Michael Pixley
Non-Executive Director

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Resignation/Appointment of CEO and opening of new store

Story-i Limited (ASX:SRY) ('Story-i' or 'the Company') wishes to advise that Mr Yulius Halim has resigned from his position as CEO for health reasons. Mr Damien Kwok has been selected as the new CEO of Story-i effective 1 November 2016.

Mr Kwok has over 28 years of experience in the consumer electronic products industry in Indonesia, specifically focussed on retail and distribution segments. During his extensive career, Damien has held senior management positions with local subsidiaries of multinational companies including Pioneer, Philips and Toshiba. The Board views Mr Kwok's skills and experience as highly favourable as the business continues to grow.

The Board would like to take this opportunity to sincerely thank Mr Halim for his contribution to the Company and wish him the very best in the future. A summary of key terms of the Employment Contract between the Company and Mr Kwok is attached.

The Company is also pleased to announce the opening of a new Story-i branded Apple Authorised Reseller retail outlet in Samarinda, East Kalimantan, further strengthening the Company's brand penetration in the rapidly growing Indonesian consumer electronics market.



i The opening of Story-i's latest Apple Authorised Reseller store – Samarinda, East Kalimantan, Indonesia

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About Story-i

Singapore incorporated Story-i Pte Ltd operates 20 stores in Indonesia through its 95% owned subsidiary PT Inetindo Infocom. The Indonesian retail operations consist of 13 Story-i stores, which are Apple Authorised Resellers, with in-store GeekZone outlets providing software, equipment servicing and apps, and 6 iConnect stores retailing Samsung and Lenovo products and accessories. There is also a flagship Apple Premium Reseller store in Ho Chi Minh City.

In addition to the Retail Division, Story-i has established divisions for Education, E-commerce and Enterprise to capitalise on the rapidly growing levels of income and evolving consumer preferences in Indonesia and the broader Southeast Asian region.

CHIEF EXECUTIVE OFFICER EMPLOYMENT CONTRACT – KEY TERMS

Name:	Damien Kwok
Position:	Chief Executive Officer
Term:	No fixed term. Appointed commences on 1 November 2016 and will continue until either party (The Company or CEO) terminates the contract
Fixed remuneration:	Annual salary equivalent to AU\$96,800 and annual allowance of AU\$4,800 for transport & mobile phone usage
Incentive arrangements:	No incentive arrangements have been negotiated
Termination of employment:	Termination of employment by either party giving the other one month written notice