

7th December 2015

ASX: PKA

PLUKKA COMPLETES REVERSE TAKEOVER AND LISTS ON ASX

HIGHLIGHTS

- **Successful reverse takeover of Continuation Investments Limited following a capital raising of \$10m at \$0.20 per share**
- **Changes to the Board of Directors**
- **Expansion of Plukka's international footprint with boutique space in London's Burlington Arcade**
- **Launch of innovative "View On Demand" service**
- **Aggressive marketing strategy planned for 2016 with new store openings**

Plukka Limited ("Plukka" or "the Company") is pleased to announce that it successfully completed the reverse takeover of Continuation Investments Limited and officially listed on the Australian Securities Exchange ("ASX") on the 4th of December after raising \$10 million at \$0.20 per share.

Plukka's Managing Director, Joanne Ooi, said *"Having completed the reverse takeover and successfully listing on the ASX, we are excited for the future of Plukka and look forward to adding value to our shareholders"*.



L: R – Elle Hill (PLUKKA's International Business Development Manager), Max Cunningham (ASX General Manager Listing Issuer Services) & Joanne Ooi (PLUKKA's Managing Director)

Plukka (HK) Limited
Room 501, Hoseinee House, 69 Wyndham Street, Central, Hong Kong

Plukka Store
Shop 113/114, Landmark, Central, Hong Kong

www.plukka.com

Changes to the Board of Directors

Following the successful reverse takeover, the Company is now pleased to announce the following appointments to the Board of Directors of Plukka Limited:



Joanne Ooi – Managing Director

- Former Creative Director at Richemont-owned Chinese Chic brand, Shanghai Tang
- Co-Founded environmental non governmental organisation, Clean Air Network (CAN)
- Extensive marketing experience across a number of sectors ranging from fast moving consumer goods to fine art
- Graduated from Columbia University & law degree from University of Pennsylvania



Francis Gouten- Non-Executive Director

- Over 35 years experience in luxury goods sector
- Former Marketing Manager Cartier International, CEO Cartier Asia, General Manager Cartier France & CEO of Richemont Asia Pacific
- College Jacques Decour (Paris) & Ecole National des Arts Decoratifs (Paris)



Charly Duffy, Non-Executive Director & Company Secretary

- Director of SecPlus Corporate & Legal Services, specialising in company secretarial and corporate and commercial legal services
- Over 8 years experience practising corporate and commercial law, specialising in equity capital markets and mergers and acquisitions
- Experienced company secretary and corporate governance professional

Burlington Arcade

Expanding its international presence, the Company has signed a lease for its first boutique space in London, to be located in Burlington Arcade. The Board consider this location to be one of the most prestigious international luxury shopping destinations in London, with considerable local and tourist foot traffic. The Company expects the Burlington Arcade store to commence trading in February 2016.

View On Demand

The Company has launched its innovative "View On Demand" service which allows customers to have selected jewellery delivered to their home or office by a Plukka sales consultant to be viewed and tried on before purchase. Customers can arrange a convenient time for viewing the selected jewellery via the web-based appointment scheduler at www.plukka.com. The View On Demand service is charged at a nominal fee which is credited toward the purchase price of the selected jewellery if the sale proceeds. Existing Plukka customers and Gold and Platinum Loyalty Club Members of PCCW will have complimentary access to the View On Demand service.

Deborah Weinswig, Head of Global Retail & Technology at Li & Fung's think tank, Fung Business Institute, believes "*View On Demand has the potential to shake up the status quo in the fine jewellery industry ... [and is] a unique technology-enabled solution to a problem that has challenged the fine jewellery sales sector for decades.*"

The View On Demand service will initially be available in Hong Kong and New York shortly thereafter.

Aggressive marketing strategy

Following on from Plukka's listing on ASX and the success of Plukka's popup boutique in the Hamptons (New York) during July 2015, the Company will now focus on its aggressive marketing strategy to increase brand awareness and build on Plukka's visibility and momentum in fashion and lifestyle media. Plukka's marketing strategy includes:

- continuing to open boutiques in prestigious international shopping locations;
- sourcing, engaging and promoting new creative fine jewellery designers;
- systematically expanding and promoting the View On Demand service in all markets where it is available through paid campaigns and marketing partnerships;
- entering into partnerships with synergistic luxury lifestyle brands;
- expanding Plukka's presence on high-traffic shopping portals; and
- increasing the exposure of Plukka's products and brand name in global fashion and lifestyle media.

PLUKKA™

For more information, please contact:

Charly Duffy	Jane Morgan
charly@secpluslegal.com	jm@janemorganmanagement.com.au
Company Secretary	Investor & Media Relations

About PLUKKA

Plukka is the premier discovery machine for the world's most creative designer fine jewellery and the industry's only international omni-channel retailer. Founded by Joanne Ooi and Jai Waney in 2011, the innovative made-to-order Plukka business model enables the Company to offer the most creative and innovative jewels in the world. Through our curated online shopping platform, trunk shows and brick and mortar boutiques, we represent the most exciting emerging and established designers from around the world, as well as products from our own brand.

www.plukka.com



Featuring "NET" Diamond Arm Bracelet by Vassiliki

Diamond, 18K & 24K Yellow Gold Arm Bracelet

This extraordinary cuff features a large, stylized, abstract spiderweb spun over a great span of the forearm in 18K gold wire and diamonds. Diamond Total Weight: 1.50 carats

Plukka (HK) Limited
Room 501, Hoseinee House, 69 Wyndham Street, Central, Hong Kong

Plukka Store
Shop 113/114, Landmark, Central, Hong Kong

www.plukka.com

For personal use only