



# Paradigm Metals

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26<sup>th</sup> April 2016

## IODM Market Update

**Melbourne, Australia** — 26<sup>th</sup> April 2016: Paradigm Metals Limited (“**Paradigm**” or “**the Company**”) is pleased to provide an IODM Market Summary as provided by the management of IODM.

Focus of management in recent weeks has been the capital raise with the opening date of the prospectus being the 12th April 2016, the schedule below provides the time line to reinstatement. The Company and IODM will look forward to updating investors again in the near future.

Event	Date
General Meeting held “All resolutions Passed”	29 March 2016
Suspension of PDM’s securities from trading on ASX	29 March 2016
Lodgement of Prospectus with ASIC	1 April 2016
Opening Date of Equity Offer	12 April 2016
Closing Date of Equity Offer	5 May 2016
Dispatch of Holding Statements	12 May 2016
Anticipated date of securities to re-commence trading on ASX	16 May 2016

Yours Sincerely

Mark Reilly  
Chairman  
26<sup>th</sup> April 2016

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## IODM Pty Ltd: Market Update - April 2016



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### March Qtr 2016 – Sales Activity

During the course of the March Qtr 2016, IODM delivered on the following sales

- NAB - IODM now sits on the NAB "Business in one" platform. NAB has commenced rollout trial with 200 clients (paid) for three months with view to being launched to the 500,000 SME clients within the bank. IODM is the only debtor management solution on the platform.
- PwC – IODM finalised agreement with PwC and now sits on the PwC Next Platform. IODM presented at the Melbourne and Sydney PwC Partners meetings in April as part of the PwC process of implementing a roll out program to its Australian Partners.
- Institute of Public Accountants (IPA) - IODM has completed all of the Application Process Interfaces (API) to commence full rollout across the IPA network in Australia. There are 35,000+ members.
- Maestrano - All API integration is now complete with Maestrano and IODM agreeing to a full marketing campaign to commence before the end of the 2016 financial year.
- Australian Distribution – IODM has entered into a distribution agreement with independent 3rd parties for the states of VIC, NSW, QLD and WA. The relationship will provide access to existing distribution channels without excessive costs.

### Drivers of Growth – Focus for the next 6 months

- NAB – IODM has commenced high level rollout plans for across the network. This will be a long term project.
- PwC – Implementation discussions are well advanced with IODM rollout to internal and external clients. Overtime this will be a global rollout.
- Maestrano – IODM will seek to leverage the relationship for market entry strategies domestic and international expansion. Dedicated marketing program is to commence before the end of the 2016 financial year.
- Corporate Accounts – IODM is in preliminary discussions with multiple large corporate clients. As an enterprise solution the subscription fee will be significantly higher than the standard subscription fee. In addition, IODM is deepening the penetration into large accounting/consulting businesses plus major banks.
- Using existing clients and distribution sources, IODM is likely to explore offshore opportunities in the Sept Qtr 2016.

- Innovation – IODM has a number of product releases which have been scheduled as part of its continual development program.
- Platforms – IODM is working closely with the major providers of accounting software and will leverage off their distribution channels as part of the IODM market penetration strategy.
- Associations – IODM has a strategic association with the Business Impact Group (BIG) which is an ecosystem of service providers to the SME and corporate market. BIG is currently working with three large groups where IODM offering is a key component of the total BIG offering.

### Brand Development – Marketing – PR/Communications

- IODM have enlisted a Marketing/Communications Director who is overseeing the whole MARCOOMs area.
- IODM have engaged Sally Locke of Amplify Communication to develop the PR Program and ongoing communication strategy for the PwC and NAB client engagement.
- To assist in the capital raise, Amplify and IODM have identified the need for a short-burst communications campaign to generate media engagement and coverage over the next 2-3 weeks. The objective is to elevate IODM's and general investor awareness.
- Sue Peden of Thread (former Director of Clemenger BBDO) has been engaged to develop the Brand and ongoing Marketing requirements. A Brand Development Workshop was conducted on 8th April to develop a brand blueprint and short and long term strategies to position IODM as the 'obvious choice' in the Debtor Management space (workshop outcomes available if required).
- The long term strategic objectives of these appointments is to develop the IODM brand in the market place post the capital raise phase. This will maintain the momentum built to date and support growth in new client attraction.
- Wayne Schmidt is on the IODM Advisory Board. Wayne was general manager for Xero (Australia) and was responsible for bringing Xero to Australia. Wayne's knowledge of the accounting market is a major positive for IODM in terms of marketing strategy. A number of initiatives have been developed which will be implemented over the next three months.

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