



14 June 2018

Mr Andrew Kabega
Senior Adviser, Listings Compliance
ASX Compliance Pty Limited
20 Bridge Street
SYDNEY NSW 2000

By email: andrew.kabega@asx.com.au

Dear Mr Kabega

APPENDIX 3X – INITIAL DIRECTOR'S INTEREST NOTICE

We refer to the appointment of Kerry Robert East as a non-executive director of Experience Co Limited ACN 167 320 470 (**Company**) on 30 April 2018.

The Appendix 3X in relation to Mr East's appointment as a director of the Company was not released to the ASX within the required 5 business days of 30 April 2018, due to an administrative oversight by the Company.

The required Appendix 3X is **attached** to this letter.

The Company has in place systems consistent with ASX Listing Rule 3.19B to ensure that the Company complies with its obligations as set out in ASX Listing Rule 3.19A. However, in light of this administrative error, the Company is reviewing its relevant processes and is taking steps to minimise the risk of such an oversight again occurring in the future.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Anthony Ritter", is positioned above the printed name.

Anthony Ritter

Chief Executive Officer and Joint Company Secretary



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.

Name of entity Experience Co Limited
ACN 167 320 470

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.

Name of Director	Kerry Robert East
Date of appointment	30 April 2018

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.

Number & class of securities
Nil

+ See chapter 19 for defined terms.

Appendix 3X

Initial Director's Interest Notice

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

Name of holder & nature of interest Note: Provide details of the circumstances giving rise to the relevant interest.	Number & class of Securities
Nil	

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.

Detail of contract	Nil
Nature of interest	Nil
Name of registered holder (if issued securities)	Nil
No. and class of securities to which interest relates	Nil

+ See chapter 19 for defined terms.