



ASX Announcement
For Immediate Release

8 July 2010

Admerex to acquire Master Residential Franchise Licence for Australia from Coldwell Banker, one of the world's largest real estate franchisors.

Admerex Limited has today executed an agreement to acquire the Master Residential Franchise Licence from Coldwell Banker for Australia. The agreement is binding on the parties, subject to due diligence and shareholder approval. Alex Caraco, currently the Managing Director of Coldwell Banker in Australia, will assume the role of CEO of Admerex and join its board if shareholder approval is granted.

The consideration will be in the form of ordinary shares to be issued to the parties who currently control the Master Residential Franchise Licence. The amount of shares to be issued will be calculated based on a value to be determined by an independent expert's report, which will be considered by the Directors of Admerex.

Subject to that value being fair and reasonable the Directors expect to recommend the transaction to shareholders. The parties have negotiated the transaction based on a proposed value of \$4 million for the licence and \$1 million for Admerex.

It is also proposed, subject to shareholder approval, to change the name of the listed company (Admerex) to reflect the new strategic direction. Under the terms of the transaction, Admerex will acquire the Master Residential Franchise Licence, the business which operates that licence, and the proprietary systems, processes, marketing collateral and related IP plus the franchisee licences currently held by CB Greater Australia Pty Ltd.

In addition, the Company will consider acquiring two franchises controlled by Alex Caraco subject to valuation, with that acquisition to be subject to all necessary approvals and to complete on or about the date of completion of the acquisition of the Master Residential Franchise Licence which will follow receipt of shareholder approval.

The Company will also subject to shareholder approval establish a trust for the benefit of shareholders as at the close of business yesterday, 7 July 2010, whereby those shareholders will have the benefit of the proceeds if any of the proposed litigation against EFG Bank SA.

Due to the change of scale and type of business, Admerex expects to be required to meet the conditions of ASX Listing Rules Chapters 1 and 2 and including the net assets test and shareholder spread requirements of those Listing Rules. Subject to shareholder approval being granted for the transaction, Admerex intends to immediately thereafter issue a prospectus with a view to raising sufficient capital to achieve the shareholder spread and additional working capital.

Mr Kim Goodall, Chairman of Admerex said; "We believe that this is an exciting opportunity for shareholders to participate in a well established market sector with a strong international brand and a proven business model. The real estate franchise

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and brokerage industry has attractive financial metrics whilst Alex and his team have a focused and successful core business around which we can build a strong market position.”

Mr Alex Caraco said “Coldwell Banker in Australia is well positioned to take immediate advantage of the opportunities which currently exist in the residential real estate franchising sector. Through this transaction with Admerex we will have, the capacity to raise capital to expand and also have the flexibility to offer equity as consideration when acquisition opportunities arise.”

About Coldwell Banker

The Coldwell Banker presence in Australia commenced in 2002 and today has over 20 offices in three states, 200 sales associates and processes an annual gross real estate turnover in excess of \$500 million (i.e. value of property sold). The business is operated by CB Greater Australia Pty Ltd with Alex Caraco as the major stakeholder and CEO.

Coldwell Banker was founded on August 27, 1906 following the devastating 1906 fire and earthquake that leveled San Francisco. A young real estate agent, Colbert Coldwell saw the need for honest, knowledgeable real estate services to help the city rebuild. As the company grew, he hired Arthur Banker as a member of his sales staff. The two businessmen eventually formed a partnership, and in 1914 officially named the company Coldwell Banker. Coldwell Banker is a registered trademark of Coldwell Banker Real Estate LLC

Coldwell Banker has grown to become an industry leader in a wide range of real estate markets such as Residential, Homes, Apartments, Townhouses, Villas, Land, and Holiday, Homes, Beachfront, Beachside, Country Acreage, Waterfront properties, resorts as well as Industrial, Commercial and Project Marketing. They also specialize in the sale of Prestige Landmark properties and even Islands, Resorts and Hotels through the Coldwell Banker Previews International Division.

Coldwell Banker is one of the largest real estate franchises in the world and is listed second in real estate in the Top 200 Franchises ranking as published in Franchise Times in 2009. Its parent company, Realogy Corporation, also owns Century 21, ERA, Sotheby's International Realty, Better Homes and Gardens Real Estate and Coldwell Banker Commercial.

Coldwell Banker today is represented worldwide in 49 network countries with 3300 offices and 97,000 sales associates.

www.coldwellbanker.com.au

www.admerexgroup.com

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