

5 March 2015

ASX ANNOUNCEMENT

WINWIN UPDATE - PROPOSED ADDITIONS TO THE BOARD OF DIRECTORS OF STRATUM

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 (**WinWin**). On 2 March 2015 Stratum announced that it had provided the required Notice of Exercise of Option to WinWin.

Stratum is now pleased to advise that upon successful completion of the WinWin transaction, the following additions to the Board of Directors, nominated by WinWin in accordance with the option agreement, will be made:

- Dion Sullivan to be appointed as an Executive Director and CEO;
- Chris Adams to be appointed as a Non-Executive Director; and
- Perry Lyndon-James to be appointed as a Non-Executive Director.

Dion Sullivan. Dion has a successful 20 year e-commerce and digital marketing career commencing in marketing and brand management at Clairol (Bristol Myer Squibb).

Dion transitioned to e-commerce in the mid 90's and was credited with the turnaround and e-commerce success of ftd.com (Flowers.com) which listed on NASDAQ in 1999. He led the marketing strategies of Bank of America-Online Banking, Viacom/Nickelodeon e-commerce, VideoJax and one of the world's largest online betting sites, Betfair which listed on the LSE in 2010. Dion is the recipient of two gold Effie Awards for "Effectiveness in Marketing" and has managed groups of more than 85 people across 5 continents. He is a frequent invitee/guest speaker for industry headlining conferences including Ad-Tech New York, Ad-Tech San Francisco and Ad-Tech Singapore.

Chris Adams. Chris is an internationally recognized digital strategist, new media pioneer, advisor and technology executive with over twenty years of experience in accelerating businesses. Chris helped create and produce the acclaimed reality TV series "Facebook Diaries" for Facebook and served as Chief Vision Officer and Senior Vice President - Business Development, for Participant Media through its first slate of movies including An Inconvenient Truth; Syriana; Charlie Wilson's War; North Country; Good Night And Good Luck; Kite Runner; and others.

He assisted Comcast Cable & Interactive to secure sponsorship for its VOD platform and led entertainment business development for Amazon.com and Lycos.com. More recently he served as CEO and Executive Director of video streaming and syndication company Spondo.com and currently as a Director to US OTC company RoCap/Spiral Toys. He also is a member of several Advisory Boards of Australian companies including Manalto, VoiceByte and Impact Academy. Chris is also a frequent keynote and corporate speaker having spoken at such events as Digital Hollywood, X Media Labs, ideaCity, SPAA, SPADA, OnHollywood and AIMIA.

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Perry Lyndon-James. Perry is a co-founder of WinWin and has been instrumental in the conceptual development, platform design and consumer interface of WinWin's unique Competitive Shopping™ Platform, business model and digital strategy. Perry is an experienced digital strategist with more than 7 years of international experience (UK, USA, Aust) across a wide spectrum of communications disciplines including, traditional/digital marketing, social media, and corporate public relations.

He has worked in Quality Assurance for Electronic Arts in their gaming division (CA), and has agency experience with TBWA/Chiat/Day and OMD (digital strategy) in Los Angeles, California.

Most recently Perry was appointed to the role of Digital Marketing Manager for Aspermont Limited in Australia, playing a key role in that company's conversion from print to digital media.

Andrew Pierce will remain as Non-Executive Chairman and Daniel Moore as a Non-Executive Director. John Shepherd will retire from the Board of Directors.

For further information, please contact Stratum's company secretary on +61 7 3212 6230 or alternatively Ananda Kathiravelu at Armada Capital Ltd on +61 41203 6789.

On behalf of the Board
DP Cornish
Company Secretary

About WinWin and Competitive Shopping™

WinWin is a technology company based in Australia with a wholly owned subsidiary, WinWin US Inc. (formerly Competitive Shopping Network Inc.), operating in the United States.

WinWin is developing an on-line subscription based Competitive Shopping™ platform scheduled for launch in Q3-15 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 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 on 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 Platform (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, WinWin plans to maintain majority equity interests in the 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.