



+61 2 9412 6100
Level 1, 100 Harris St
Pyrmont NSW 2009
www.ovato.com.au

29 July 2021
Company Announcements Office
ASX Limited
20 Bridge Street
Sydney NSW 2000

Put Option Exercised for the Sale of Ovato Marketing Services (Australia)

We refer to our previous announcement dated 4 June 2021, relating to the entry into a Put Option Deed with Ballygriffin Holdings Pty Limited ("**Ballygriffin**") relating to the potential sale of Ovato's marketing services business ("**Marketing Services (Australia)**").

The Board and Management of Ovato Limited ("**Ovato**") are now pleased to announce that following an Extraordinary General Meeting held today, 29 July 2021 the put option has been exercised.

It is expected that on 30 July 2021, Ballygriffin will acquire Marketing Services (Australia), comprising the entire issued share capital of Ovato Creative Services Pty Ltd, Ovato Technology Pty Ltd, Ovato Communications Pty Ltd, Ovato Creative Services Clayton Pty Ltd, and a related entity in India for A\$9 million.

This announcement was authorized for release by the Board of Directors of Ovato.

FOR FURTHER INFORMATION CONTACT:

James Hannan
Chief Executive Officer
+61 (0)2 9412 6082