

FACSIMILE

Deutsche Bank



To Company Secretary
Mitchell Communication Group Limited

Fax (03) 9690 9318

cc Company Announcements Office
Australian Stock Exchange
(via ASX Online or fax 1900 999 279)

From Kristiana Tjang

Date 16 September 2010

Deutsche Bank AG
ABN 13 064 165 162
Deutsche Bank Place
Level 16, corner of Hunter & Phillip Streets
Sydney NSW 2000 Australia
GPO Box 7033 Sydney NSW 2001

Tel: 61 2 8258 1234
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Subject Substantial Shareholder Notice

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Please find attached a copy of the Substantial Holding Notice we have lodged today with the ASX.

The originals were posted to you today.

Kind Regards

Kristiana Tjang
Compliance Central Services
Deutsche Bank AG
Australia & New Zealand

Notice of initial substantial holder

To: **Mitchell Communication Group Limited**
Level 4, 111 Cecil Street
South Melbourne
VIC 3205

ABN 59 088 110 141

To: **ASX Limited**

1. Details of substantial shareholder

Name and ABN Deutsche Bank AG (ABN 13 064 165 162) and its related bodies corporate (together, the "Deutsche Bank Group" became a substantial shareholder on **14 September 2010**.

2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate had a relevant interest in on the date of the substantial holder became a substantial holder are as follows:

Class of securities	Number of securities	Person's votes	Voting power
Ordinary shares	15,142,919	15,142,919	5.02%

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest	Class and number of securities (ordinary shares unless stated)
Deutsche Securities Australia Limited and each of its holding companies in the Deutsche Bank Group.	In its capacity as stockbroker, stock borrower, stock lender and in various other related capacities. Each holding company of Deutsche Securities Australia Limited, including Deutsche Bank, is deemed to have the same relevant interest.	15,142,919

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder	Class and number of securities (ordinary shares unless stated)
Deutsche Securities Australia Limited and each of its holding companies in the Deutsche Bank Group.	14,006,930 under Pan Australian Nominees Pty Ltd, the remainder unknown being executed trades pending settlement.	Pan Australian Nominees Pty Ltd	15,142,919

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Refer to schedule 1.

6. Associates

N/A

7. Addresses

The addresses of persons named in this form are:

<u>Name</u>	<u>Address</u>
Deutsche Bank Group	C/- Level 16, Cnr Hunter & Phillip Streets, Sydney, New South Wales, 2000.



Signature

Name Fonnie Mak

Date 16 September 2010

Schedule 1 to Form 603

Group Name	ASX	Stock	Trade Date	Trans Type	Trans,Number	Consideration
DEUTSCHE SECURITIES	MCU	ORD	17/05/2010	B	4,652	-4,210.06
DEUTSCHE SECURITIES	MCU	ORD	18/05/2010	B	16,186	-14,589.22
DEUTSCHE SECURITIES	MCU	ORD	19/05/2010	B	834	-742.26
DEUTSCHE SECURITIES	MCU	ORD	21/05/2010	B	9,059	-7,360.00
DEUTSCHE SECURITIES	MCU	ORD	28/05/2010	B	4,465	-3,751.05
DEUTSCHE SECURITIES	MCU	ORD	11/06/2010	B	4,307	-3,855.20
DEUTSCHE SECURITIES	MCU	ORD	08/07/2010	B	8,027	-7,545.38
DEUTSCHE SECURITIES	MCU	ORD	08/07/2010	B	60,817	-58,076.86
DEUTSCHE SECURITIES	MCU	ORD	30/07/2010	B	70,000	-85,950.00
DEUTSCHE SECURITIES	MCU	ORD	30/07/2010	B	295,450	-363,403.50
DEUTSCHE SECURITIES	MCU	ORD	02/08/2010	B	62,184	-76,610.69
DEUTSCHE SECURITIES	MCU	ORD	02/08/2010	B	183,000	-226,352.70
DEUTSCHE SECURITIES	MCU	ORD	02/08/2010	B	317,000	-392,097.30
DEUTSCHE SECURITIES	MCU	ORD	03/08/2010	B	40,000	-49,600.00
DEUTSCHE SECURITIES	MCU	ORD	03/08/2010	B	50,000	-61,750.00
DEUTSCHE SECURITIES	MCU	ORD	03/08/2010	B	93,000	-115,496.70
DEUTSCHE SECURITIES	MCU	ORD	03/08/2010	B	157,000	-194,978.30
DEUTSCHE SECURITIES	MCU	ORD	03/08/2010	B	661,943	-818,823.49
DEUTSCHE SECURITIES	MCU	ORD	04/08/2010	B	588,267	-727,686.28
DEUTSCHE SECURITIES	MCU	ORD	05/08/2010	B	35,000	-43,487.50
DEUTSCHE SECURITIES	MCU	ORD	05/08/2010	B	378,341	-469,142.84
DEUTSCHE SECURITIES	MCU	ORD	05/08/2010	B	378,341	-469,142.84
DEUTSCHE SECURITIES	MCU	ORD	06/08/2010	B	139,138	-172,531.12
DEUTSCHE SECURITIES	MCU	ORD	06/08/2010	B	1,889,138	-2,351,221.17
DEUTSCHE SECURITIES	MCU	ORD	09/08/2010	B	2,252,071	-2,802,354.39
DEUTSCHE SECURITIES	MCU	ORD	10/08/2010	B	20,000	-24,900.00
DEUTSCHE SECURITIES	MCU	ORD	11/08/2010	B	40,000	-49,600.00
DEUTSCHE SECURITIES	MCU	ORD	12/08/2010	B	1,710	-2,120.40
DEUTSCHE SECURITIES	MCU	ORD	12/08/2010	B	74,378	-92,005.59
DEUTSCHE SECURITIES	MCU	ORD	12/08/2010	B	200,000	-248,000.00
DEUTSCHE SECURITIES	MCU	ORD	18/08/2010	B	250,000	-311,875.00
DEUTSCHE SECURITIES	MCU	ORD	23/08/2010	B	684	-848.16
DEUTSCHE SECURITIES	MCU	ORD	24/08/2010	B	37,983	-47,098.92
DEUTSCHE SECURITIES	MCU	ORD	25/08/2010	B	962,017	-1,192,901.08
DEUTSCHE SECURITIES	MCU	ORD	25/08/2010	B	1,360,000	-1,686,400.00
DEUTSCHE SECURITIES	MCU	ORD	26/08/2010	B	900	-1,116.00
DEUTSCHE SECURITIES	MCU	ORD	27/08/2010	B	37,983	-47,098.92
DEUTSCHE SECURITIES	MCU	ORD	27/08/2010	B	1,800,000	-2,236,140.00
DEUTSCHE SECURITIES	MCU	ORD	27/08/2010	B	1,923,275	-2,389,361.02
DEUTSCHE SECURITIES	MCU	ORD	30/08/2010	B	1,141,363	-1,411,866.03
DEUTSCHE SECURITIES	MCU	ORD	31/08/2010	B	327,148	-405,663.52
DEUTSCHE SECURITIES	MCU	ORD	01/09/2010	B	13,112	-16,258.88
DEUTSCHE SECURITIES	MCU	ORD	01/09/2010	B	29,800	-37,101.00
DEUTSCHE SECURITIES	MCU	ORD	02/09/2010	B	564,740	-700,277.60
DEUTSCHE SECURITIES	MCU	ORD	03/09/2010	B	9,973	-12,416.39
DEUTSCHE SECURITIES	MCU	ORD	06/09/2010	B	125,069	-155,085.56
DEUTSCHE SECURITIES	MCU	ORD	07/09/2010	B	8,217	-10,230.17
DEUTSCHE SECURITIES	MCU	ORD	07/09/2010	B	124,931	-154,914.44
DEUTSCHE SECURITIES	MCU	ORD	07/09/2010	B	249,364	-309,211.36
DEUTSCHE SECURITIES	MCU	ORD	08/09/2010	B	28,500	-35,340.00
DEUTSCHE SECURITIES	MCU	ORD	09/09/2010	B	921,500	-1,142,660.00
DEUTSCHE SECURITIES	MCU	ORD	10/09/2010	B	43,351	-53,625.19
DEUTSCHE SECURITIES	MCU	ORD	14/09/2010	B	26,771	-33,329.90
DEUTSCHE SECURITIES	MCU	ORD	14/09/2010	B	144,367	-179,015.08