

ASX Release | Chapmans Limited (ASX:CHP)

20FOUR seeks listing on ASX Q2 CY18 and Appointment of Leading Sports Executive Ben Buckley to its Board

Highlights

- 20FOUR seeks listing on the ASX via an RTO in Q2 CY18 and is in final stages of negotiations with RTO target ASX listed entities
- 20FOUR is raising a minimum of \$1.2 million in a pre-ASX listing round at a valuation of \$20M
- Chapmans has a strategic 39% direct equity interest in 20FOUR Media
- Leading sports executive Ben Buckley has been appointed to 20FOUR Media's Board
- Mr Buckley is currently the Chief Executive Officer of Buckley Advisory Group, a consulting business focused on the Sports, Media and Entertainment sector

24 January 2018: Diversified investment company Chapmans Limited (ASX:CHP) ("Chapmans" or "the Company") is pleased to announce plans to list 20FOUR Media Holdings Pty Limited ("20FOUR") on the Australian Securities Exchange (ASX) in Q2 CY18 via an Reverse Takeover Offer (RTO) and the appointment of leading sports executive Ben Buckley to 20FOUR's Board.

Chapmans' strategic investment in 20FOUR

20FOUR is seeking to raise a minimum of \$1.2 million in a pre-ASX listing round which will see the company valued at \$20 million. Chapmans currently has a strategic 39% direct equity interest in 20FOUR.

20FOUR is raising the pre-ASX listing capital and is in final stages of negotiations with ASX-listed entities well suited for a RTO.

Introduction to 20FOUR

20FOUR is a sports-focused digital media business providing fans with interactive and personalised access to their favourite sports stars via an app-based or web platform. It provides an extension of standard media and social media by utilising smart peer-to-peer technology to create a real and unique connection between sports stars and their fans.

20FOUR has identified an untapped market opportunity, particularly in the realm of sports stars, in which the shift of consumer engagement towards short form social content is uncoordinated and poorly commercialised.

20FOUR's audience is large and has huge growth potential. Australia's digital sporting audience is currently over 10 million fans and there are over 7000 athletes across 4+ major codes and countless niches. With 20FOUR signing its first 200 athletes it achieved reach of over 20 million social accounts and 10 million unique site visits. Major brands are already seeing the value of 20FOUR's reach and audience engagement which are only deliverable through this new form of media. Major companies such as Schick, Netflix and Reece, Air New Zealand and MJ Bale have already signed on and are generating revenue for 20FOUR. In addition, 20FOUR has numerous other major brands are in the pipeline.

20FOUR currently contracts approximately 200 of Australia's leading male and female sports stars for exclusive posts, personal stories and content. 20FOUR gives brands access to Australia's more than 10 million sports fans and allows players to earn money outside of salary cap restrictions. Led by a highly proven team experienced in talent management, sports media and sales, 20FOUR plans to penetrate key international markets within the next 12 months.

Prominent athletes on the platform include Rugby League player Billy Slater, Benji Marshall and Nathan Cleary, Australian Rules players Alex Rance, Tex Walker, Joel Selwood and Josh Kennedy, Australian netball team captain Caitlin Bassett, and a diverse range of action sports stars such as WSL Pro Surfer Connor O'Leary and UFC world middleweight title holder Rob Whittaker. Details of all current 20FOUR athletes are available on its website and app.

Appointment of Ben Buckley

Ben Buckley has been appointed to the Board of 20FOUR and is seen by Chapman's as an important part of 20FOUR's growth and listing process.

Mr Buckley is currently the Chief Executive Officer of Buckley Advisory Group, a consulting business focused on technology solutions that create additional value for brands and rights holders in the Sports, Media and Entertainment sector.

Mr Buckley has held a number of sports and media related leadership positions throughout his career including Executive Director of Sport & Content Partnerships at Foxtel. He was the Chief Executive Officer of the Football Federation Australia (FFA), the National governing body for Football (Soccer) in Australia from 2006 to 2012 and Chief Operating Officer at the Australian Football League (AFL), the governing body of Australian Rules Football, from 1999 to 2006.

Chapmans' Executive Director Anthony Dunlop: "We are very pleased to announce that 20FOUR has appointed Ben Buckley to its Board on the road to 20FOUR's ASX listing. We believe Ben's experience and skill set will be an asset to 20FOUR and this is proven by the significant value he has already added to the business through his activity in the commercial market. We see his appointment and further appointment of industry leaders as an important part 20FOUR's growth. With over 200 athletes already contracted, 20FOUR is progressing at an impressive rate with revenues growing and delivery of exceptional results across key metrics for our brand partnerships. 20FOUR is well ahead of its athlete and audience targets and we are excited about its Q2 CY18 listing on the ASX."

Ends

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About Chapmans Limited

Chapmans Limited (ASX:CHP) is an ASX-listed diversified investment company engaged in special situation investments across a diverse range of industries, with a focus and expertise in the mobile and advanced industrial technology sectors. The Company seeks to be an active strategic investor in high growth areas of the market and to identify and work with emerging high growth companies. Chapmans' investment philosophy and approach are based on a unique mix of high conviction and special situation features, characterised by advisory and equity investments structured around specific events and assets for both public and large private corporates.

The Company made its first strategic investment into blockchain in 2017 and established the Blockchain Industry Advisory Board to identify and assess compelling blockchain investment opportunities. Chapmans investment in blockchain technology aligns with its growth plans and commitment to investing in early stage technologies with reach into key international markets.

To learn more please visit: www.chapmansltd.com

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