

Story-I Limited
ABN 56 163 916 989

ASX: SRY

ASX Announcement:

15 October 2015

Directors and Management:

Djohan Widodo
Chairman

Michael Chan
Executive Director

Michael Pixley
Non-Executive Director

Yulius Halim
Chief Executive Officer

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Placement to Institutional and Sophisticated Investors

Story-i has successfully raised \$1,080,000 (before costs) in a fully subscribed placement of shares with strong support from institutional and sophisticated investors.

Sequoia Wealth Management acted as Lead Manager to the placement.

The issue price under the placement of 6 cents per share represents a discount of 15.96% to the 30 day VWAP. The Placement shares will be issued within the company's 15% placement capacity under ASX Listing Rule 7.1.

The proceeds from the placement will predominantly be used to roll out new stores, grow Story-i's e-commerce platform and working capital.

Commenting on the successful capital raising, Story-I's Non-Executive Director, Michael Pixley, said: "We are now in a strong position to build upon our already significant position in the ASEAN high-end electronic market."

We are also very pleased with the interest we received for the capital raising, and we welcome new shareholders to the register."

For further information please contact:

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Non-Executive Director

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