

Mnemon Limited  
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10 October 2013

Australian Stock Exchange Limited  
20 Bridge Street  
Sydney NSW 2000

By: e-lodgement

COMPANY ANNOUNCEMENT  
For immediate release

**PLACEMENT**

Mnemon Limited (ASX:**MNZ**) (Company) today placed 25 million ordinary shares at \$0.006 per share, (representing the directors assessment of the present intrinsic value of the Company per share), to raise \$150,000. Wilson HTM Corporate Finance Ltd was Lead Manager to this offer.

The placement is made within the Company's available 15% placement capacity as defined in ASX Listing Rule 7.1.

Settlement of the placement is expected to occur on 17<sup>th</sup> October 2013, with the new shares expected to be allotted and to commence trading on the ASX on 18<sup>th</sup> October 2013. The new shares will rank pari passu with the existing MNZ shares.

The funds raised from the placement will be used for working capital purposes to fund due diligence activity and the engagement of professional service providers to assist MNZ to further assess and determine appropriate next steps with respect to the proposed DealsDirect Group Pty Limited (**DealsDirect**) transaction.

As announced to the ASX on 8<sup>th</sup> October, at this time MNZ has not entered into a binding commitment to acquire DealsDirect. If and at the time it does so full details will be provided to MNZ shareholders and the market. To proceed towards binding transaction documentation a number of steps need to occur including but not limited to the following:

- Completion of mutual due diligence reviews of the respective MNZ and DealsDirect businesses.
- Finalisation of agreed valuations for each business and the number of shares to be issued by MNZ as consideration for the DealsDirect shares.

For further information regarding this announcement please contact Alexander Beard on +61 2 9087 8000.

Ends.  
John Hunter  
Company Secretary