



29 April 2011
Via electronic lodgement

ACTIVITIES UPDATE QUARTER ENDED 31 MARCH 2011

- **Substantial coal licences secured in Mongolia**
- **Geological team established and operational in Mongolia**
- **In-country delegate secured to identify & develop coal deposits in Indonesia**

Mongolian Update

The Company has entered into an exclusive option agreement with a significant international coking and thermal coal developer to acquire 8 highly prospective coal exploration licenses in Southern Mongolia, as announced on 20 April 2011.

As contemplated in the agreement, the Company is currently undertaking due diligence on these licences which includes the review of available technical data from exploration work that has been carried out by past licence owners. Once the Company is satisfied with the review of this data, it intends to extend its due diligence by undertaking a significant mapping, drilling, trenching and coal sampling program. CEO will provide further announcements on its findings over the course of the due diligence period.

CEO has been able to commence work immediately on these licences with the support of local partner Trinity Mongolia Pty Ltd ("Trinity") who is providing evaluation support and ongoing assistance in-country during the due diligence period. Upon CEO's election to exercise its option to acquire these licences, Trinity will become a joint venture partner of the Company and will continue to provide the technical assistance and local support required to successfully develop these assets.

Indonesian Update

The Company is pleased to announce that it has entered into a Heads of Agreement with PT Ethica Trada Cermelang ("Ethica"), a leading professional service firm to the coal industry in Indonesia with extensive local market intelligence, to accelerate the identification and acquisition of high quality coal assets in Indonesia, as announced on 28 April 2011.

Mark Earley has worked with the executives behind Ethica over a number of years and distinguished the company as a suitable Indonesian representative for CEO who could provide the expertise, capabilities and local support required to successfully identify and

evaluate Indonesian coal development opportunities. The relationship and in-country support from Ethica would continue upon acquiring a coal project identified by Ethica, in the form of a joint venture partnership.

CEO has already commenced reviewing projects identified by Ethica and is encouraged by the pipeline of potential projects available.

The Company is on track with its investment strategy in both Mongolia and Indonesia, two countries identified for their prospective coking and thermal coal project opportunities, with a local presence and the requisite technical expertise established in both localities, and a pipeline of projects under review.

AUTHORISED BY:

Mark Earley
Managing Director

About CEO

C @ Limited is an ASX-listed company currently engaged in supplying wholesale optical frames and lenses to opticians. During 2010 it announced that it would search for opportunities in the coal resources sector and attempt to build shareholder value by changing sectors. To this end it appointed international coal veteran Mark Earley as Managing Director in September 2010. Mark has over 30 years experience in the coal industry in the key areas of operations, project development, mine management and senior advisory roles. He has also been involved in green field mine developments in both Australia and Indonesia, has advised on several successful start-up projects and holds a masters degree in mining engineering. Most recently Mark held the position of Executive Director of Barlow Jonker Pty Ltd, one of the world's leading coal advisory and research firms. His involvement in the coal industry covers virtually all significant territories ranging from the Americas, Southern Africa, Former Soviet Union, India, China and the major supply growth centres of Mongolia and Indonesia.