



The Manager
Company Announcements
Australian Securities Exchange
Level 5, 20 Bridge Street
SYDNEY NSW 2000

By E-Lodgement

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Background to Proposed Name Change

Allied Consolidated Limited (“the Company”) was re-capitalised and reinstated to trading on the ASX in June 2013 led by a Board with significant expertise in the digital and technology sectors.

The Company’s strategy is to build, acquire and accelerate **disruptive** e-commerce and technology-focused businesses with demonstrated revenues and cross-portfolio synergies.

*“A **disruptive** innovation or technology is an innovation that helps create a new market and value network, and eventually goes on to disrupt an existing market and value network displacing an earlier technology. The term is used in business and technology literature to describe innovations that improve a product or service in ways that the market does not expect, typically first by designing for a different set of consumers in a new market and later by lowering prices in the existing market.”*

Source: Wikipedia

Examples of disruptive innovations include the mobile phone (which disrupted the fixed-line operator markets), digital photography (which disrupted the camera film market) and online retailing (which continues to disrupt the traditional retail market).

The proposed name change to Disruptive Investment Group Limited is reflective of the Board’s strategy.

For further information, please contact Dr Adir Shiffman on (02) 9248 6988.

Yours faithfully,

Dr Adir Shiffman
Chairman
Allied Consolidated Limited