



Cellnet Group Limited

59-61 Qantas Drive, Eagle Farm, Queensland 4009

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The Manager Companies
Company Announcements Office
ASX Limited
Level 4, Stock Exchange Centre
20 Bridge Street
Sydney NSW 2000

ONLINE INVESTMENT

On 15 July 2011 Cellnet announced it had acquired a strategic interest in Off Your Trolley (www.offyourrolley.com.au) a leading online grocery retailer and advised it was considering other opportunities.

Cellnet is pleased to announce it has recently launched its own online shopping offering (www.dealfox.com.au) which has been in development for several months. DealFox will feature special daily deals as well as a range of products within categories including Sport and Leisure, Health and Wellbeing, Home and Small Office, Manchester and Baby Products. This initial range will be expanded over time.

CEO Stuart Smith said “This is an exciting time for the company as we have been considering strategic opportunities as well as exploring incremental options for a while. Online shopping is already an important part of consumer behaviour and will continue to grow as market share in Australia approaches that seen in the USA and European countries.”

“The amount invested to launch DealFox is immaterial from current cash reserves. Capital spending has been focused on the customer facing components as current infrastructure is sufficiently robust and scalable to deal with expected sales activity. Although an expanded online customer service, marketing and product team has been recruited and trained, all other functions and services have been seamlessly integrated into the existing backend infrastructure and operations. Consequently, DealFox is expected to contribute to earnings within six months.” he added.

The Board will continue to look for other appropriate opportunities to grow and enhance returns to shareholders either through the wholesale or the expanded online shopping segments of the business.

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