



# ADVANCED SHARE REGISTRY LIMITED

Member of Securities Registrars Association of Australia Inc. ABN 14 127 175 946

150 Stirling Highway, Nedlands, Western Australia 6009 PO Box 1156, Nedlands, Western Australia 6909  
Telephone: (08) 9389 8033 Facsimile: (08) 9389 7871 web: www.advancedshare.com.au

8 July 2010

Company Announcements Manager  
Australian Securities Exchange Limited  
4th Floor  
20 Bridge Street  
SYDNEY NSW 2000

*“Transmitted Electronically”*

Dear Sirs,

**Re: Substantial Shareholder**

Please find attached announcement in respect of Washington H Soul Pattinson & Company Limited becoming a substantial shareholder of the Company.

Yours faithfully,

**ALAN C WINDUSS**  
Company Secretary



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ACN 127 175 946

# ASX Release 8 July 2010

**Head office:**

150 Stirling Highway  
Nedlands WA 6005  
T +61 8 9389 8033

**Sydney office:**

Level 14, Lumley House  
309 Kent street  
Sydney NSW 2000  
T +61 2 8003 6825

**ASX Code:** ASW

**Capital Structure:**

Shares: 40.4m  
Options: nil

Share price: \$0.51  
Annual dividend: 3.55cents

Market capitalization: \$20.6

**Board of Directors:**

Simon Cato – *Chairman*  
Kim Chong – *Managing Director*  
Alan – *Non-executive*  
Winduss – *director/  
Company  
Secretary*  
Alvin Tan – *Non-executive  
director*

**About ASW:**

Advanced Share Registry Limited provides registry services to listed and unlisted clients on a national basis. The business has built its registry operations through its reputation and delivery as an efficient, cost effective service provider, especially for smaller companies. The Company has a track record of profits and pays a 6 monthly franked dividend. In April 2010, the Company opened its Sydney office and will continue to look towards national expansion.

## Soul on Advanced Register

The Company is pleased to welcome listed Australian investment group Washington H Soul Pattinson and Company Limited (ASX code: SOL) to its share register as a substantial shareholder (9.43%).

Washington H Soul Pattinson and Company Limited has taken a placement of two million (2,000,000) shares and purchased through an off market transaction, a further two million (2,000,000) shares from the founder and major shareholder of Advanced Share Registry Limited, Mr Kim Chong.

Both transactions were at 50c value per ordinary share.

The capital raised will bolster the Company's cash holdings, which will further enhance its ability to fund suitable projects and/or acquisitions to enhance its growth prospects.

Mr Chong said that "having SOL as a partner in our growth marks a new phase of opportunities which we are keen to capture and develop."

"We see this partnership as a testament of our ability to deliver a long term profitable business through delivery of a quality product and service, cost competitively. We are committed to focus on improving our value proposition to our client base by improving our service and service offerings" said Mr Chong.

As previously announced, the Company opened its Sydney office in April 2010 and looks towards further national expansion.