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Pre-Launch Testing of HotCopper “Corporate Spotlight”

- Corporate Spotlight is a new product that will provide ASX-listed companies with a dedicated platform to communicate directly with HotCopper members
- Corporate Spotlight is an investor relations product that will be offered under an annual subscription-based pricing model
- Corporate Spotlight is one of several initiatives in development as the Company seeks to enhance the HotCopper user experience and develop new revenue streams

HotCopper Holdings Limited (ASX: HOT) (**HotCopper** or the **Company**) is pleased to announce it has commenced testing of its new product, Corporate Spotlight. Corporate Spotlight will offer ASX-listed companies the ability to provide information directly to HotCopper members engaged with their company sub-forum. HotCopper intends to release Corporate Spotlight in the coming weeks.

The initiative has been developed in consultation with company executives, investor relations professionals and the wider investment community. Corporate Spotlight will enable companies and their investor relations advisors the ability to communicate information about the company, its prospects and key investment highlights in an easy-to-read interface.

Corporate Spotlight will provide targeted access to retail and sophisticated investors, brokers and existing shareholders who use HotCopper as a source of company information. For HotCopper members, the initiative will provide a new information platform to help inform their investment decisions.

As at August 2016, HotCopper had over 550,000 unique monthly website visitors, providing corporates with access to a substantial investor base. **On average, approximately 900 ASX-listed companies receive traffic of 1,000+ unique visitors per month to their individual ‘ASX - By Stock’ sub-forums.**

Corporate Spotlight will be offered on an annual subscription basis, providing its clients low-cost access to a wide range of investors as an additional investor relations channel. Once launched, HotCopper intends to encourage awareness and uptake of the Corporate Spotlight through both direct sales activity and a referral program partnering with investor relations professionals, brokers and industry participants.

Corporate Spotlight will establish a new, recurring revenue stream for HotCopper in addition to existing commercial and corporate advertising models.

Steve James, Chairman of HotCopper Holdings Limited, said Corporate Spotlight was the first of several initiatives planned to provide more comprehensive site offerings for corporates and HotCopper members:

“HotCopper has a unique membership base of active investors who are interested in, and engaged with, ASX-listed company content,” he said. “Corporate Spotlight will enhance HotCopper as an investor relations tool for listed companies while also providing more informative content for our members.”

The Company will provide further updates on Corporate Spotlight in coming weeks.

For further information, please contact:

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About HotCopper Holdings Limited

HotCopper operates www.hotcopper.com.au – Australia's #1 internet discussion forum for ASX-listed companies and stock market analysis.

HotCopper has 250,000 registered members and over 550,000 unique site visitors per month, a number that has been growing strongly since 2004.

HotCopper derives revenue from commercial and corporate advertising. HotCopper is developing a range of new website enhancements and investor services to enhance the HotCopper user experience and create value for shareholders through new revenue streams.
