

30 December, 2014

Dear Shareholders,

Notice to Ineligible Shareholders- Non renounceable Rights Issue Offer

On the 29 December, 2014 iSentric Limited (ICU) announced a pro-rate non renounceable rights issue offer of one new ICU ordinary share (New share) at an issue price of \$0.225 per New Share to raise approximately \$4,350,000(the Offer).

Eligible shareholders will be able to purchase one New Share for every four existing ICU ordinary shares held as at 5.00pm (AEDT) on 6 January, 2015(Record Date). New Shares issued under the Offer will rank equally with existing ICU ordinary shares on issue.

The funds raised to the Offer will be used to fund the cash component for the acquisition of Arte Mobile Technology Pte Ltd.

The purpose of this letter is to inform you about the Offer, and to explain why you will not be able to purchase New Shares under the Offer. This letter is not an offer to issue New Shares to you, not an invitation for you to apply for New Shares. You are not required to do anything in response to this letter.

Documents relating to the Offer have been lodged with the ASX and are currently being dispatched to eligible shareholders (as defined below).

Details of the Offer

The Offer is being implemented under Section 708AA of the Corporations Act, 2000(Cth) (Corporations Act), as modified by ASIC Class Order [C008/35]. This Offer will raise up to approximately \$4.35 million.

The Offer is being made to Eligible Shareholders (as defined below), on the basis of 1 New Share for every 4 existing ICU ordinary shares held.

Eligibility Criteria

ICU has determined pursuant to ASX Listing Rule 7.7.1(b) and Section 9A (3) of the Corporations Act, that it would be unreasonable to make an offers to shareholders in all countries in connection with the Offer. This determination was made due to legal limitations on making or extending an offer of New Shares in some countries, the relatively small number of shareholders in those countries, the small number of securities they hold and the potential costs of complying with regulatory requirements in those countries.

Accordingly, in compliance with ASX Listing Rule 7.7.1(b) and Section 9A(3) of the Corporations Act, ICU wishes to advise you that it will not be extending the Offer to you and you will not be able to purchase New Shares under the Offer.

Shareholders who are eligible to participate in the Offer are shareholders who, as at 5.00pm (AEDT) on 6 January, 2015(Record Date) were registered as holders of existing ICU share and had a registered address in Australia or New Zealand (Eligible Shareholders).

Unfortunately, as you do not satisfy the eligibility criteria for an Eligible Shareholder, you will not be able to purchase New Shares under the Offer. You will not be sent documents relating to the Offer.

As the Offer is non-renounceable, you will be receiving any payment or value for entitlements in respect of New Shares that would have been offered to you if you were eligible.

If you have any questions in relation to any of the above matters, please contact ICU's share registry, Link Market Services on+61 1300 554 474.

On behalf of the Board and Management of ICU, we thank you for your continued support.

Yours faithfully,



Gary Stewart

Company Secretary