

11 January 2018

The Manager
Company Announcements Office
ASX Limited
20 Bridge Street
SYDNEY NSW 2000

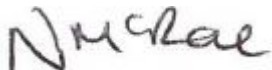
By electronic lodgement

Dear Sir/Madam

Re: Notice of initial substantial holder – Experience Co Limited (EXP)

We enclose notice of initial substantial holder in Experience Co Limited. This notice is given by NovaPort Capital Pty Ltd.

Yours faithfully



Naomi McRae
Company Secretary

attach

Form 603

Corporations Act 2001
Section 671B

Notice of initial substantial holder

To CompanyName/Scheme

Experience Co Limited

ACN/ARSN

167 320 470

1. Details of substantial holder (1)

Name

NovaPort Capital Pty Ltd

ACN/ARSN (if applicable)

140 833 656

The holder became a substantial holder on

09/01/2018

2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

Class of securities (4)	Number of securities	Person's votes (5)	Voting power (6)
Ordinary Fully Paid	Same as persons votes	28,153,972	5.07%

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
NovaPort Capital Pty Ltd	Ordinary Fully Paid securities purchased via an institutional placement and purchased on market by NovaPort Capital Pty Ltd	Refer Annexure 1

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
NovaPort Capital Pty Ltd	BNP Paribas Nominees Pty Limited	BNP Paribas Nominees Pty Limited	8,316,408 (Ordinary Fully Paid)
NovaPort Capital Pty Ltd	Citicorp Nominees Pty Limited	Citicorp Nominees Pty Limited	10,276,048 (Ordinary Fully Paid)
NovaPort Capital Pty Ltd	J P Morgan Nominees Australia Limited	J P Morgan Nominees Australia Limited	7,010,651 (Ordinary Fully Paid)
NovaPort Capital Pty Ltd	National Nominees Limited	National Nominees Limited	2,550,865 (Ordinary Fully Paid)

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash	Non-cash	
NovaPort Capital Pty Ltd	Refer Annexure 1	Refer Annexure 1		Refer Annexure 1

6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
N/A	N/A

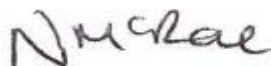
7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
NovaPort Capital Pty Ltd	Level 2, 5 Martin Place, Sydney NSW 2000

Signature

print name **Naomi McRae** capacity **Company Secretary**



sign here date **11/01/2018**

DIRECTIONS

(1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 7 of the form.

(2) See the definition of "associate" in section 9 of the Corporations Act 2001.

(3) See the definition of "relevant interest" in section s608 and 671B(7) of the Corporations Act 2001.

(4) The voting shares of a company constitute one class unless divided into separate classes.

(5) The total number of votes attached to all the voting shares in the company or voting interests in the scheme (if any) that the person or an associate has a relevant interest in.

(6) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.

(7) Include details of:

(a) any relevant agreement or other circumstances by which the relevant interest was acquired. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and

(b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.

(8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown".

(9) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.

Naomi McRae

Naomi McRae
Company Secretary of NovaPort Capital Pty Ltd

Transactions:

Company

Name/Scheme: Experience Co Limited (EXP)

As at: 09/01/2018

Class of security: Ordinary Fully Paid

Date of Change	Holder of relevant interest	Nature of Change	Consideration	Number of Securities	Person's Votes Affected
17/10/2017	NovaPort Capital Pty Ltd	Buy - placement	1,001,231.86	3,170,351	3,170,351
17/10/2017	as above	Buy - placement	655,106.57	2,146,477	2,146,477
06/12/2017	as above	Buy	329,490.33	398,947	398,947
06/12/2017	as above	Buy	631,522.78	764,648	764,648
06/12/2017	as above	Buy	494,235.08	598,420	598,420
06/12/2017	as above	Buy	203,186.27	246,018	246,018
07/12/2017	as above	Buy	11,049.79	13,313	13,313
07/12/2017	as above	Buy	21,179.11	25,517	25,517
07/12/2017	as above	Buy	16,575.10	19,970	19,970
07/12/2017	as above	Buy	6,814.30	8,210	8,210
08/12/2017	as above	Buy	22,327.81	26,505	26,505
08/12/2017	as above	Buy	42,793.92	50,800	50,800
08/12/2017	as above	Buy	33,491.30	39,757	39,757
08/12/2017	as above	Buy	13,768.19	16,344	16,344
11/12/2017	as above	Buy	28,935.07	34,912	34,912
11/12/2017	as above	Buy	55,459.98	66,916	66,916
11/12/2017	as above	Buy	43,403.43	52,369	52,369
11/12/2017	as above	Buy	17,843.24	21,529	21,529
12/12/2017	as above	Buy	66,129.42	79,674	79,674
12/12/2017	as above	Buy	126,748.47	152,709	152,709
12/12/2017	as above	Buy	99,194.13	119,511	119,511
12/12/2017	as above	Buy	40,779.56	49,132	49,132
13/12/2017	as above	Buy - placement	3,068,322.68	4,146,382	4,146,382
13/12/2017	as above	Buy - placement	414,010.76	559,474	559,474
13/12/2017	as above	Buy - placement	280,304.60	378,790	378,790
13/12/2017	as above	Buy - placement	3,926,948.38	5,306,687	5,306,687
13/12/2017	as above	Buy - placement	1,263,304.32	1,707,168	1,707,168
13/12/2017	as above	Buy - placement	2,047,109.36	2,766,364	2,766,364
29/12/2017	as above	Buy	2,911.83	3,515	3,515
29/12/2017	as above	Buy	5,580.10	6,736	6,736
29/12/2017	as above	Buy	4,367.32	5,272	5,272
29/12/2017	as above	Buy	1,795.14	2,167	2,167
02/01/2018	as above	Buy - placement	132,622.06	179,219	179,219
02/01/2018	as above	Buy - placement	31,801.50	42,975	42,975
02/01/2018	as above	Buy - placement	18,942.52	25,598	25,598
02/01/2018	as above	Buy - placement	169,328.28	228,822	228,822
02/01/2018	as above	Buy - placement	54,472.88	73,612	73,612
02/01/2018	as above	Buy - placement	88,179.88	119,162	119,162
04/01/2018	as above	Buy	84,685.65	99,338	99,338
04/01/2018	as above	Buy	162,313.44	190,397	190,397

Date of Change	Holder of relevant interest	Nature of Change	Consideration	Number of Securities	Person's Votes Affected
04/01/2018	as above	Buy	127,028.47	149,007	149,007
04/01/2018	as above	Buy	52,222.45	61,258	61,258
05/01/2018	as above	Buy	253,584.75	298,335	298,335
05/01/2018	as above	Buy	323,674.90	380,794	380,794
05/01/2018	as above	Buy	168,530.35	198,271	198,271
05/01/2018	as above	Buy	104,210.00	122,600	122,600
08/01/2018	as above	Buy	253,584.75	298,335	298,335
08/01/2018	as above	Buy	323,674.90	380,794	380,794
08/01/2018	as above	Buy	168,530.35	198,271	198,271
08/01/2018	as above	Buy	104,210.00	122,600	122,600
09/01/2018	as above	Buy	513,137.06	596,671	596,671
09/01/2018	as above	Buy	654,965.68	761,588	761,588
09/01/2018	as above	Buy	341,025.26	396,541	396,541
09/01/2018	as above	Buy	210,872.00	245,200	245,200

Total Number of Securities

28,153,972