

ASX – Announcement
Joyce Corporation Ltd

4th February 2014

Re: Conversion of 1st tranche Convertible Notes in KWB Group Pty Ltd.

Joyce Corporation Ltd (“The Company”) is pleased to announce that on the 31st January 2014 it formally notified KWB Group Pty Ltd (“KWB”) to convert the 1st tranche of Convertible Notes (CN’s) in KWB Group Pty Ltd and which will result in a 32% minority equity in the group moving forward until such time as the 2nd tranche converts to equity.

Currently it is the Company’s intention to convert the second tranche of CN’s into equity which, if converted, would bring the total holding in KWB to 57%. “We have confidence in the current KWB management, who have sizeable equity in their business. The staff and Board of KWB are working hard to achieve significant sales and order book growth” said Executive Director Anthony Mankarios.

KWB Group Pty Ltd is now owned by KWB Management and Joyce Corporation Ltd wholly owned Joyce International Pty Ltd holding 32% after the 1st tranche conversion.

KWB Group Pty Ltd is a leading specialist Kitchen retailer with 12 showrooms in QLD, NSW and SA, trading as Kitchen Connection and Wallspan.

KWB revenue is robust with expansion in its orders showing strong double digit growth (year on year) and is trading profitably year to date and is expected to grow its profitability in the next 18 months.

KWB has opened its new Gepps Cross store in SA in late December 2013, which is reported as trading well above expectations.

Joyce will charge a management fee to KWB Group from 29th January 2014 until such time as all remaining CN’s are converted.

Executive Director

Anthony Mankarios

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