

FAX COVER SHEET

TO

COMPANY

FAXNUMBER 611300135638

FROM Alceon _

DATE 2017-05-05 12:01:52 GMT+10

RE Notice of Initial Substantial Holder from Alceon Liquid Strategies -
Grays Ecommerce Group Limited (ASX: GEG)

COVER MESSAGE

Daniel Chersky



Alceon Group Pty Ltd

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Form 603

Corporations Act 2001

Section 671B

Notice of initial substantial holder

To Company Name/Scheme Grays Ecommerce Group

ACN/ABN 125 736 914

1. Details of substantial holder (1)

Name Alceon Liquid Strategies Pty Ltd

ACN (if applicable) 156 017 659

The holder became a substantial holder on 4 / 5 / 2017

2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

Class of securities(4)	Number of securities	Persons' votes(5)	Voting power (6)
Fully Paid Ordinary Shares (Shares)	6,696,940	6,696,940	5.25%*

* Based on total shares outstanding of 127,477,311

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
Alceon Liquid Strategies Pty Ltd	Power to exercise vote and dispose of the securities as trustee and investment manager of the Alceon High Conviction Absolute Return Fund	6,696,940 Fully paid ordinary shares

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
Alceon Liquid Strategies Pty Ltd	Credit Suisse	Credit Suisse	6,696,940 Fully paid ordinary shares

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the 4 months prior to the day that the substantial holder became a substantial holder is as follows:

See Annexure A

6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
N/A	N/A

7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Alceon Liquid Strategies Pty Ltd	C/- Alceon Group Pty Ltd Level 16, 20 Hunter Street, Sydney NSW 2000

Signature

Print name: Daniel Chersky

Capacity: Chief Investment Officer

sign here



Date: 5 / 5 / 2017

Annexure A: Consideration paid for Shares

Date	Class of securities	Number of securities	Cash consideration
1/2/2017 – 4/5/2017	Fully paid ordinary shares	6,696,940	\$7,530,667