



Cellnet Group Limited

59-61 Qantas Drive, Eagle Farm, Queensland 4009

14 July 2011

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

ONLINE STRATEGY UPDATE AND DIVIDEND

Cellnet is pleased to announce it has acquired a strategic interest in Off Your Trolley (www.offyourtrolley.com.au) a leading online discount grocery retailer.

Off Your Trolley launched in March this year and is Australia's first dedicated grocery deals website offering substantial discounts to consumers on food, beverages, home and personal care, baby products and pet food.

The investment enables Off Your Trolley to broaden its product range, upgrade its online platform and expand its marketing strategy. Cellnet has also been contracted to provide warehousing, distribution and logistics services to Off Your Trolley. Cellnet expects Off Your Trolley will make a positive contribution to Cellnet's earnings in the current financial year.

The Off Your Trolley investment represents the next step in Cellnet's online strategy. Cellnet today provides seamless and cost effective warehousing, distribution and logistics services to a number of third party online retail clients, and is considering other opportunities to more directly leverage these core capabilities.

This investment by Cellnet in Off Your Trolley is not material in the context of its existing cash balance.

Cellnet has also received options in Off Your Trolley that may see its shareholding increase and has agreed to issue each of the two Off Your Trolley founders 750,000 Cellnet options (a total of 1.5 million) with an exercise price of \$0.60 cents per share subject to certain conditions.

Conditions of vesting of the Cellnet options include that Off Your Trolley achieve certain business performance targets which, if met, will be materially value accretive to Cellnet and the optionholder must have been continuously employed in the Off Your Trolley business from the date of grant up to the exercise date. The Cellnet options will be



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exercisable in July 2014 if certain business performance targets are met or earlier if a liquidity event occurs, in which case, they will be exercisable on the occurrence of that event. Otherwise, the options will be granted on customary terms and conditions. No shareholder approval is required or will be sought in relation to the grant of the Cellnet options.

Dividend

The Board is also pleased to announce a final dividend of 1 cent per share and also a special dividend of 1.5 cents per share both of which will be fully franked and payable on 17 August 2011. The details of the dividend payment are as follows:

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| Ex-dividend Date | 1 August 2011 |
| Record Date | 5 August 2011 |
| Payment Date | 17 August 2011 |

Enquiries

Stuart Smith
CEO
07-3853 5973