

## **BROAD INVESTMENTS LIMITED**

**ACN 087 813 090**

**To: Australian Securities Exchange Limited (ASX)**  
**From: Broad Investments Limited (ASX: BRO)**  
**Date: 14 May, 2015**  
**Subject: (i) MyMac Sales & Performance on Track**  
**(ii) Acquisition of MonstaMac**  
**(iii) Restructure of Mirrus & UBCG Businesses**

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### **MyMac Sales & Performance on Track**

Broad Investments Limited (Broad or the Company) is pleased to advise that its recently acquired MyMac business, the largest privately owned Premium Apple Dealer at that time, is performing in line with expected sales projections and for the first two months, when its results would be consolidated into the Broad Group, it achieved sales of \$2,496,662.

In addition, the Managing Director of MyMac, Steve Bardel, has worked hard since the acquisition to reduce costs and to improve the allocation of staff and other resources within the stores, which should result in better performance by the end of the year, as the positive effects of the changes begin to impact the bottom line.

The Chairman of Broad, Vaz Hovanessian, said “whilst it is early days, the board is pleased with the results so far and with the smooth integration of MyMac into Broad and in particular grateful for Steve’s hard work in immediately focusing on the business of trimming costs, improving margins and improving supplier contracts, terms and relationships”. He also confirmed that Broad continues to search for complementary acquisitions and hopes to complete at least one further acquisition before the end of the calendar year.

### **Acquisition of MonstaPOS**

As part of the MyMac & Monsta Industries acquisition, Broad also acquired MonstaPOS Pty Limited. MonstaPOS offers a range of Point of Sale Systems (POS) that are aimed towards all types of retail operations. The POS software sold by MonstaPOS is ideally used in conjunction with Apple Operating Systems and other associated Apple hardware, eg: iPads, iPhones and Macbooks, etc. However, the most valuable aspect of this business is the intended medium term in-house development of its own proprietary POS System, which the company intends to sell and distribute globally. The software will not only be scalable but will include already integrated accounting software at minimal additional cost. This will eliminate the need for separate purchase and integration of external accounting software, which often creates integration and loss of data problems for users of any POS systems.

The company is currently determining its product development strategy with a view to implementing an appropriate sales and distribution model sometime in the 2<sup>nd</sup> half of 2016. This product development will not detract from the company’s focus on its MyMac business that offers substantial potential on various fronts, which remains its priority.

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## **Restructure of Mirrus and UBCG businesses**

Following the acquisition of MyMac, the board has reviewed its operations and businesses and as part of continued effort to improve bottom line, it has discontinued its Mirrus operations in Melbourne and merged it within its facilities and offerings by its subsidiary Unified Business Communications Group (UBCG) in Sydney. The closure of the warehouse in Melbourne and the reduction of seven staff members should further improve the bottom line and make up for reduction of installation and service and repair work from AAPT, since its acquisition by TPG. It is anticipated that staff in Sydney may be increased over time to cope with the merger of activities into UBCG.

A further review is under way over the coming weeks, to determine how synergies between MyMac, MonstaMac, MonstaPOS, UBCG and the retained components of the Mirrus business may be exploited.

Focus will also turn to the development and enhancement of the Service, Education and Corporate & Training revenue streams where considerable growth and annuity income potential has been identified.

**By Order of the Board**  
**Broad Investments Limited**