



## UNMARKETABLE PARCEL SHARE SALE FACILITY

East 72 Holdings Limited (E72, the Company) is pleased to announce that it has established a Share Sale Facility whereby shareholders owning less than 1,429 shares of E72 will be able to divest their holding in a cost effective manner, should they so choose.

The Extraordinary General Meeting held on 23<sup>rd</sup> February 2017 authorised amendments to paragraph 14.1 of E72's Constitution providing greater flexibility to establish a realistic price for the sale of parcels of shares worth less than \$500 (**Unmarketable Parcels**). In accordance with paragraph 14.1 of E72's Constitution, the Directors have set the Authorised Price of the shares at \$0.35 per share, being proximate to E72's net asset backing per share, and the same price as all capital raisings have been conducted between May 2016 and February 2017.

E72 has 282 shareholders who hold Unmarketable Parcels, which cumulatively amount to only 9,075 shares, worth less than \$3,200 at the Authorised Price. If this number is significantly reduced under the Share Sale Facility, E72 will see a consequential reduction in its administrative expenses.

Relevant dates for the Share Sale Facility are as follows:

<b>Event</b>	<b>Date</b>
Unmarketable Parcels Record date	Monday 27 <sup>th</sup> February 2017
Unmarketable Parcels announcement released to NSX	Wednesday 1 <sup>st</sup> March 2017
Letters sent to shareholders holding Unmarketable Parcels attaching the information pack and Share Retention Form	Wednesday 1 <sup>st</sup> March 2017
Closing date for receipt of Share Retention Form	Thursday 13 <sup>th</sup> April 2017

Attached is a copy of the letter, Share Retention Form and information which has today been sent to all shareholders holding an Unmarketable Parcel of E72 shares.

### For further information:

Andrew Brown  
**Executive Director**  
(02) 9380 9001 / 0418 215 255



1<sup>st</sup> March 2017

Dear Shareholder,

**THIS IS AN IMPORTANT LETTER REGARDING YOUR SHAREHOLDING  
IN EAST 72 HOLDINGS LIMITED**

As you would be aware, as part of a reconstruction of East 72 Holdings Limited (**E72, the Company**) in May 2016, shares in E72 were consolidated on the basis of 1 new share for 350 previously existing ordinary shares. This has resulted in E72 having 282 shareholders who cumulatively hold less than 10,000 shares in the Company.

Servicing this shareholder base represents a significant financial and administrative burden for E72, which the Company want to reduce. As a consequence, we have established a Share Sale Facility for shareholders who own less than \$500 worth of shares in E72 (**Unmarketable Parcel**) as at the Record Date of 27<sup>th</sup> February 2017. **At the Authorised Price (see below), an Unmarketable Parcel is a holding of 1,428 E72 shares or less.** The Share Sale Facility will entitle you to sell your Unmarketable Parcel of E72 shares without brokerage costs.

The Extraordinary General Meeting held on 23<sup>rd</sup> February 2017 authorised amendments to paragraph 14.1 of E72's Constitution providing greater flexibility to establish a realistic price for the sale of Unmarketable Parcels. In accordance with paragraph 14.1 of E72's Constitution, the Directors have set the Authorised Price of the shares at \$0.35 per share, being proximate to E72's net asset backing per share, and the same price as all capital raisings have been conducted between May 2016 and February 2017.

**Unless you advise the E72 Share Registry by 5.00pm Sydney time on Thursday 13<sup>th</sup> April 2017 ("Notice Date") that you wish to retain your shares, your shares will be sold and you will be sent the sale proceeds.**

The Share Sale Facility is being operated in accordance with paragraph 14 (14.1 – 14.14) of the E72 Constitution (as amended).

**IF YOU WANT TO SELL YOUR SHARES UNDER THE SHARE SALE FACILITY, YOU NEED TAKE NO FURTHER ACTION.** If you do not return the enclosed Share Retention Form, your E72 shares will be sold.

Your shares will be sold on your behalf by E72 after 13<sup>th</sup> April 2017. You will not need to appoint a broker or pay the brokerage and handling costs associated with the Share Sake Facility. However, and tax consequences arising from the sale of your E72 shares will be your responsibility.

If you want to **RETAIN** your E72 shares, you must complete and return the enclosed Share Retention Form to Boardroom Pty. Limited, GPO Box 3993, SYDNEY NSW 2001 by 5.00pm Sydney time on Thursday 13<sup>th</sup> April 2017. Copies or facsimilies of the Retention Form will NOT be accepted.



For further clarification, please see the Terms and Conditions of Share sale Facility enclosed with this letter, or call Boardroom Pty Limited on 1300 737 760 (within Australia) or + 61 2 9290 9600 (outside Australia). Boardroom will also be able to assist if you wish to consolidate multiple holdings of E72 shares.

If you are in any doubt, or require information regarding possible taxation implications from participation in this Share Sale Facility, please contact your legal, taxation or financial advisor.

**Yours sincerely**

Wayne Adsett  
**Chairman**



## **TERMS AND CONDITIONS OF THE SHARE SALE FACILITY**

These terms and conditions and the accompanying "Share Retention Form" set out the terms and conditions by which the Share Sale Facility will operate.

### **1. What is the Share Sale Facility?**

The Share Sale Facility allows E72 to sell shares on behalf of shareholders who own less than a marketable parcel (that is less than \$500 worth of E72 ordinary shares) on a particular date (being 27<sup>th</sup> February 2017).

A share Sale Facility is often implemented by listed companies in response to the disproportionately high registry and administration costs incurred by the company from maintaining Unmarketable Parcels on its share register.

### **2. Does E72 have the right to sell my E72 shares?**

Yes. E72 is entitled under paragraph 14 (14.1 – 14.14) of its Constitution to sell Unmarketable Parcels held by E72 shareholders unless they elect to retain their shares. Proceeds from the sale of such shares must be remitted to the selling shareholder.

### **3. What if I don't want my E72 shares to be sold?**

If you wish to retain your E72 shares, you MUST complete the "Share Retention Form" and return it so that it is received by E72's share registry no later than 5.00pm (Sydney time) on Thursday 13<sup>th</sup> April 2017.

### **4. What are the costs of having E72 shares sold on my behalf?**

There is no brokerage or other transaction costs payable by E72 shareholders whose shares are sold under the Share Sale Facility. These costs will be paid by E72.

Taxation consequences arising from the sale of your shares under the Share Sale Facility will be your responsibility.

### **5. What is the last sale price at record date?**

E72's shares have not traded since 22 November 2011 and on only 10 days since the listing of the Company in 2006.

E72's Directors, in line with the E72 Constitution (paragraph 14.1 as amended by the Extraordinary General Meeting held on 23 February 2017) have set the Authorised Price of the Share Sale Facility at \$0.35 per share being the price at which new equity has been raised since May 2016 and proximate to the Company's net asset backing per share.

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**6. When will my E72 shares be sold?**

Sales of shares are expected to occur within 7 business days immediately following the expiry of the Notice Date ("Sale Period"). You should note that the Easter holiday period commences immediately after the Notice Date.

**7. What will I receive for shares sold under the Share Sale Facility?**

You will receive \$0.35 per share multiplied by the number of shares sold under the Share Sale Facility.

**8. When will the proceeds from the sale of shares be sent to E72 shareholders?**

A direct credit to your bank account (if notified to the share registry) or cheque for your proceeds will be mailed to you within 21 days after completion of the Sale Period. Payment will be made in Australian Dollars.

**9. If I buy or sell shares, will I retain my holding?**

If you sell your shares, any balance remaining on the share register will be sold unless a Share Retention Form is received. If you purchase more shares and your registered holding becomes more than a marketable parcel (i.e. worth over \$500 at \$0.35 per share) by 5.00pm Sydney time on Thursday 13 April 2017, then your E72 shares will not be sold.

For a purchase to be an effective notification that you wish to retain your shares, any additional shares must be registered by 5.00pm (Sydney time) on Thursday 13 April 2017 under the same holder number (SRN or HIN) as set out in this letter.

**10. Where can I obtain further information in relation to the Share Sale Facility?**

If you have any questions concerning the contents of this letter, please contact our registry, Boardroom Pty. Limited by telephone: 1 300 737 760 (within Australia) or 61 2 9290 9600 (outside Australia).

None of E72 or Boardroom Pty. Limited or any of their personnel is or is to be taken to be giving any securities recommendation or investment advice in relation to the Share Sale Facility nor do any of them have any obligation to do so.

You should consider seeking your own independent advice in relation to the Share Sale Facility.

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# East 72 Holdings Limited

ABN 85 099 912 044

All correspondence to

Boardroom Pty Limited

GPO Box 3993

Sydney NSW 2001

Tel: 1300 737 760 (within Aust)

Tel: + 61 2 9290 9600 (outside Aust)

Fax: + 61 2 9279 0664

[www.boardroomlimited.com.au](http://www.boardroomlimited.com.au)

enquires@boardroomlimited.com.au

Subregister

SRN/HIN.

## Share Retention Form

**IMPORTANT:** This is an important document and requires your immediate attention. East 72 Holdings Limited (**Company**) is implementing a sale facility for holders of parcels of the Company's shares valued at less than \$500 (**Sale Facility**). Further details regarding the Sale Facility are set out in the letter to you from the Company dated 1 March 2017, which accompanies this form. If you do not want the parcel of shares in the Company referred to below sold under the Sale Facility, you must complete this form and return it so that it is received by the Company's share registry no later than 5.00pm on 13 April 2017. If you are in any doubt as to how to deal with this form, you should consult your professional adviser.

If your holding of the Company's shares increases to more than \$500 by on market purchases or otherwise, then your holding will not be sold under the Sale Facility.

### A Number of shares held as at Record Date

The number of shares that you held at 7pm on 27 February 2017.

### B Retention of shares

I/We refer to the letter from the company dated 1 March 2017 and hereby give notice that we would like to retain my/our shares.

### C Contact details (Enter your contact details below)

CONTACT NAME	TELEPHONE WORK	TELEPHONE HOME	EMAIL ADDRESS
	( )	( )	

### D Shareholder Signature

By signing and returning this form, I/we confirm that I/we understand that my/our shares will **NOT BE SOLD** under the Sale Facility.

Individual or Securityholder 1

Sole Director and Sole Company Secretary

Securityholder 2

Director

Securityholder 3

Director/Company Secretary

Day

Month

Year

**This form must be received by no later than 5.00pm Sydney time on  
13 April 2017**

LODGEMENT INSTRUCTIONS ARE ON THE REVERSE OF THIS FORM

# Additional information

## How to complete this form

- A. This is the number of shares that you held at 7pm on 27 February 2017.
- B. If you would like to retain your shares, please mark the box on the front of this form and return it to the Company's share registry in accordance with the lodgement instructions below. If this form is not received by 5.00pm on 13 April 2017, and you have not otherwise validly notified the Company that you wish to retain your shares, the Company will be entitled to sell your shares on your behalf. **IF YOU WOULD LIKE THE COMPANY TO SELL YOUR SHARES, YOU SHOULD NOT COMPLETE THIS FORM.**
- C. Enter your **contact details** so we may contact you regarding your form.
- D. The form **must** be signed. In the spaces provided you must sign this form as follows:

**Individual:** Where the holding is in only one name, this form is to be signed by the securityholder.

**Joint Holding:** Where the holding is in more than one name, all the securityholders must sign.

**Power of Attorney:** To sign under a Power of Attorney, you must have already lodged it with the registry. Alternatively, attach a certified photocopy of the Power of Attorney to this form when you return it.

**Companies:** this form must be signed by a Director jointly with either another Director or a Company Secretary. Where the company has a Sole Director who is also the Sole Company Secretary, this form must be signed by that person. **Please indicate the office held by signing in the appropriate place.**

## Lodgement of this Form

If you wish to retain your shares, this form must be completed and returned to the share registry by no later than 5.00pm on 13 April 2017. If you are returning your form by post, please allow sufficient time for collection and delivery by postal services. The postal rule does not apply, which means that to be valid your completed form must be received by no later than 5.00pm on 13 April 2017.

### Mailing address:

East 72 Holdings Limited  
C/- Boardroom Pty Limited  
GPO Box 3993  
SYDNEY NSW 2001

### Delivery address:

East 72 Holdings Limited  
C/- Boardroom Pty Limited  
Level 12  
225 George Street  
SYDNEY NSW 2000

## Consolidation of shareholdings

If you have more than one holding on the East 72 Holdings Limited register, you should consider consolidating them. For further information regarding this, please contact Boardroom Pty Limited on 1300 737 760 (within Australia) or +61 2 9290 9600 (outside Australia).

## Changes of Address Supported by your Signature(s)

If your address is not exactly as shown, please provide details below. This is only relevant for Issuer Sponsored registered holdings. CHESS holders must notify your sponsoring broker for amendments to holdings on the CHESS Subregister.

CHANGE OF ADDRESS DETAILS – ISSUER SPONSORED ONLY		
SIGN HERE FOR ADDRESS AMENDMENTS:		

Shareholder 1 (Individual) /  
Sole Director & Sole Company  
Secretary

Joint Shareholder 2 (Individual) /  
Director

Joint Shareholder 3 (Individual) /  
Director/Company Secretary  
(Delete one)

## Privacy Statement

Boardroom Pty Limited advises that Chapter 2C of the *Corporations Act 2001* (Cth) requires information about you as a shareholder (including your name, address and details of the shares you hold) to be included in the public register of the entity in which you hold shares. Information is collected to administer your share holding and if some or all of the information is not collected then it might not be possible to administer your share holding. Your personal information may be disclosed to the entity in which you hold shares. You can obtain access to your personal information by contacting us at the address or telephone number shown on the Application Form. Our privacy policy is available on our website (<http://www.boardroomlimited.com.au/Privacy.html>).