

ATLAS

PEARLS AND PERFUMES

ABN 32 009 220 053

ASX RELEASE

ASX: ATP

2 January 2014

Manager - Company Announcements Office
Australian Securities Exchange
Level 8, Exchange Plaza
2 The Esplanade
PERTH WA 6000

By: e-lodgement (ASX code: ATP)

Dear Sir

APPOINTMENT OF DIRECTOR

Further to the ASX announcement of 6 December 2013, Atlas Pearls and Perfumes Ltd (ASX: ATP) ("Atlas" or "the Company") is pleased to announce the appointment of Stephen Arrow to the Board of Directors of the Company.

Stephen Arrow is the 100% owner and Managing Director of Arrow Pearl Co Pty Ltd. Stephen commenced in the pearling industry as a 19 year-old pearl diver. Today, he has over 30 years experience in the pearling and marine industries.

Mr Arrow originally commenced pearling operations in the early 1980's at Beagle Bay, north of Broome WA, and since that time has developed his company into a successful cultured pearling organisation.

"We are delighted to welcome Stephen to the Atlas Board and believe his background and expertise will strengthen the Groups' ability to review and improve the farming operations " said Mr Stephen Birkbeck , Chairman of Atlas.

Yours sincerely



Stephen Birkbeck
Chairman

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About Atlas

Atlas Pearls and Perfumes Ltd ("Atlas", ASX:ATP) is an Australian based pearling and perfume business established in 1992. Atlas has earned an enviable reputation as a world leading pearl producer of "nature's most precious gift", the South Sea pearl, specialising in highly sought after white and silver pearls. Atlas operates pearl farms spread across the Indonesian archipelago including Bali, Flores, Alor and Papua. Atlas is a fully integrated pearling business with its own high quality grading and loose pearl distribution business, a jewellery manufacturing capability and sales direct to customers through wholesale partners and via its retail outlets. In 2012 the Company expanded its operations into perfumes and is currently developing a range of propriety products which include pearl powder (cosmetics and nutraceuticals), pearl proteins (cosmetics), pearl volatiles and fire tree (perfumes) for supply into the global luxury supply chain.