

Story-i Limited

ABN 56 163 916 989

ASX: SRY

ASX Announcement:

17 November 2015

Board of Directors and Management:

Yulius Halim
Chief Executive Officer

Michael Chan
Executive Director

Djohan Widodo
Chairman

Michael Pixley
Non-Executive Director

Web: www.story-i.com

Email: mpixley@story-i.com

Add.: Suite 904, 9F, 37 Bligh Street, Sydney, NSW, 2000, Australia

Michael Pixley interview with ABN Newswire

Story-I director, Michael Pixley, has given an online interview with Tim Mckinnon of ABN Newswire.

A link to the interview follows:

https://www.youtube.com/watch?v=MmtETIXs_wE

Brett Crowley
Company Secretary

About Story-i

Singapore incorporated Story-I Pte Ltd operates 14 Apple and related stores in Indonesia through its 95% owned subsidiary PT Inetindo Infocom. The Indonesian operations are structured with Story-i branded stores retailing Apple products and accessories, iConnect retailing Samsung and Lenovo phones, computers and lifestyle accessories, and GeekZone providing software, equipment servicing and apps.

Story-i is an Apple Authorised Reseller and GeekZone is an Apple Authorised Service Provider, both located in Indonesia. Story-i is leveraged to the strongly growing affluent consumer population in Indonesia. This demographic shift and the well documented propensity towards mobile phones, personal computers and associated lifestyle accessories underpins the strong demand for Story-i's products. Story-i is following an aggressive growth strategy by organically growing store locations strongly while at the same time greatly extending its consumer reach with its recently launched online and application strategy.

For further information please contact:

Michael Pixley
Non-Executive Director
+61 (0) 405 749 322
michael.pixley@story-i.com

Faris Habib
Investor Relations
+61 (0) 422 076 629
faris@nwrcommunications.com.au