



# **DYESOL REBRANDING**

## **Important Information for Shareholders & Customers**



# Rebranding – Why?



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- The rebranding of Dyesol Limited to Greatcell Solar Limited (GSL) and related changes to global subsidiary names has been approved by shareholders by special resolution (>75%)
- The new name is more relevant to our relentless push into hi-tech, 3<sup>rd</sup> generation solar photovoltaic technology development and commercialisation without a limiting “label” relating to one particular technology
- Professor Michael Grätzel is the founder and inventor of Perovskite Solar Cell technology and we pay homage to him with the eponymous name
- Many successful companies have rebranded through a change of name to reflect a new era and direction in their corporate strategy and vision
- The opinions and recommendations of principal stakeholders – Shareholders, Customers (current and future) & Staff – were considered in the rebranding strategy
- The new logo captures the essence of our Perovskite Solar Cell technology

# Rebranding – Why?

- For Investors in hi-tech, tradeable shares who value innovation with potential high returns from an environmentally-friendly product, Greatcell Solar Limited (GSL) is the best investment
- For Researchers needing 3<sup>rd</sup> generation solar cell materials and equipment who want the highest quality and technical expertise from a single source, Greatcell Solar Limited (GSL) is the best supplier
- For Solar Farm Developers in the future who want the best performance, stability and versatility, Greatcell Solar Limited (GSL) will make the best solar panel because of its:
  - superior return on investment
  - warranty and durability
  - compatibility and versatility

# Corporate – Facts

The background features a series of overlapping, semi-transparent geometric shapes in various shades of red and pink. These shapes, including rectangles and triangles, are arranged in a way that creates a sense of depth and movement, with some shapes appearing to be layered on top of others. The overall effect is a modern, minimalist aesthetic.

# Corporate – Facts

- Dyesol Limited formally changed its name to Greatcell Solar Limited on 20th June 2017
- All Australian Dyesol subsidiaries have also similarly changed their names e.g. Dyesol Industries Pty Ltd becomes Greatcell Solar Industries Pty Ltd
- All international subsidiaries are also going through the country specific legal process to change their names
- The Australian Business Number 92 111 723 883 & Australian Company Number 111 723 883 remain unchanged
- Banking details will change to reflect the name change
- The Company's existing rights and obligations, assets and liabilities are unaffected
- Greatcell Solar has secured trademarks and domain names in relevant jurisdictions to reflect the change

# Shareholder – Facts



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- No action by shareholders is required
- There are no income tax or capital gains tax implications with the change of name
- The company capital structure & the rights and obligations of shareholders are unaffected
- Issuer sponsored holdings will retain the same number
- Broker sponsored shareholdings will automatically be updated with the new name Greatcell Solar Limited when CHESSE has initiated the new code change in the system
- The ASX code DYE will change to GSL on Monday 26<sup>th</sup> June 2017
- The German Börse code D5I will not change
- [www.dyesol.com](http://www.dyesol.com) will transition to [www.greatcellsolar.com](http://www.greatcellsolar.com) in the coming months when website upgrades and new content will be completed



**THANK YOU**

