



ASX Announcement

Singapore - 10 October 2014

APD Opens Manila Regional Operations Centre

Summary

- Regional Operations Centre is now open
- Experienced General Manager appointed
- 45 employees have transferred across to 120 seat capacity facility
- Acquisitions and eCommerce update

Manila Regional Operations Centre (ROC)

Asia Pacific Digital has opened its world-class ROC in Manila, the Philippines, on time and on budget.

With an initial capacity for 120 people, the ROC will bring a competitively priced delivery capability to the Group and to its clients across the region. The facility is structured to house technical teams providing application and web development and support, as well as finance and admin support for the region. Search marketing capabilities are being added.

The ROC is located in the heart of the commercial district of Makati, providing excellent access to talent from universities and commercial organisations.



Senior Appointment

We are pleased to announce the appointment of Mr. David Caldwell to the role of General Manager, ROC. David has more than 20 years' operational experience of which the past seven have been in the Philippines running operations facilities. He previously managed Wells Fargo's offshore operations.

David will report to Newton Smith, Group CEO of Asia Pacific Digital's Next Digital business unit, who was previously CEO of IBM's BPO business in the Philippines.

Resources will be progressively built up in Manila through a combination of job creation to satisfy client demand in Asia and by transferring some higher cost roles within the group. APD reconfirms that it is targeting an annualised savings run rate of \$500,000 during FY15 from the establishment and expansion of the ROC.

Acquisitions

The company has previously announced its intention to undertake bolt-on acquisitions (in addition to regional organic growth) to drive international revenues to 50% of the group total within the next few years.

Discussions have been held with a number of different targets in recent months however none have been pursued to date due to pricing or structural reasons. The company remains in active discussions with several candidates.

eCommerce Ventures

Cellarmaster Wines continues to grow strongly from a low base: www.cellarmasterwines.com

The Advintage venture is now operational and the company will soft launch its new platform next week: www.advintage.co.nz

The group has a strong Ventures pipeline and is currently reviewing a number of possible new ventures.

Enquiries

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About Asia Pacific Digital Limited

Asia Pacific Digital (ASX:DIG) is the leading independent digital marketing and commerce company in the region, offering an integrated digital value chain through Australasia, Southeast Asia and the Peoples Republic of China to more than 1,000 corporate clients through four divisions: Strategy & Solutions, Customer Acquisition, Customer Management and eCommerce ventures.