

10 March 2015
ASX ANNOUNCEMENT

WINWIN UPDATE - FORMATION OF INTERNATIONAL ADVISORY BOARD

On 5 January 2015, Stratum Metals Limited (ASX:SXT) (**Stratum**) announced that it had executed an exclusive option agreement to acquire 100% of the issued capital in emerging US based technology company, WinWin Holdings Pty Ltd (ACN 164 148 270) (**WinWin**).

Stratum is continuing to progress the settlement conditions, including (but not limited to) due diligence on WinWin's business and operations, preparation of shareholder meeting materials and prospectus, and further updates will be provided as key milestones are achieved.

While this important work is being progressed, WinWin management continue to take important steps in the development of the WinWin business.

WinWin Holdings Pty Ltd is launching its patent pending online Competitive Shopping™ platform and mobile App in North America later this year and is pleased to announce the formation of its International Advisory Board to provide expert advice to support its commercial objectives.

The Board is comprised of professional experts in their respective fields who will meet regularly and be available to senior WinWin's executive management for consultation as required.

Its Members/Advisors have valuable experience in key fields which include;

- Product and site development
- Global e-commerce operations
- Digital marketing
- Social media engagement
- Celebrity and charity engagement
- US Federal & State Gaming and Gambling law

Advisors' Backgrounds

Melissa Riahei - Los Angeles USA

Melissa Riahei is a highly regarded legal executive and has served as Deputy Chief Counsel to the Governor of Illinois. Ms. Riahei has over 15 years of broad based experience and business leadership spanning the highest levels of state government to the on-line gambling, digital entertainment, and technology industries.

She is widely recognized for spearheading two unprecedented initiatives that created major opportunities for the gambling industry. As General Counsel to the Illinois Lottery, a \$2.2 billion gambling enterprise, she was instrumental for initiating landmark legislation allowing the on-line sale of lottery products in Illinois which has paved the way for states to legalize most forms of Internet gambling.

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Melissa also led the structuring of an unprecedented public-private partnership for the private management of the Illinois Lottery. This resulted in a guarantee of \$4.8 billion in net income for the Illinois Lottery over 5 years from a consortium of two of the world's leading gaming and technology operators. The deal captured global interest and has been replicated nationwide.

David Herscott - New York USA

David Herscott began his career with advertising industry giant BBDO, before moving into digital marketing in the mid 1990's. While at Modem Media (now part of Digitas) he worked on a number of digital advertising industry "Firsts".

David started his own firm (Piston) in 2001 and grew it into a US top 50 interactive agency, eventually selling it in 2008 and then started another digital agency (House of Kaizen), which he sold in 2014.

In addition to starting, successfully building and selling two digital agencies, David is an author (Marketing Mojo), frequent industry speaker (DMA, AdTech and iMedia) and start-up mentor.

He was the DreamIt Ventures mentor for Adaptly, which successfully raised over \$13 million from notable Venture firms including First Round, Valhalla Partners and Time Warner Investments.

Chris Adams - Sydney Australia

Chris Adams is an internationally recognised digital strategist, new media pioneer, advisor and technology executive with over twenty years of experience in accelerating businesses. He played a key role for Facebook in both the creation and production of the acclaimed reality TV series "Facebook Diaries".

Chris served as Senior Vice President of Business Development and Chief Vision Officer for Participant Media and was involved in its first slate of movies including: *An Inconvenient Truth*, *Syriana*, *Charlie Wilson's War*, *North Country*, *Good Night, And Good Luck* and *Kite Runner*. He assisted Comcast Cable & Interactive to secure sponsorship for its VOD platform and led entertainment business development for both Amazon and Lycos and until recently, he served as CEO and Executive Director of video streaming and syndication company Spondo.com.

Chris is on the Advisory Boards of Australian companies Alphasise, Manalto, VoiceByte and Impact Academy. He is also an award-winning children's author, with his next book narrated by Hugh Jackman scheduled for publication in early 2016, with the proceeds benefiting The Global Poverty Project and World Vision Australia.

About WinWin and Competitive Shopping™

WinWin is a technology company based in Australia with a wholly owned subsidiary, WinWin US Inc., operating in the United States.

WinWin has developed an on-line subscription based Competitive Shopping™ platform that creates fun and rewarding ways for consumers to engage and interact with a selection of brands, celebrities & entertainers and charities.

The platform is designed to co-create value for all participants. For participating brands, WinWin's platform provides with a unique opportunity to engage and educate consumers about their products, create brand loyalty, and obtain market intelligence.

For charitable organizations, the platform creates an on-line tool to raise broad awareness and sustainable funding for worthy causes. And for consumers, WinWin provides a number of valuable membership benefits, including exclusive discounts towards purchases from participating brands, as well as opportunity to compete in brand and product related contests to win prizes.

Prizes include popular products, travel, entertainment and celebrity experiences and the ability to select a charity to which WinWin will donate a portion of its membership fees and advertising revenue.

WinWin's business plan is to license its Competitive Shopping IP and Business System to wholly owned subsidiary companies and engage with local, "in country" strategic partners to assist market entry and penetration. For the foreseeable future, the Company plans to maintain majority equity interests in licensed subsidiaries it establishes and consolidate the revenues from global markets.

The Company has granted its first license to its wholly owned US subsidiary, WinWin US Inc. and plans to launch in North America in late 2015. Future market expansion is anticipated in 2016, initially in Australia and certain SE Asian markets.

For further information, please contact Stratum's company secretary on +61 7 3212 6230.

On behalf of the Board
DP Cornish
Company Secretary