

COMPANY ANNOUNCEMENT

12 August 2016

Reverse Corp Limited (ASX: REF) – Completion of Net Optical Australia Acquisition

Reverse Corp Limited is pleased to announce completion of the acquisition of the online contact lenses business, Net Optical Australia, following the signing of an Asset Sale Agreement on 28 June 2016.

Net Optical Australia (www.netoptical.com.au) was established in 1999 in Queensland and has a customer base of over 24,000. The new brand will operate in parallel with our existing Oz Contacts brand and over time both businesses will benefit from efficiencies in purchasing, operations and IT system consolidation.

Net Optical Australia is expected to deliver \$1,300,000 annualised revenue and earnings before interest, tax, depreciation and amortisation (EBITDA) of \$250,000. The total cash consideration was \$750,000 representing a 3x multiple of EBITDA and is expected to be earnings per share accretive in the 2017 financial year. The total consideration has been funded through existing cash reserves.

Reverse Corp CEO Charles Slaughter said “This acquisition is an important first step in building scale in our online contact lenses business. From here we will pursue further acquisitions of quality businesses whilst also investing in our web platform and IT systems to capitalise on this growth by providing a great experience for all our customers.”

Net Optical Australia director Graham Bohl added “I am excited to have sold my business to an independent Australian owned online contact lens retailer that shares the same focus on customer service. Michael Aarts (Managing Director Oz Contacts) has shown his commitment to putting the customer first throughout this process and we are sure that our customers will be in great hands.”

Graham Bohl from Net Optical Australia will provide transition support to Reverse Corp over the next 6 months.

By Order of the Board

Dion Soich
Company Secretary