



## SOVEREIGN GOLD COMPANY LIMITED

**Sovereign Gold Company Limited**  
ACN 145 184 667

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### Contact

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### Latest News

[www.sovereigngold.com.au](http://www.sovereigngold.com.au)

### Directors / Officers

John Dawkins AO  
Simon Bird  
Michael Leu  
Bruce Dennis  
Jacob Rebek

**ASX Symbol: SOC**

**ASX Release**  
23 February 2015

## Managing Director Appointed

Sovereign Gold Company Limited (ASX: SOC) (**Sovereign Gold**) advises that Simon Bird has been appointed Managing Director of Sovereign Gold.

Simon has extensive experience in corporate finance. In a professional career spanning over 30 years, Simon has held various executive roles including CEO of King Island Scheelite (ASX: KIS); CFO at Stockland retail (ASX: SGP); CFO of Graincorp (ASX: GNC); and CFO of Wizard Mortgage Corp.



Simon Bird, FCPA, FAICD

He is currently a non-executive director of Mount Gibson Iron (ASX: MGX); Rawson Resources (ASX: RAW); and Pacific American Coal (ASX: PAK).

Having held senior management positions and directorships across various ASX listed entities; Simon has maintained strong international networks.

“I look forward to realising the intrinsic value of Sovereign Gold’s projects and working with the board and management to implement strategies to gain market confidence, reflected by a strong share price”, said Simon Bird, MD.

Attached is a copy of the Appendix 3X.

### For further information please contact:

Simon Bird, Managing Director  
Henry Kinstlinger, Company Secretary

Telephone: +61 2 9251 7177

# Appendix 3X

## Initial Director's Interest Notice

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 30/9/2001.

<b>Name of entity</b>	Sovereign Gold Company Limited
<b>ACN</b>	145 184 667

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

<b>Name of Director</b>	Simon Bird
<b>Date of appointment</b>	23/02/2015

### Part 1 - Director's relevant interests in securities of which the director is the registered holder

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Number &amp; class of securities</b>
Nil

+ See chapter 19 for defined terms.

**Appendix 3X**  
**Initial Director's Interest Notice**

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**Part 2 - Director's relevant interests in securities of which the director is not the registered holder**

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

<b>Name of holder &amp; nature of interest</b>	<b>Number &amp; class of Securities</b>
Note: Provide details of the circumstances giving rise to the relevant interest. N/A	

**Part 3 - Director's interests in contracts**

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Detail of contract</b>	Nil
<b>Nature of interest</b>	N/A
<b>Name of registered holder (if issued securities)</b>	N/A
<b>No. and class of securities to which interest relates</b>	N/A

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+ See chapter 19 for defined terms.