

**Form 603
Corporations Act 2001
Section 671B**

Notice of Initial Substantial Holder

To: **Cash Converters International Ltd**

ACN/ARSN:

1. Details of substantial holder (s)

Name: FMR LLC and FIL Limited (FIL)

ACN/ARSN (if applicable)

The holder became a substantial holder on

8 March 2012

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	Person's votes (5)	Voting power (6)
Ordinary shares	19,413,181	19,413,181	5.11%

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
FMR LLC & FIL	Parent companies of a fund management group with power to exercise control over disposal of the securities	19,413,181

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)	Number of securities
FMR LLC & FIL	Various Custodians	FID LOW PRICE STK PRIN ALL SEC	19,413,181
	TOTAL	19,413,181	5.11%

5. Consideration

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

Holder of relevant interest	Date of acquisition	Consideration (9)	Class and number of securities ordinary shares
		Cash/non-cash AUD	
FMR LLC & FIL	23 January 2012	0.52	250,000
FMR LLC & FIL	25 January 2012	0.52	37,500
FMR LLC & FIL	25 January 2012	0.52	212,500
FMR LLC & FIL	1 February 2012	0.56	500,000
FMR LLC & FIL	6 February 2012	0.55	16,751
FMR LLC & FIL	6 February 2012	0.56	341,801
FMR LLC & FIL	7 February 2012	0.57	141,448
FMR LLC & FIL	8 February 2012	0.58	50,000
FMR LLC & FIL	9 February 2012	0.58	20,000
FMR LLC & FIL	10 February 2012	0.58	225,000
FMR LLC & FIL	13 February 2012	0.60	205,000
FMR LLC & FIL	23 February 2012	0.56	160,089
FMR LLC & FIL	24 February 2012	0.56	185,285
FMR LLC & FIL	27 February 2012	0.56	136,323
FMR LLC & FIL	28 February 2012	0.57	154,700
FMR LLC & FIL	1 March 2012	0.60	146,867
FMR LLC & FIL	5 March 2012	0.61	11,732
FMR LLC & FIL	7 March 2012	0.62	220,255
FMR LLC & FIL	8 March 2012	0.64	897,930

6. Associates

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

Name and ACN/ARSN (if applicable)	Nature of association
FMR LLC	FMR LLC is a Delaware limited liability company with its principal place of business at 82 Devonshire Street, Boston, Massachusetts. Fidelity Management & Research Company (FMR Co.), Fidelity Management Trust Company (FMTC) and Pyramis Global Advisors LLC (PGALLC) are wholly-owned subsidiaries of FMR LLC and under the common control of FMR LLC. Each may be considered a related body corporate and hence an 'associate' of FMR LLC, as such term is used in the Corporations Law 2001. FMR Co. is advisor to registered holders named in Section 4 and has power under its management agreements to dispose of the subject shares. FMR Co. also carries out voting under the written guidelines established by the Boards of Trustees of the Funds which are registered holders. The relevant interests of FMTC and PGALLC consist of the power to dispose of, and may also consist of the power to vote or direct the voting of, the shares of institutional accounts with which they each have management agreements.
FIL	FIL Limited (FIL) is previously known as Fidelity International Limited. FIL may vote or direct the voting of the shares of registered holders named in Section 4 under written guidelines established by the Board of Directors of FIL. FIL and its subsidiary management companies such as Fidelity Investments International (FII) and Fidelity Pensions Management (FPM) have power to dispose of shares of funds of registered holders named in Section 4 and/or of institutional accounts with which the companies have management agreements. FII and FPM are wholly-owned subsidiary of FIL and hence 'associates' of FIL as such term is used in the Corporations Law 2001.

7. Addresses

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

Name	Address
FMR LLC	82 Devonshire Street, Boston, MA 02109
FIL	Pembroke Hall, 42 Crow Lane, Pembroke, Bermuda

Sign Here _____

Dated: 12 March 2012

Wendy Wang

Assistant Manager, Regulatory Reporting

Duly authorized under Powers of Attorney dated 7 July 2010 by Scott Goebel by and on behalf of FMR LLC, and their respective direct and indirect subsidiaries.

Duly authorized under Powers of Attorney dated 12 July 2010 by Allan Pelvang by and on behalf of FIL Limited and their respective direct and indirect subsidiaries