

# ATLAS

PEARLS AND PERFUMES

ABN 32 009 220 053

**ASX RELEASE**

ASX: ATP

17 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

## **LETTER TO OPTION HOLDERS**

The attached reminder letter has been mailed to all holders of Atlas Pearls and Perfumes Ltd (ASX: ATP) unlisted options exercisable at \$0.05 each on or before 5.00pm Australian Western Standard Time on 29 January 2014.

Yours sincerely

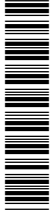


**Susan Hunter**  
**Company Secretary**

# ATLAS

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Atlas Pearls and Perfumes Ltd  
ABN 32 009 220 053



┌ 000001 000 ATP  
MR SAM SAMPLE  
FLAT 123  
123 SAMPLE STREET  
THE SAMPLE HILL  
SAMPLE ESTATE  
SAMPLEVILLE VIC 3030

17 January 2014

Dear Option Holder

## Letter to Option Holders - 29 January 2014 Expiry

This is a further reminder notice that your options to subscribe for ordinary fully paid shares in Atlas Pearls and Perfumes Ltd (ASX: ATP) ("Atlas" or "the Company") will expire at **5.00pm Australian Western Standard Time (AWST) on 29 January 2014**.

Each option entitles the holder to acquire one ordinary share in Atlas for \$0.05 each. The last sale price for Atlas shares on the ASX was \$0.059 on 16 January 2014. To date a total of approximately 16.8 million options or 52% of those originally on issue have been exercised by Option Holders.

In order to exercise your options, you will need to complete the Option Exercise Notice which was sent to you with your Option Certificate and return your Option Certificate, the Option Exercise Notice and the total amount payable at the exercise price of \$0.05 per share **by no later than 5.00pm AWST on 29 January 2014**. Please consider postage time and allow sufficient time to enable cleared funds in the Company's bank account by 29 January 2014. The options will expire at 5.00pm Australian Western Standard Time (AWST) on 29 January 2014.

The courses of action open to you, the Option Holder, are:

(i) **Exercise all or some of the options.**

Complete the Option Exercise Notice and return your Option Certificate, the completed Option Exercise Notice along with your payment in the enclosed reply paid envelope by no later than 5.00pm AWST on 29 January 2014. Please ensure all cheques are made payable to 'Atlas Pearls and Perfumes Ltd'. If you are paying via EFT, please ensure your Option Holder registered name is included in the reference field.

(ii) **Do nothing.**

If you do not take action to exercise your options prior to the expiry date of 29 January 2014, the options will expire and your right to purchase shares at \$0.05 per share will lapse and all rights will be forfeited.

## If you have lost your original Option Certificate

Your Option Certificate was mailed to your registered address in late January 2013 when the Options were issued to you. If you wish to exercise all or some of your options, you will need to return your Option Certificate along with your completed Option Exercise Notice and payment. If you have lost your original Option Certificate and wish to exercise all or some of your options, an Option Exercise Notice is enclosed with this letter. Please complete the Option Exercise Notice and return the completed Option Exercise Notice along with your payment in the enclosed reply paid envelope by no later than 5.00pm AWST on 29 January 2014.

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Please ensure all cheques are made payable to 'Atlas Pearls and Perfumes Ltd'. Please consider postage time if paying via cheque and allow sufficient time to enable cleared funds in the Company's bank account by 29 January 2014. If you are paying via EFT, please ensure your Option Holder registered name is included in the reference field. Please also contact Computershare Investor Services, the Company's share registry, on telephone number 1300 850 505 (if within Australia) or +61 8 9323 2000 (if outside Australia) to obtain a Lost Option Certificate statutory declaration form which must be completed and returned to Computershare prior to issue of your shares.

For further information in regards to these options please contact the Company Secretaries, Stephen Gleeson or Susan Hunter, on +61 8 9284 4249 or via email at [atlas@atlaspearlsandperfumes.com.au](mailto:atlas@atlaspearlsandperfumes.com.au).

Yours sincerely



Susan Hunter  
Joint Company Secretary

## **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.

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## Application Form on Exercise of Unlisted Options Expiring 29 January 2014

To the Directors, Atlas Pearls and Perfumes Ltd

I/We hereby exercise  options and provide my/our application monies for

being \$0.05 per share on application for  ordinary shares in the capital of the Company.

I/We request that you allot me that number of shares and I/we agree to accept that number of shares on the terms below and the Constitution of the Company, and I/we authorise you to place my/our name on the register.

My/Our SRN/HIN (as shown on my/our Issuer Sponsored holding statement or CHESS holdings statement) is

### Sign Here – This section **must** be signed for your instructions to be executed

I/We authorise you to act in accordance with my/our instructions set out above.

Individual or Securityholder 1

Director

Securityholder 2

Director/Company Secretary

Securityholder 3

Sole Director and  
Sole Company Secretary

Day/Date      Month      Year

/	/	
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*Note: when signed under Power of Attorney, the attorney states that they have not received a notice of revocation. Computershare Investor Services Pty Limited needs to sight a certified copy of the Power of Attorney.*

### Payment Method      Choose one method of payment

	Drawer	Bank	Branch	Amount
CHEQUE DETAILS				

Cheques shall be in Australian currency made payable to Atlas Pearls and Perfumes Ltd and crossed "Not Negotiable".

	Bank	BSB	Account No.	Account Name
EFT DETAILS	Commonwealth Bank of Australia	066 000	111 376 93	Atlas Pearls and Perfumes Ltd

Please ensure your Option Holder registered name is included in your EFT narration to ensure your application monies are correctly matched to this option exercise notice.

Please tick this box if you have transferred your funds via EFT.

### Option Holder Contact Details

Contact Email address

Contact Telephone Number

### LODGEMENT INSTRUCTIONS

The application for shares on exercise of the options with the appropriate remittance should be lodged at the Company's Registry, Computershare Investor Services Pty Limited, GPO Box D182, Perth WA 6840.