



MEMO

To: Board of Directors
From: Company Secretary
Subject: **MARKET ANNOUNCEMENT – HYPERLINK**

For your information, the ASX called me after we lodged our annual financial results last Friday because we had a live hyperlink in the announcement – so they did not want to release. But I was able to convince them that the link was to a website owned by us – www.ozbisnez.com – so they allowed it to stay in the announcement and said they would make a note of that for the future.

And just to give you some more backgroundas you know, all Disclosing Entities must announce to ‘the market’ any material information which might affect the value or trading price of their shares – see, in particular, Part 1.2A of the Corporations Act.

For stock exchange listed companies, that means lodging any market releases/ announcements with the ASX – and for unlisted companies, it means filing with ASIC. In both cases the announcement should also be posted on the company’s website.

These days, companies often note in an announcement a web-site to which the reader is taken if he ‘clicks’ on the relevant web address (ie, a ‘live’ link), such as the following which we said in our announcement:

“.....customers are finding the benefits offered by www.ozbisnez.com to be a very convenient and rewarding way to do business.....”

This is called a ‘hyperlink’, the use of which the ASX has released guidelines to cover such situations – that ideally, in my opinion, should apply to all Disclosing Entities.

Hyperlinking Guidelines

The inclusion of [http:](http://) and/or [www.](http://www) in web addresses are common examples of triggers for the creation of hyperlinks.

The ASX guidelines covering the inclusion of these are:

1. If there is an active link to information that has previously been released to the market by the company itself, ASX will not object to the active hyperlink. Any references to information released by the company and available on www.asx.com should provide a direct link to the previously released announcement.
2. If there is an active link to a company's home page of its website, or to an email contact of a person at the company, ASX will not object to the active hyperlink.



3. ASX will not release an announcement with an active link in an announcement to an interview or a corporate audio broadcast, unless the announcement has a copy of a transcript of the interview or broadcast attached.
4. ASX will not release an announcement with an active link to another company's announcement or another company's website. References to third-party sites/addresses within the announcement are acceptable as long as they are not live.
5. If there is a link to a video of a presentation, the PowerPoint presentation must be attached to what is released on the ASX.

I trust this gives you a better understanding of this matter.

DISCLAIMER

The comments in this memo reflect some commercial aspects and observations on the matter experienced or observed by the writer in practice as he understands them. The information is given as a guide only and does not represent a definitive or legal view of any of the issues raised, covered or referred to and the reader is urged to seek his own professional advice on all aspects of, or pertaining to, this and any related matter.