

Form 605

Corporations Act 2001

Section 671B

Notice of ceasing to be a substantial holder

To Company Name/Scheme **Primary Opinion Limited**

ACN/ARSN **092 817 171**

1. Details of substantial holder (1)

Name **Jeff Kennett Pty Ltd**

ACN/ARSN (if applicable) **091 200 136**

The holder ceased to be a substantial holder on **23 October 2015**

The previous notice was given to the company on **15 May 2015**

The previous notice was dated **15 May 2015**

2. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest (2) of the substantial holder or an associate (3) in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of Change (4)	Consideration given in relation to change (5)	Class (6) and number of securities affected	Person's votes affected
Refer to Annexure A	Refer to Annexure A	Refer to Annexure A	Refer to Annexure A	7,353,172 FPOs	7,353,172 FPOs

3. Changes in association

The persons who have become associates (3) of, ceased to be associates of, or have changed the nature of their association (7) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

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

4. Addresses

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

Name	Address
Jeff Kennett Pty Ltd <JGK Super Fund A/C>	Balmain House, 69 Balmain Street, Cremorne, VIC 3121
Jeff Kennett Pty Ltd	Balmain House, 69 Balmain Street, Cremorne, VIC 3121
JGK Nominees Pty Ltd	Balmain House, 69 Balmain Street, Cremorne, VIC 3121

Signature

print name **Jeff Kennett**

capacity **Director**

sign here

date **28 October 2015**



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 4 of the form.
 - (2) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
 - (3) See the definition of "associate" in section 9 of the Corporations Act 2001.
 - (4) Include details of:
 - (a) any relevant agreement or other circumstances because of which the change in relevant interest occurred. 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.
 - (5) 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.
 - (6) The voting shares of a company constitute one class unless divided into separate classes.
 - (7) Give details, if appropriate, of the present association and any change in that association since the last substantial holding notice.
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Annexure A

Date of change	Nature of change	Consideration	Class of securities	Securities effected	Cumulative Balance	% holding movement
6/03/2012	Last Notice	-	Ordinary	-	2,721,161	5.58%
1/11/2013	On-market purchase	\$5,100	Ordinary	300,000	3,021,161	6.19%
13/11/2013	On-market purchase	\$3,400	Ordinary	200,000	3,221,161	6.60%
17/12/2013	Acquired through placement	\$178,000	Ordinary	14,833,334	18,054,495	5.74%
17/01/2014	Consolidation of shares	-	Ordinary	(14,443,596)	3,610,899	5.74%
3/3/2014	Acquired through Share Purchase Plan	\$30,000	Ordinary	375,000	3,985,899	6.08%
16/05/2014	On-market purchase	\$7,800	Ordinary	130,000	4,115,899	6.28%
28/05/2014	On-market purchase	\$4,200	Ordinary	70,000	4,185,899	6.39%
11/08/2014	Share issue by Company – dilution of 0.84%	-	Ordinary	-	4,185,899	5.55%
30/09/2014	Acquired through placement	\$150,000	Ordinary	2,727,273	6,913,172	5.96%
16/12/2014	On-market purchase	\$19,800	Ordinary	440,000	7,353,172	6.34%
1/05/2015	Share issue by Company – dilution of 1.2%	-	Ordinary	-	7,353,172	5.14%
23/10/2015	Share issue by Company – dilution of 1.01%	-	Ordinary	-	7,353,172	4.13%