



# CHAPMANS

HIGH CONVICTION INVESTMENT & FINANCE

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**ASX/Media Release**  
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## DIGITAL4GE UPDATE

The Directors of Chapmans Limited (ASX: CHP) (Chapmans, the Company) are pleased to provide the following update on Digital4ge Pty Ltd ("Digital4ge") and its projects.

Chapmans is a diversified investment company with a focus on fast growth sectors delivered through mobile and web based technology solutions, where it has significant expertise and a number of substantial value accretive investments. This includes a 15% holding in leading technology commercialisation company, Digital4ge. Digital4ge has a portfolio of mobile technology-based opportunities including the highly successful App-based employee experience business REFFIND Limited (ASX: RFN) and Visual Amplifiers Pty Ltd (VAMP).

### **Investment in VAMP**

Chapmans is pleased to confirm that VAMP has completed a \$2 million seed capital raise. The capital raise was completed on a \$10 million pre-money valuation, valuing VAMP at \$12 million post raise. Digital4ge has a 66.66% interest in VAMP (following the raise). Chapmans has a 15% shareholding in Digital4ge, or 10% "look-through" value in VAMP which equates to a value of \$1.2 million.

Chapmans is also pleased to advise that it participated in the seed capital raise, making an investment of \$150,000 in exchange for a 1.25% direct holding in VAMP.

Chapmans current combined direct and indirect ('look through') interest in VAMP is therefore \$1.35 million, with strong potential for further increase in the value of its investment as VAMP continues to deliver on its business model.

VAMP is an Instagram driven App-based business designed to increase the exposure and reach of a company's brand.

VAMP is cash flow positive and its results across all new campaigns have outperformed the Instagram benchmark by 30%. Recent VAMP campaigns include Uniqlo, Vittoria Coffee and Snapple. Its Australian talent base has grown from 200 to 466, and reach has grown from 1.75 million to 7.75 million eyeballs. The next phase of growth, to commence in the coming months, will focus on the Asia Pacific region.

### **About VAMP**

VAMP provide mass demographic product placement on Instagram for brands through their influencer briefing and payment platform.

VAMP Talent are hand selected Instagram influencers with an average of 10,000+ followers arranged into tribes per campaign to ensure we represent the brands key audience type at scale.

VAMP Talent post images within brand specified date ranges with a focus on product placement as opposed to product endorsement which strengthens the brands image and generates a higher reach in terms of comments and likes.

VAMP has represented Smirnoff, Vittoria Coffee, General Pants, Uni Qlo, Hotels Tonight, Snapple and many others.

VAMP intends to IPO in the first half of the 2016 calendar year.

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## **REFFIND Ltd (ASX: RFN) continues to deliver substantial underlying value**

As previously announced, by virtue of its 15% holding in Digital4ge, Chapmans has a 7.2% 'look-through' interest in highly successful ASX-listed App-based employee experience business, REFFIND. REFFIND was founded by Digital4ge and Digital4ge has a 48% interest in REFFIND.

REFFIND's share price closed at \$1.47 on 14 October, giving rise to an increase of 635% from its \$0.20 issue price (and \$20 million market capitalisation) in early July 2015.

This values Chapmans current 'look-through' interest in REFFIND at \$10.58 million.

REFFIND has a smartphone application for use by medium-to-large corporations to facilitate more efficient and effective communication with employees, and has a growing client base of some of Australia's largest companies. Chapmans is excited by the growth potential of REFFIND, and by the progress achieved to date in the highly successful execution of its business plans.

## **Investment in Digital4ge**

Chapmans sees significant value in its investment in Digital4ge as it continues to execute its strategy of sourcing and commercialising compelling market opportunities delivered through scalable mobile technology solutions.

Digital4ge has a significant pipeline of exciting opportunities (other than REFFIND and VAMP) which it intends to realise in 2016.

Chapmans will continue to update the market on the delivery of its high-conviction investment strategy across its portfolio of investments, and will also continue to assess new investment opportunities consistent with its investment criteria.

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