

## ASX ANNOUNCEMENT / MEDIA RELEASE

*For Immediate Release*

### **8I Holdings Limited (ASX:8IH)**

## **Sale of 39.2% of holdings in CPA Academy for S\$4,500,000**

**31 March 2015 Singapore**

8I Holdings Limited (ASX:8IH) (“the Company”) advises that it (through its subsidiary, 8 Business Pte Ltd) has entered into a sale and purchase agreement to sell 39.2% of its holding in CPA Academy Pte Ltd (“CPA”) , for S\$4,500,000. The sale will result in 8IH selling 20 of its 51 shares in CPA and therefore 8IH will retain 31% of the issued share capital CPA. Completion of the transaction was concluded Monday March 30, 2015.

CPA provides educational courses to individuals to assist them to become profitable “*affiliates*” in the “*Cost per Action*” global internet advertising market.

Since the acquisition of a 51% shareholding in CPA in February 2015, the executive directors of 8IH have been actively working with the founder of CPA, Mr Ivan Ong Shao Kuang, and have identified a significant opportunity in the “Cost Per Action” internet advertising market whereby CPA would transform from an education provider to being a provider of an internet advertising “traffic platform”. CPA plans to develop an online advertising platform, Trafficpedic.com, which connects online advertisers with web and mobile publishers.

With a lack of online ad platforms in the Asia Pacific region for SMEs, the focus of Trafficpedic will be in the Asia Pacific region, starting from Singapore, and concentrating on

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delivering the highest traffic quality to advertisers for positive ROI generation, while maximising online revenue for web publishers via Trafficpedic.

Trafficpedic will be a natural compliment to the CPA's training division, which provides value to non-tech professionals and educates them on becoming online entrepreneurs in the lead generation business, where they will be able to generate commission from companies on a per lead basis, through multiple sources including online advertising and various traffic websites.

8IH expects that if CPA's development and implementation of its traffic platform is successful, that this may eventually lead to a possible future listing of CPA on the ASX or another recognised stock exchange. Depending on the progress of this new focus, it is envisaged, but not yet agreed, that 8IH may in the future have the opportunity to sell part of its remaining interest in CPA. Should this opportunity arise, 8IH will seek shareholder approval if required for the purposes of the ASX Listing Rules.

Executive Director, Mr Clive Tan commented "This is a great result for 8IH shareholders and the various stakeholders: 8IH has recouped its initial acquisition cost and made a positive return and CPA is undergoing the necessary changes for potential growth in the future with its new strategy."

**ENDS**

For further information, please visit [www.8iholdings.com](http://www.8iholdings.com)

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**About 8I Holdings Limited**

8I Holdings is the holding company of the 8I Group that is based in Singapore and operates an investment business in listed securities, real property developments, and a financial education and training seminar business. Our experiences as a financial education company focusing on investment techniques with “Value Investing” through our flagship “Millionaire Investor Program” has facilitated significant growth and established 8I Group as one of the leading financial education seminar operators with an investment business in Singapore.