



Australian Stock Exchange Limited  
20 Bridge Street  
Sydney NSW 2000

### Appointment of CEO

**Brisbane, 7 May 2014:** The Directors are pleased to announce the appointment of Mr Alan Sparks as the Chief Executive Officer (CEO) of Cellnet effective immediately.

Mr Sparks is an accomplished senior executive with over 30 years' experience in technology and manufacturing with a proven track record of growing businesses and improving the effectiveness of distribution channels. Mr Sparks attained a Certificate in the Theory of Accountancy from the University of the Witwatersrand and is a member of the South African Institute of Chartered Accountants. Mr Sparks has 15 years of leadership experience in Asia Pacific growing consumer orientated businesses within these markets.

Recently, Mr Sparks was Vice President, Belkin Asia Pacific based in Hong Kong with P&L responsibility for the region, including Australia, as well as having responsibility to grow the brand awareness and preference. During his time at Belkin, Mr Sparks grew the business substantially over a period of difficult retailing conditions.

Cellnet sources products and represents market leading brands of lifestyle technology products into retail and business channels and offers fulfilment services to the mobile telecommunications and retail industries in Australia and New Zealand.

Alexander Beard  
Chairman  
02 9087 8000



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