



Case Study: Xped leverages Automic's online Investor Portal to successfully facilitate an unmarketable share sale event.

Who is Xped?

Xped is an Internet of Things (IoT) technology business that focuses on making technology easy again. The company has developed a revolutionary and patented ADRC platform that allows any consumer to connect, monitor and control everyday devices and appliances. This brings benefits to manufacturers, retailers, services providers and consumers.

What were they trying to achieve?

Xped recognised that holders of small share parcels were finding it difficult and expensive to dispose of their Xped shares.

In addition, Xped was exposed to unnecessary registry costs associated with managing a large number of small shareholdings.

The traditional method of running an unmarketable parcel via postal mail has several disadvantages including cost, inefficiencies associated with turnaround times and the administrative burden associated with handling the returned mail.

Xped were looking for an online solution that would address each of the key disadvantages of running an unmarketable parcel by post.

How did they do it?

Xped engaged Automic on the back of another recent corporate action to assist with the unmarketable parcel process. Given the nature of the event, Xped wanted to provide a “smooth and easy experience for their shareholders”, but more importantly, they wanted to ensure that all eligible shareholders had maximum opportunity to consider the facility and make an election.

Automic’s online portal provided the optimum platform to facilitate this requirement as it enabled the shareholder to access and take part in the unmarketable parcel on any device at anytime from anywhere.

Once shareholders accessed Automic’s online Investor Portal, they were greeted with the opportunity to lodge their instructions via the simple click of a button. Once the instructions were submitted, the shareholder was provided with real-time feedback, confirming a successful submission.

What was the outcome?

The unmarketable parcel was highly successful for Xped, with a total of 2,153 shareholders selling their shares through the share sale facility.

Shareholders who sold their shares had the proceeds paid to them via EFT without the brokerage costs usually associated with selling shares. This was very popular with the shareholders.

The progress of the online unmarketable parcel share sale facility was accurately tracked in real-time by Xped through Automic’s online issuer portal. This reduced unnecessary calls to query the status of the activity and saved considerable time and cost for Xped.

Further Information

For more information, call your relationship manager or visit <http://automic.com.au> to get in touch.

The logo for Xped, featuring the word "xped" in a bold, lowercase, sans-serif font. The letters are black and have a slightly rounded, modern feel.

ASX: XPE