APPENDIX 4E

PRELIMINARY FINAL REPORT TO THE AUSTRALIAN STOCK EXCHANGE

Name of Entity	Real Brand Holdings Limited
ABN	12 110 005 822
Year ended	30 June 2008
Previous corresponding period	30 June 2007

UNAUDITED RESULTS FOR ANNOUNCEMENT TO THE MARKET

		$		$
REVENUE FROM ORDINARY ACTIVITIES (CONTINUING)	Up 220.2% from	8,541	To	27,352
(Loss) from ordinary activities after tax attributable to members	Down 220.0% from	(190,209)	To	(608,709)
Profit/(Loss) from discontinued ordinary activities after tax attributable to members		(738,335)	To	317,193
(Loss) from disposal of subsidiary		(1,700,000)	To	(852,078)
Net (Loss) for the period attributable to members	Down 56.5% from	(2,628,544)	To	(1,143,594)

No interim dividend was paid and it is not proposed to pay any dividends.

EXPLANATION OF REVENUE

The Loss from ordinary activities before income tax expense includes the following revenues whose disclosure is relevant in explaining the financial performance of the entity:

	Year Ended 30 June 2008 $	Year Ended 30 June 2007 $
Revenue from continuing operations		
Interest received from third parties	26,927	8,541
Other	425	-
	27,352	8,541
Revenue from discontinued operations		
Consultancy fees	1,797,371	775,712
Production revenue	159,494	4,418,887
Interest received – other	1,265	-
Royalties	-	277,191
Government Grants	-	110,326
Other	-	50
	1,958,130	5,582,166
Total revenue from ordinary activities	1,985,482	5,590,707

The decrease in revenue of $3,605,225 is predominately related to the disposal and subsequent deconsolidation of a group subsidiary, Real Brands and Business Pty Ltd (RBB) during the year.

Explanation of Net Loss

During the year, there was a loss of $1,143,594 including a loss on disposal of subsidiary of $852,078.

This has resulted from the following factors:

- The sale of 80% holding in a group subsidiary, RBB, during the year;
- Impairment losses of $100,000 in relation to the remaining 20% holding in RBB; and
- Providing for $125,000 of receivables from RBB given uncertainty as to its collectability.

The restructure of the group via the sale of 80% of RBB and additional capital raising during the year ensured that the company has sufficient funds to continue its operations while the directors review investment options and opportunities for the future.

	30 June 2008	30 June 2007
Net tangible assets per ordinary share	1.18 cents	Nil cents

Other Matters

1. Real Brand Holdings Limited retained a 20% holding in RBB. As such, the remaining investment is accounted for as an associate in the group financial accounts.

At each reporting date, the group reviews the carrying value of its investment to determine whether there is any indication that the investment has been impaired. If such an indication exists, the recoverable amount of the asset is compared to the investment's carrying value. Any excess of the carrying value over its recoverable amount is expensed to the income statement.

For the year ended 30 June 2008, significant uncertainty surrounded the investment's recoverable amount based on RBB's preliminary results. As such, the investment carrying value of $100,000 was considered impaired and was expensed to the income statement. Additionally, a receivable of $125,000 from RBB was provided for given uncertainty as to its collectability.

2. Apart from the above, there have been no other entities over which control has been gained or lost during the period.

REAL BRAND HOLDINGS LIMITED

ACN 110 005 822

UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED
30 JUNE 2008

REAL BRAND HOLDINGS LIMITED

ECONOMIC ENTITY INCOME STATEMENT

for the year ended 30 June 2008

	Note	Economic Entity 30 June 2008 $	Economic Entity 30 June 2007 $
Continuing Operations			
Revenue from ordinary activities	2	27,352	8,541
Expenses from ordinary activities	3	636,061	198,750
Loss from ordinary activities before income tax expense		(608,709)	(190,209)
Profit/(loss) from discontinued operations	18	317,193	(738,335)
Loss on sale of subsidiary	18	(852,078)	-
Provision for diminution in value of goodwill	9	-	(1,700,000)
Income tax expense relating to ordinary activities	5	-	-
Net Loss from ordinary activities after related income tax		(1,143,594)	(2,628,544)
Loss attributable to minority equity interest		-	-
Loss attributable to members of the parent entity		(1,143,594)	(2,628,544)
Continuing Operations			
Earnings Per Share:			
Basic (cents per share)	15	(1.85)	(7.18)
Diluted (cents per share)	15	(1.85)	(7.18)
Dividends per share		**-**	**-**
Discontinuing Operations			
Earnings Per Share:			
Basic (cents per share)	15	0.01	-
Diluted (cents per share)	15	0.01	-
Dividends per share		**-**	**-**

REAL BRAND HOLDINGS LIMITED

INCOME STATEMENT

for the year ended 30 June 2008

	Note	Parent 30 June 2008 $	Parent 30 June 2007 $
Revenue from sales or services			
Revenue from ordinary activities	2	27,352	8,541
Other expenses from ordinary activities	3	648,561	198,750
Diminution in value of loan due from associate		387,034	3,343,837
Provision for diminution in value of associate	9	-	1,700,000
Loss from ordinary activities before income tax expense		(1,008,243)	(5,234,046)
Income tax expense relating to ordinary activities	5	-	-
Loss from ordinary activities after related income tax		(1,008,243)	(5,234,046)
Loss attributable to minority equity interest		-	-
Loss attributable to members of the parent entity		(1,008,243)	(5,234,046)

REAL BRAND HOLDINGS LIMITED

ECONOMIC ENTITY BALANCE SHEET

as at 30 June 2008

	Note	Economic Entity 30 June 2008 $	Economic Entity 30 June 2007 $
CURRENT ASSETS			
Cash and cash equivalent assets	17	1,020,656	149,357
Receivables	6	64,118	265,178
Inventory	7	-	65,515
TOTAL CURRENT ASSETS		1,084,774	480,050
NON-CURRENT ASSETS			
Property, plant and equipment	8	-	76,399
Receivables	6	-	-
Other financial assets	9	-	-
Intangibles	10	-	500,000
Current Tax Asset	11	-	-
TOTAL NON-CURRENT ASSETS		-	576,399
TOTAL ASSETS		1,084,774	1,056,449
CURRENT LIABILITIES			
Payables	12	73,830	540,311
TOTAL CURRENT LIABILITIES		73,830	540,311
NON-CURRENT LIABILITIES			
Interest bearing liabilities	13	-	18,000
TOTAL NON-CURRENT LIABILITIES		-	18,000
TOTAL LIABILITIES		73,830	558,311
NET ASSETS		1,010,944	498,138
EQUITY			
Contributed equity	14	7,640,351	5,983,951
Reserves		-	20,854
Accumulated losses		(6,629,407)	(5,506,667)
Equity attributable to members of the parent entity		1,010,944	498,138
Outside equity interests		-	-
TOTAL EQUITY		1,010,944	498,138

REAL BRAND HOLDINGS LIMITED

BALANCE SHEET

as at 30 June 2008

	Note	Parent 30 June 2008 $	Parent 30 June 2007 $
CURRENT ASSETS			
Cash and cash equivalent assets	17	1,020,656	431
Receivables	6	64,118	23,745
TOTAL CURRENT ASSETS		1,084,774	24,176
NON-CURRENT ASSETS			
Receivables	6	-	-
Other financial assets	9	-	500,000
Current Tax Asset	11	-	-
TOTAL NON-CURRENT ASSETS		-	500,000
TOTAL ASSETS		1,084,774	524,176
CURRENT LIABILITIES			
Payables	12	73,830	161,389
TOTAL CURRENT LIABILITIES		73,830	161,389
TOTAL LIABILITIES		73,830	161,389
NET ASSETS		1,010,944	362,787
EQUITY			
Contributed equity	14	7,640,351	5,983,951
Reserves		-	-
Accumulated losses		(6,629,407)	(5,621,164)
TOTAL EQUITY		1,010,944	362,787

REAL BRAND HOLDINGS LIMITED

ECONOMIC ENTITY CASH FLOW STATEMENT

for the year ended 30 June 2008

	Note	Economic Entity 30 June 2008 $	Economic Entity 30 June 2007 $
CASH FLOWS FROM OPERATING ACTIVITIES			
Receipts from customers		1,924,039	6,644,003
Payments to suppliers and employees		(2,408,020)	(7,101,157)
Government grants		-	110,326
Interest paid		(85)	-
Interest received		21,070	-
Income taxes paid		-	-
NET CASH FLOWS FROM OPERATING ACTIVITIES	16	(462,996)	(346,828)
CASH FLOWS FROM INVESTING ACTIVITIES			
Payment for fixed assets		-	(55,930)
Loans made to associates		(57,500)	-
Cash removed from group on deconsolidation of subsidiary	18(c)	(128,389)	-
NET CASH FLOWS FROM INVESTING ACTIVITIES		(185,889)	(55,930)
CASH FLOWS FROM FINANCING ACTIVITIES			
Proceeds from issue of equity securities		1,410,000	-
Cost of share issue		(158,600)	-
Proceeds from borrowings		381,400	-
Repayment of Borrowings		(112,616)	-
NET CASH FLOWS FROM FINANCING ACTIVITIES		1,520,184	-
NET INCREASE IN CASH ASSETS HELD		871,299	(402,758)
Cash assets at the beginning of the year		149,357	552,115
Cash acquired during the period		-	-
CASH ASSETS AT THE END OF THE YEAR	17	1,020,656	149,357

REAL BRAND HOLDINGS LIMITED

CASH FLOW STATEMENT

for the year ended 30 June 2008

	Note	Parent 30 June 2008 $	Parent 30 June 2007 $
CASH FLOWS FROM OPERATING ACTIVITIES			
Receipts from customers		-	-
Payments to suppliers and employees		(102,052)	(40,587)
Interest paid		-	-
Interest received		20,230	8,591
Income taxes paid/(refunded)		-	-
Other		-	-
NET CASH FLOWS FROM OPERATING ACTIVITIES	17	(81,822)	(31,996)
CASH FLOWS FROM INVESTING ACTIVITIES			
Loans made to associates		(418,137)	-
NET CASH FLOWS FROM INVESTING ACTIVITIES		(418,137)	-
CASH FLOWS FROM FINANCING ACTIVITIES			
Proceeds from issue of equity securities		1,410,000	-
Cost of share issue		(158,600)	-
Proceeds from borrowings		381,400	-
Repayment of borrowings		(112,616)	(499,785)
NET CASH FLOWS FROM FINANCING ACTIVITIES		1,520,184	(499,785)
NET INCREASE IN CASH ASSETS HELD		1,020,225	(531,781)
Cash assets at the beginning of the year		431	532,212
Cash acquired during the period		-	-
CASH ASSETS AT THE END OF THE YEAR	17	1,020,656	431

ECONOMIC ENTITY STATEMENT OF CHANGES IN EQUITY

For the year ended 30 June 2008

	ORDINARY SHARES	RETAINED EARNINGS	RESERVES	TOTAL
	$	$	$	$
Balance at 1 July 2006	5,983,951	(2,878,123)	20,854	3,126,682
Issue of shares	-	-	-	-
Loss for the year before diminution of goodwill	-	(928,544)	-	(928,544)
Provision for diminution in carrying value of goodwill	-	(1,700,000)	-	(1,700,000)
Balance at 30 June 2007	5,983,951	(5,506,667)	20,854	498,138
Balance at 1 July 2007	5,983,951	(5,506,667)	20,854	498,138
Loss from continuing operations	-	(608,709)	-	(608,709)
Profit from discontinued operations	-	317,193	-	317,193
Loss on sale of subsidiary	-	(852,078)	-	(852,078)
Reserves transferred on sale of subsidiary	-	20,854	(20,854)	-
Issue of shares	1,810,000	-	-	1,810,000
Cost of shares issued	(158,600)	-	-	(158,600)
Conversion of notes	405,000	-	-	405,000
Shares cancelled	(400,000)	-	-	(400,000)
Balance at 30 June 2008	7,640,351	(6,629,407)	-	1,010,944

REAL BRAND HOLDINGS LIMITED

PARENT COMPANY STATEMENT OF CHANGES IN EQUITY

For the year ended 30 June 2008

	ORDINARY SHARES	RETAINED EARNINGS	RESERVES	TOTAL
	$	$	$	$
Balance at 1 July 2006	5,983,951	(387,118)	-	5,596,833
Issue of shares	-	-	-	-
Loss for the year before diminution in carrying value of subsidiary	-	(190,209)	-	(190,209)
Provision for diminution in carrying value of loans due from subsidiary	-	(3,343,837)	-	(3,343,837)
Provision for diminution in carrying value of subsidiary	-	(1,700,000)	-	(1,700,000)
Balance at 30 June 2007	5,983,951	(5,621,164)	-	362,787
Balance at 1 July 2007	5,983,951	(5,621,164)	-	362,787
Loss from continuing operations	-	(621,209)	-	(621,209)
Loan written off from sale of subsidiary	-	(387,034)	-	(387,034)
Issue of shares	1,810,000	-	-	1,810,000
Cost of shares issued	(158,600)	-	-	(158,600)
Conversion of notes	405,000	-	-	405,000
Shares cancelled	(400,000)	-	-	(400,000)
Balance at 30 June 2008	7,640,351	(6,629,407)	-	1,010,944

This page should be read in conjunction with the accompanying notes

1. BASIS OF PREPARATION

The financial report is a general purpose financial report that has been prepared in accordance with Australian Accounting Standards, including Accounting Standards interpretation, other authoritative pronouncements of the Australian Accounting Standards Board and the Corporations Act 2001.

Australian Accounting Standards set out accounting policies that the AASB has concluded would result in a financial report containing relevant and reliable information about transactions, events and conditions to which they apply. Compliance with Australian Accounting Standards ensures that the financial statements and notes also comply with International Financial Report Standards. Material accounting policies adopted in the preparation of this financial report are presented below. They have been consistently applied unless otherwise stated. The financial report has been prepared on an accruals basis and is based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

The financial report of Real Brand Holdings Limited complies with all Australian equivalents to International Financial Reporting Standards (AIFRS) in their entirety.

There has been no material impact of changes in these accounting policies.

New Australian Accounting Standards

As at the date of this report there are a number of new Australian Accounting Standards that have been issued but are not yet effective. The company has assessed the impact of these new Australian Accounting Standards and has concluded that they would have no material impact except for those noted below:

AASB 7: Financial Instruments: Disclosures

AASB 7 is a disclosure standard so will have no direct impact on the amounts included in the company's financial statements. However, the amendments will result in changes to the financial instrument disclosures included in the company's financial report.

The financial report covers Real Brand Holdings Limited and its subsidiary company. Real Brand Holdings Limited is a listed public company, incorporated and domiciled in Australia.

The financial report has been prepared on an accruals basis and is based on historical costs and does not take into account changing money values or, except where stated, current valuations of non-current assets. Cost is based on the fair values of the consideration given in exchange for assets.

The following is a summary of the material accounting policies adopted by the company in the preparation of the financial report. The accounting policies have been consistently applied, unless otherwise stated.

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(a) Principles of Consolidation

A controlled entity is any entity controlled by Real Brand Holdings Limited. Control exists where Real Brand Holdings Limited has the capacity to dominate the decision making in relation to the financial and operating policies of another entity so that the other entity operates with Real Brand Holdings Limited to achieve the objectives of Real Brand Holdings Limited.

A list of controlled entities is contained in Note 18 of the accounts.

All inter-company balances and transactions between entities in the economic entity, including any unrealized profits or losses, have been eliminated on consolidation. Accounting policies of subsidiaries have been changed where necessary to ensure consistencies with those policies applied by the parent entity.

Where controlled entities have entered or left the economic entity during the year, their operating results have been included from the date control was obtained or until the date control ceased.

1. BASIS OF PREPARATION (CONT)

Minority equity interests in the equity and results of the entities that are controlled are shown as a separate item in the Economic Entity financial report.

(b) Income Tax

Current income tax expense is based on the profit for the year adjusted for any non-assessable or disallowed items. It is calculated using tax rates that have been enacted or are substantively enacted by the balance sheet date.

Deferred tax is accounted for using the balance sheet liability method in respect of temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements. No deferred income tax will be recognised from the initial recognition of an asset or liability, excluding a business combination, where there is no effect on accounting or taxable profit or loss.

Deferred tax is calculated at the tax rates that are expected to apply to the period when the asset is realised or liability settled. Deferred tax is credited in the income statement except where it relates to items that may be credited directly to equity, in which case the deferred tax is adjusted directly against equity. Deferred tax assets are recognised to the extent that it is probable that future tax profits will be available against which deductible temporary differences can be utilised.

The amount of benefits brought to account or which may be realised in the future is based on the assumption that no adverse change will occur in income tax legislation and the anticipation that the company will derive sufficient future assessable income to enable the benefit to be realised and comply with the conditions of deductibility imposed by the law.

(c) Inventory and Work in Progress

Inventories and work in progress are measured at the lower of cost and net realizable value. Cost of manufactured units includes direct materials, direct labour and an appropriate portion of variable and fixed overheads. Overheads are applied on the basis of normal operating activity. Costs are assigned on the basis of weighted average costs.

(d) Property, Plant and Equipment

Each class of property, plant and equipment is carried at cost or fair value, less where applicable, any accumulated depreciation and impairment losses.

Plant and Equipment

Plant and Equipment are measured on the cost basis.

The carrying amount of plant and equipment is reviewed annually by directors to ensure it is not in excess of the recoverable amount of these assets. The recoverable amount is assessed on the basis of the expected net cashflows which will be received from the assets employment and subsequent disposal. The expected net cash flows have not been discounted to their present values in determining recoverable amounts.

The cost of fixed assets constructed within the economic entity includes the cost of materials, direct labour, borrowing costs and an appropriate proportion of fixed and variable overhead.

Subsequent costs are included in the assets carrying amount or recognized as a separate asset, as appropriate, only when it is probable that the future economic benefits associated with the item will flow to the group and the cost of the item can be measured reliably. All other repairs and maintenance are charged to the income statement during the financial period in which they are incurred.

1. BASIS OF PREPARATION (CONT)

Depreciation

The depreciable amount of all fixed assets including buildings and capitalized lease assets, but excluding freehold land, is depreciated on a straight line basis over their useful lives to the economic entity commencing from the time the asset is held ready for use. Properties held for investment purposes are not subject to depreciation. Leasehold improvements are depreciated over the shorter of either the unexpired period of the lease or the estimated useful lives of the improvements. The depreciation rates used for each class of depreciable assets are:

Class of Fixed Asset	Depreciation rate
Plant and Equipment – electrical	30-60%
Furniture	10-20%

The assets residual values and useful lives are reviewed, and adjusted, if appropriate, at each balance sheet date.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying value is greater than its estimated recoverable amount.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains and losses are included in the income statement. When revalued assets are sold, amounts included in the revaluation reserve relating to that asset are transferred to retained earnings.

(e) Financial Instruments

Financial instruments are originally recorded at cost on trade date, which includes transaction costs, when the related contractual rights or obligations exist. Subsequent to initial recognition these instruments are measured as set out below:

Financial Assets at Fair Value Through Profit and Loss

A financial instrument is classified in this category if acquired principally for the purpose of selling in the short term, or if so designated by management and within the requirements of AASB 139: Recognition and Measurement of Financial Instruments. Realised and unrealised gains and losses arising from changes in the fair value of these assets are included in the income statement in the period in which they arise.

Loans and Receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market and are stated at cost using the effective interest rate method.

Held-to-Maturity Investments

These investments have fixed maturities and it is the company's intention to hold these investments to maturity. Any held-to-maturity investments held by the company are stated at amortised cost using the effective interest rate method.

Available-for-Sale Financial Instruments

Available-for-sale financial instruments include any financial assets not included in the above categories. Available-for-sale financial instruments are reflected at fair value. Unrealised gains and losses arising from changes in fair value are taken directly to equity.

1. BASIS OF PREPARATION (CONT)

Financial Liabilities

Non-derivative financial instruments are recognised at amortised cost, comprising original debt less principal payments and amortisation.

Fair Value

Fair value is determined based on current bid prices for all quoted investments. Valuation techniques are applied to determine the value of all unlisted securities, including recent arms length transactions, reference to similar instruments and option pricing models.

Impairment

At each reporting date, the company assesses whether there is objective evidence that a financial instrument has been impaired. In the case of available-for-sale financial instruments, a prolonged decline in the value of the instrument is considered to determine whether an impairment has arisen. Impairment losses are recognised in the income statement.

(f) Impairment

At each reporting date, the company reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the assets fair value less costs to sell and value in use, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is expensed to the income statement.

Impairment testing is performed annually for goodwill and intangible assets with indefinite lives. Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash generating unit to which the asset belongs.

(g) Intangibles

Goodwill

Goodwill and goodwill on consolidation are initially recorded at the amount by which the purchase price for a business or for an ownership interest in a controlled entity exceeds the fair value attributed to its net assets at date of acquisition. Goodwill on acquisitions of subsidiaries is included in the intangible assets. Goodwill on acquisition of associates is included in investments in associates. Goodwill is tested annually for impairment and carried at cost less accumulated impairment losses. Gains and losses on disposal of an entity include the carrying amount of the goodwill relating to the entity sold.

(h) Employee Benefits

Provision is made for the company's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid when the liability is settled, plus related on-costs. Employee benefits payable later than one year have been measured at the present value of the estimated future cashflows to be made for those benefits.

1. BASIS OF PREPARATION (CONT)

(i) Provisions

Provisions are recognized when the group has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

(j) Cash and Cash Equivalents

For the purpose of the statement of cash flows, cash includes:

- cash on hand and at call deposits with banks or financial institutions, net of bank overdrafts; and
- investments in money market instruments with less than 14 days to maturity.
- Cash floats and cash in bank.

(k) Revenue

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

Revenue from the rendering of a service is recognised upon the delivery of the service to the customers.

Royalty income is recognized on an accrual basis, when the right to receive the income has been established.

Dividend revenue is recognized when the right to receive a dividend has been established.

All revenue is stated net of the amount of goods and services tax (GST).

(l) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the statement of financial position are shown inclusive of GST.

(m) Comparative Figures

When required by Accounting Standards, comparative figures have been adjusted to conform to changes in presentation for the current financial year.

(n) Foreign Currency Transactions and Balances

Functional and Presentation Currency

The functional currency of each of the Group's entities is measured using the currency of the primary economic environment in which that entity operates. The consolidated financial statements are presented in Australian dollars which is the parent entity's functional and presentation currency.

1. **BASIS OF PREPARATION (CONT)**

Transaction and Balances

Foreign currency transactions are translated into functional currency using the exchange rates prevailing at the date of the transaction. Foreign currency monetary items are translated at the year end exchange rate. Non-monetary items measured at historical cost continued to be carried at the exchange rate at the date of the transaction. Non-monetary items measured at their fair value are reported at the exchange rate at the date when fair values were determined.

Exchange differences arising on the translation of monetary items are recognized in the income statement, except where deferred in equity as a qualifying cash flow or net investment hedge.

Exchange differences arising on the translation of non-monetary items are recognized directly in equity to the extent that the gain or loss is directly recognized in equity, otherwise the exchange difference is recognized in the income statement.

Group Companies

The financial results and position of foreign operations whose functional currency is different from the Group's presentational currency are translated as follows:

- Assets and liabilities are translated at year-end exchange rates prevailing at that reporting date;
- Income and expenses are translated at average exchange rates for the period; and
- Retained earnings are translated at the exchange rates prevailing at the date of the transaction.

Exchange differences arising on translation of foreign operations are transferred directly to the group's foreign currency translation reserve in the balance sheet. These differences are recognized in the income statement in the period in which the operation is disposed.

Where required by Accounting Standards comparative figures have been adjusted to conform with changes in presentation for the current financial year.

(o) Going Concern

The financial statements have been prepared on a going concern basis, which contemplates continuity of normal business activities and the realization of assets and settlement of liabilities in the ordinary course of business. The Directors believe that this is appropriate considering the economic entity incurred an operating loss from continuing operations of $608,709 during the year ended 30 June 2008, and has net current assets of $1,010,944 as at 30 June 2008.

(p) Critical Accounting Estimates and Judgements

Impairment Testing

The directors evaluate estimates and judgements incorporated into the financial report based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic date, obtained both externally and within the group. Critical estimates and judgements relating to the impairment testing of the assets of the group are as follows:

1. BASIS OF PREPARATION (CONT)

Carrying Value of Investment in Real Brand & Business Pty Limited

The directors of Real Brand Holdings Limited have conducted an impairment testing review of the carrying value of the investment in Real Brand and Business Pty Ltd (RBB). As a result of this impairment testing, they have provided for an amount of $100,000 (2007: $nil), to reduce the carrying value of the investment in the associate to an amount of $nil (2007: $nil).

Collectability of Receivable from Real Brand and Business Pty Limited

An impairment testing review for a $125,000 receivable from Real Brand and Business Pty Ltd has necessitated the full provisioning of this receivable balance given uncertainty as to its collectibility.

This resulted in a charge to the income statement for the year ended 30 June 2008 of $125,000 (2007: $nil). In determining the fair value of the investment, the directors have considered the current financial performance and position of Real Brand and Business Pty Ltd, together with future prospects for that entity.

2. REVENUE FROM ORDINARY ACTIVITIES

Economic Entity

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
Revenue from continuing operations				
Interest received from third parties	26,927	8,541	26,927	8,541
Other	425	-	425	-
	27,352	8,541	27,352	8,541
Revenue from discontinued operations				
Consultancy fees	1,797,371	775,712	-	-
Production revenue	159,494	4,418,887	-	-
Interest received – other	1,265	-	-	-
Royalties	-	277,191	-	-
Government Grants	-	110,326		
Other	-	50	-	-
	1,958,130	5,582,166	-	-
Total revenue from ordinary activities	1,985,482	5,590,707	27,352	8,541

3. LOSS FROM ORDINARY ACTIVITIES

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
Loss from ordinary activities before income tax has been determined after:				
Auditors and Accounting fees	110,413	-	110,413	-
-Production	-	-	-	-
-Consulting	25,000	-	25,000	-
Rent	12,000	-	12,000	-
Office	14,279	-	14,279	-
Directors	81,000	164,000	81,000	164,000
Exchange loss	-	34,459		34,459
Legal fees	68,372	-	68,372	-
Corporate maintenance expenses	74,620	-	74,620	-
Bank charges	1,001	-	1,001	-
Impairment loss on investment in associate	100,000	-	100,000	-
Provision for receivable	125,000	-	125,000	-
Other	24,376	291	36,876	291
	636,061	198,750	648,561	198,750

4. AUDITORS REMUNERATION

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
Remuneration of the auditor of the parent entity for:				
- auditing or reviewing the financial report	34,845	20,325	34,845	-

5. INCOME TAX

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
The prima facie tax on loss from ordinary activities before income tax is reconciled to income tax as follows:				
a. Prima facie tax receivable on loss from ordinary activities at 30% (2007:30%)	(343,078)	(788,563)	(302,473)	(1,570,214)
Add:				
- Non-deductible items	183,610	510,000	183,610	1,513,151
Tax effect of deferred tax assets not brought to account	159,468	278,563	118,863	57,063
Income tax expense attributable to entity	-	-	-	-
The applicable weighted average effective tax rates are as follows:	-%	-%	-%	-%

The directors estimate that the parent entity and its controlled entities have carry-forward income tax losses available to offset against future years' taxable income. The benefits of these losses have not been brought to account as there is no convincing evidence of future taxable profits to offset losses. The benefit will only be obtained if:

(i) The parent entity and its controlled entities derive future assessable income of the nature and of an amount sufficient to enable the benefits from the deductions for the losses to be realized.

(ii) The parent entity and its controlled entities continue to comply with the conditions for deductibility imposed by the law; and

(iii) No changes in tax legislation adversely affect the parent entity and its controlled entities in realising the benefit from the deductions for the losses.

6. TRADE AND OTHER RECEIVABLES (CURRENT)

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
Trade debtors – other	-	15,290	-	-
Trade debtors – related parties	-	29,073	-	-
Other debtors and prepayments	64,118	220,815	64,118	23,744
	64,118	265,178	64,118	23,744

TRADE AND OTHER RECEIVABLES (NON – CURRENT)

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
Deposits and advances – controlled entities	-	-	-	3,343,837
Less: provision for impairment of receivables	-	-	-	3,343,837
	-	-	-	-
Deposits and advances – related entities	125,000	-	125,000	-
Less: provision for impairment of receivables	(125,000)	-	(125,000)	-
	-	-	-	-

7. INVENTORY

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
At cost	-	65,515	-	-

8. PLANT AND EQUIPMENT

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
Computer Equipment				
At cost	-	43,133	-	-
Accumulated Depreciation	-	(14,719)	-	-
	-	28,414	-	-
Property, plant and equipment				
At cost	-	101,698	-	-
Accumulated Depreciation	-	(53,713)	-	-
	-	47,985	-	-
	-	76,399	-	-

Reconciliation of movements	Economic Entity 30 June 2008	Economic Entity 30 June 2007
	$	$
Computer Equipment - Balance at the beginning of the year	28,414	16,179
Additions	-	22,741
Amortisation charge	-	(10,506)
Disposal of PPE included in sale of subsidiary	(28,414)	-
Balance at the end of the year	-	28,414
Property Plant and Equipment - Balance at the beginning of the year	47,985	38,018
Additions	-	26,248
Amortisation charge	-	(16,281)
Disposal of PPE included in sale of subsidiary	(47,985)	-
Balance at the end of the year	-	47,985

9. OTHER FINANCIAL ASSETS (NON-CURRENT)

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
Investment in associate	100,000	-	100,000	-
Provision for impairment losses	(100,000)	-	(100,000)	-
	-	-	-	-
Investment in controlled entities	-	-	-	500,000
Total Investments	-	-	-	500,000

9. OTHER FINANCIAL ASSETS (NON-CURRENT) (CONTINUED)

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
Movement for the year				
Balance at the beginning of the year	-	-	500,000	2,200,000
Controlling interest disposed during the year	-	-	(500,000)	-
Remaining investment classified as an investment in Associate	100,000	-	100,000	-
Impairment Losses – Investment	(100,000)	-	(100,000)	-
Impairment Losses - Goodwill	-	-	-	(1,700,000)
Balance at the end of the year	-	-	-	500,000

During the year, the group disposed of 80% of its holdings in a controlled entity, Real Brand and Business Pty Limited. Therefore, the remaining 20% holding has been classified as an investment in associate in accordance with the relevant AIFRS accounting standards. Further discussion regarding the deconsolidation is disclosed in Note 18.

Refer to Note 1 for critical accounting estimates and judgments used in determining fair value and any potential impairment testing of this asset.

10. INTANGIBLES

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
Goodwill on consolidation	-	500,000	-	-

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
Balance at the beginning of the year	500,000	2,200,000	-	-
Goodwill deconsolidated from sale of subsidiary	(500,000)	-		
Impairment Losses	-	(1,700,000)	-	-
Balance at the end of the year	-	500,000	-	-

Refer to Note 1 for critical accounting estimates and judgments used in determining fair value and any potential impairment testing of this asset.

11. CURRENT TAX LIABILITY

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
Current tax liability	-	-	-	-
	-	-	-	-

12. CURRENT LIABILITIES

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
Trade creditors – related parties	32,502	52,422	32,502	-
Trade creditors - others	10,079	339,194	10,079	2,889
Sundry creditors and accruals	31,249	148,695	31,249	158,500
	73,830	540,311	73,830	161,389

13. INTEREST BEARING LIABILITIES (NON CURRENT)

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
Loans – related parties	-	18,000	-	-
	-	18,000	-	-

14. ISSUE OF SECURITIES

	Economic Entity 30 June 2008	Economic Entity 30 June 2007	Parent 30 June 2008	Parent 30 June 2007
	$	$	$	$
85,855,750 fully paid ordinary shares	7,640,351	5,983,951	7,640,351	5,983,951
Ordinary Shares	Number	Number	Number	Number
Opening Balance as at 1 July	36,585,750	36,585,750	36,585,750	36,585,750
Rights issue 14 December 2007	1,847,000	-	1,847,000	-
Shortfall placement 21 December 2007	34,738,750	-	34,738,750	-
Placement issue 21 December 2007	8,664,250	-	8,664,250	-
Shares cancelled 21 December 2007	(9,480,000)	-	(9,480,000)	-
Conversion of notes 27 March 2008	13,500,000	-	13,500,000	-
Closing Balance	85,855,750	36,585,750	85,855,750	36,585,750
Options – Exercisable at 25c, expiry date 30 November 2008				
Opening Balance	8,300,000	8,300,000	8,300,000	8,300,000
Issue of Options	-	-	-	-
Closing Balance	8,300,000	8,300,000	8,300,000	8,300,000
Employee Options – Exercisable at 25c, expiry date 30 November 2008				
Opening Balance	345,000	345,000	345,000	345,000
Issue of Options	-	-	-	-
Closing Balance	345,000	345,000	345,000	345,000
Employee Options – Exercisable at 5c, expiry date 30 June 2012				
Opening Balance	-	-	-	-
Issue of Options, 27 March 2008	27,000,000	-	27,000,000	-
Closing Balance	27,000,000	-	27,000,000	-
Options – Exercisable at 5c, expiry date 30 June 2012				
Opening Balance	-	-	-	-
Issue of Options, 30 June 2008	12,000,000	-	12,000,000	-
Closing Balance	12,000,000	-	12,000,000	-
Options – Exercisable at 8c, expiry date 30 June 2012				
Opening Balance	-	-	-	-
Issue of Options, 30 June 2008	12,000,000	-	12,000,000	-
Closing Balance	12,000,000	-	12,000,000	-

Ordinary shares participate in dividends and the proceeds on winding up of the parent entity in proportion to the number of shares held. At shareholder meetings each ordinary share is entitled to one vote when a poll is called, otherwise each shareholder has one vote on a show of hands.

14. ISSUE OF SECURITIES (CONTINUED)

Shares:

On 14 December 2007, a 1:1 rights issue was completed. From this, a total subscription of 1,847,000 ordinary shares was received from the total offer of 36,585,750 ordinary shares. The resulting shortfall of 34,738,750 ordinary shares was fully underwritten and on 21 December 2007 the placement of the rights issue shortfall was made.

On 21 December 2007, a further placement was made under ASX listing rule 7.1 in which 8,664,250 ordinary shares were issued.

All shares issued in 2007 were issued at 4 cents per share.

On 21 December 2007, 9,480,000 ordinary shares were cancelled, as part consideration for the disposal of 80% of a subsidiary, Real Brand and Business Pty Ltd.

On 27 March 2008, $405,000 of convertible notes were converted into 13,500,000 ordinary shares (3 cents per share) in accordance with the terms of the notes.

Options

Two options were attached to every share issued from the conversion of convertible notes on 27 March 2008. A total of 27,000,000 options were granted on the date of conversion with an exercise price of 5 cents, expiring on 30 June 2012.

On 30 June 2008, the allotment of 12,000,000 options over ordinary shares was made. The options are exercisable at $0.05 each and expire 30 June 2012. The options cannot be exercised until the Company's share price on ASX achieves a volume weighted average price of $0.08 for a 30 day period.

A further 12,000,000 options over ordinary shares were allotted on 30 June 2008. The options are exercisable at $0.08 each and expire on 30 June 2012. The options cannot be exercised until the Company's share price on ASX achieves a volume weighted average price of $0.12 for a 30 day period.

For information relating to share options issued to key personnel during the financial year, refer to Note 20, Share-based payments.

15. ASSET BACKING AND EARNINGS PER SHARE

	Economic Entity 30 June 2008	Economic Entity 30 June 2007
Continuing Operations	**$**	**$**
Net tangible asset backing (cents per share)	1.18	-
Basic earnings per share (cents per share)	(1.85)	(7.18)
Earnings used in calculation of earnings per share	(1,143,594)	(2,628,544)
Weighted average number of units on issue used in calculation of earnings per unit	61,951,583	36,585,750
Weighted average of options outstanding	17,865,000	8,865,000
Discontinuing Operations	**$**	**$**
Net tangible asset backing (cents per share)	0.01	-
Basic earnings per share (cents per share)	0.01	-
	$	**$**
Earnings used in calculation of earnings per share	317,193	(2,628,544)
Weighted average number of units on issue used in calculation of earnings per unit	61,951,583	36,585,750
Weighted average of options outstanding	17,865,000	8,865,000

Options on issue at the end of the financial year have not been included in the calculation of diluted EPS as the Company incurred a net loss for the financial year. Any conversion of these options would decrease the net loss per Share, and as such, these options were not considered dilutive.

16. DIRECTORS AND DIRECTOR RELATED PARTIES

	Economic Entity 30 June 2008 $	Economic Entity 30 June 2007 $
Directors Remuneration		
V Bruce	125,310	217,654
R Poole	48,000	48,000
P Suriano	30,000	70,000
	203,310	335,654

These people were also the key personnel.

16. DIRECTORS AND DIRECTOR RELATED PARTIES (CONT)

DIRECTORS EQUITY HOLDINGS (INCLUDING RELEVANT INTERESTS)

	Balance 1 July 2007	Change	Balance 30 June 2008
Ordinary Shares			
V Bruce	9,480,000	(9,480,000)	-
R Poole	1,490,000	14,957,500	16,447,500
P Suriano	212,500	1,250,000	1,462,500
Options			
V Bruce	-	-	-
R Poole	2,500,000	7,500,000	10,000,000
P Suriano	300,000	-	300,000

DIRECTORS AND RELATED PARTY TRANSACTIONS AND BALANCES

Transactions between related parties are on normal commercial terms and conditions no more favorable than those available to other parties unless otherwise stated.

	Economic Entity 30 June 2008 $	Economic Entity 30 June 2007 $	Parent 30 June 2008 $	Parent 30 June 2007 $
Receivables (see Note 6)				
Real Brand and Business Pty Ltd	125,000	-	125,000	-
Organic Brands Pty Limited	-	29,073	-	-
Payables (see Note 12)				
Reality Energy Attitude Life Pty Limited	-	32,422	-	-
Entertainment Marketing & Enterprise Pty Limited	-	94,694	-	-
Arthur Phillip Pty Limited	12,502	82,500	12,502	-
Amanda Poole	20,000	-	20,000	-

R Poole is a director of Arthur Phillip Pty Limited during the period. During the period, Arthur Phillip Pty Limited has provided accounting, administration, company secretarial and management services to the company, amounting to $77,600 (2007: $136,500).

16. DIRECTORS AND DIRECTOR RELATED PARTIES (CONT)

Aggregate amounts included in the determination of loss from ordinary activities before income tax that result from transactions with related parties are as follows:

	Economic Entity 30 June 2008 $	**Economic Entity 30 June 2007 $**
Revenue	-	-
Fees and charges	214,018	335,654

Remuneration Practices

Under the Listing Rules, the maximum fee payable to Directors, except Non Executive Directors, may not be increased without prior approval from the Company at a general meeting. Non-Executive Directors must be paid a fixed sum – the board has set the amount payable to Non-Executive Directors in aggregate at $200,000 per annum. Presently, Philip Suriano is entitled to receive $30,000 per annum and 300,000 Options with an exercise price of $0.25 per share, a vesting date of 8 December 2005 and expiry date of 30 November 2008.

No Non-Executive Director shall be paid a commission or a percentage of profits or a commission on a percentage of operating revenue, and no Executive Director shall be paid a commission of operating revenue.

If a Director, being willing, is called on to perform extra services, or to make any special exertions in going or residing abroad or otherwise for the Company, the Company may remunerate that Director by payment of a fixed sum determined by the Board and that remuneration may be either in addition to or in substitution for that Directors share in the fixed pool of funds available to the Directors.

Each Director may also be paid all traveling and other expenses properly incurred by them in attending, participating in and returning from meetings of the Board or any committee of the Board or general meetings of the Company or otherwise in connection with the business of the Company.

17. NOTES TO THE STATEMENT OF CASHFLOWS

Reconciliation of Net Cash from/(used in) operating activities to Net loss from ordinary activities after income tax	**Economic Entity 2008 $**	**Economic Entity 2007 $**
Net cash (used in) operating activities	(462,996)	(346,828)
Decrease/(Increase) in creditors and accrued expenses	120,060	550,408
(Decrease)/Increase in receivables	342,411	(1,163,911)
(Decrease)/Increase in work in progress	-	65,515
Depreciation	(8,244)	(33,728)
Loss on disposal of subsidiary	(852,078)	-
Provision for diminution in value of goodwill	-	(1,700,000)
Other non-cash items	(57,747)	-
Impairment loss of investment in associate	(100,000)	-
Provision for receivable	(125,000)	-
Net loss from ordinary activities after Income Tax	(1,143,594)	(2,628,544)
Cash and Cash Equivalents		
Cash	1,020,656	149,357
	1,020,656	149,357

	Parent 2008 $	**Parent 2007 $**
Net cash (used in) operating activities	(81,822)	(31,995)
(Decrease)/Increase in trade and other payables	120,060	(158,214)
(Decrease)/Increase in receivables	(411,363)	-
Loan written off from sale of subsidiary	(387,034)	-
Other non-cash items	(23,084)	-
Provision for diminution in carrying value of subsidiary	-	(1,700,000)
Provision for diminution in amounts due from subsidiary	-	(3,343,837)
Impairment loss of investment in associate	(100,000)	-
Provision for receivable	(125,000)	-
Net loss from ordinary activities after Income Tax	(1,008,243)	(5,234,046)
Cash and Cash Equivalents		
Cash	1,020,656	431

The sale of subsidiary, Real Brand and Business Pty Limited removed cash of $128,389 from deconsolidation.

18. DISCONTINUED OPERATIONS

(a) Description

On 28 November 2007, the shareholders approved the 80% sale of a wholly owned subsidiary of the group, Real Brand and Business Pty Limited.

Consideration for this sale comprised of the purchaser cancelling an existing holding of 9,480,000 shares (approximate value of $400,000) in the Real Brand Holdings Limited, and Real Brand Holdings Limited forgiving a loan receivable from Real Brand and Business Pty Ltd of $3,730,871. The purchaser was an associate of Ms Virginia Bruce.

As at 30 June 2008, the group still retains a 20% ownership in Real Brand and Business Pty Limited.

(b) Financial performance and cash flow information

	Discontinued operations year ended 30 June 2008 $	Discontinued operations year ended 30 June 2007 $
Revenue from sales or services		
Other revenue from ordinary activities	1,958,130	5,582,166
Auditing and accounting	21,097	77,186
Consulting fees	495,083	2,136,266
Depreciation and amortization expense	8,244	33,729
Office expense	112,060	122,690
Production expense	482,790	3,302,107
Rent	98,302	165,432
Employee benefits expense	334,434	-
Travel expense	73,549	254,630
Exchange loss	-	5,212
Other expenses from ordinary activities	15,378	223,249
Profit / (Loss) from before income tax expense	317,193	738,335
Income tax expense	-	-
Profit / (Net Loss) from discontinued operations after related income tax	317,193	738,335
Net cash flows from ordinary activities	35,106	(306,242)
Net cash flows from investing activities	-	(55,930)
Net cash flows from financing activities	-	-
Net increase/(decrease) in cash generated by disposed operations	35,106	(362,172)

18. DISCONTINUED OPERATIONS (CONTINUED)

(c) Carrying amounts of assets and liabilities

	Discontinued operations year ended 30 June 2008 $	Discontinued operations year ended 30 June 2007 $
The carrying amount of assets and liabilities sold:		
Cash	128,338	93,232
Current receivables	1,393,429	302,814
Inventory	62,636	65,515
Property, plant and equipment	68,155	76,399
Intangibles	400,000	400,000
Current payables	(763,958)	(427,120)
Non-current liabilities	(3,746,539)	(3,316,245)
Reserves	(20,854)	(20,854)
Net assets	(2,478,793)	(2,826,259)

(d) Details of the sale of the discontinued operation

	Discontinued operations year ended 30 June 2008 $
Consideration	(3,330,871)
Carrying amount of assets sold	(2,478,793)
Loss on sale before tax	852,078
Income tax expense	-
Loss on sale after tax	852,078

19. PARTICULARS RELATING TO CONTROLLED ENTITIES

Controlled entities	Place of Incorporation	Class of Shares	2008 %	2007 %
Real Brand and Business Pty Limited	NSW	Ord	20	100

20. SHARE-BASED PAYMENTS

The following share based payment arrangements existed at 30 June 2008:

Economic Entity

	Full year	**30 June 2008**	**Full year**	**30 June 2007**
	No of options	Exercise price	No of options	Exercise price
Outstanding at the beginning of the financial year	565,000		565,000	
Granted	-		-	
Expired	(220,000)		(220,000)	
Outstanding at period end	345,000	$0.25	345,000	$0.25
Exercisable at period end	345,000		345,000	

Parent Company

	Full year	**30 June 2008**	**Full year**	**30 June 2007**
	No of options	Exercise price	No of Options	Exercise price
Outstanding at the beginning of the financial year	565,000		565,000	
Granted	-		-	
Expired	(220,000)		(220,000)	
Outstanding at period end	345,000	$0.25	345,000	$0.25
Exercisable at period end	345,000		345,000	

The options outstanding at 30 June 2008 had a weighted average exercise price of $0.25 and a weighted average contractual life of 0.42 years. There were no options granted during the year.

Included under employee benefits expense in the income statement is $nil (2007:$nil) and relates in full to equity settled share based payment transactions.

21. DIVIDENDS

No dividends have been declared or paid during the year ended 30 June 2008 or in the prior period, and the directors do not recommend the payment of a dividend in respect of the year ended 30 June 2008.

22. EVENTS SUBSEQUENT TO REPORTING DATE

No matters or circumstances have arisen since the end of the year which significantly affect or may significantly affect the operations of the Company, the results of those operations, or the state of affairs of the Company in future financial years.

23. SEGMENT REPORTING

The business operates in one segment.

Secondary Reporting – Geographical Segments	**Year ended 30 June 2008 $**	**Year ended 30 June 2007 $**
Revenue – Continuing Operations		
Australia	27,352	8,541
Revenue – Discontinued Operations		
Australia	4,907	157,228
United States of America	115,012	37,191
Middle East	46,475	4,658,887
China	1,791,736	728,860
Total	1,985,482	5,590,707

Carrying amount of Segment Assets	**As at 30 June 2008 $**	**As at 30 June 2007 $**
Australia	1,209,774	961,114
China	-	95,335
Total	1,209,774	1,056,449

24. FINANCIAL INSTRUMENTS

(a) Credit risk exposures

The credit risk on financial assets of the consolidated entity which has been recognised on the statement of financial performance, other than investments in shares is generally the carrying amount, net of any provisions for doubtful debts.

(b) Interest rate risk exposures

The consolidated entity's exposure to interest rate risk and the effective weighted average interest rate by maturity periods is set out in the following table. For interest rates applicable to each class of asset or liability refer to individual notes to the financial statements.

Exposures arise predominantly from assets and liabilities bearing variable interest rates as the consolidated entity intends to hold fixed rate assets and liabilities to maturity.

	Rate *	Floating interest rate	Fixed 1 year or less	Non-interest bearing	Total
2008					
Financial assets					
Cash and Deposits	7.72%	1,595	1,019,061	-	1,020,656
Receivables	0%	-	-	189,118	189,118
Other financial assets	0%	-	-	-	-
Total Financial Assets		1,595	1,019,061	189,118	1,209,774
Financial Liabilities					
Trade and Other creditors	0%	-	-	73,830	73,830
Interest bearing liabilities	0%	-	-	-	-
Total financial liabilities		-	-	73,830	73,830

	Rate *	Floating interest rate	Fixed 1 year or less	Non-interest bearing	Total
2007					
Financial assets					
Cash and Deposits	3%	149,357	-	-	149,357
Receivables	0%	-	-	265,178	265,178
Other financial assets	0%	-	-	-	-
Total Financial Assets		149,357	-	265,178	414,535
Financial Liabilities					
Trade and Other creditors	0%	-	-	552,811	552,811
Interest bearing liabilities	6%	18,000	-	-	18,000
Total financial liabilities		18,000	-	552,811	570,811

* Weighted average rate of return

25. RESERVES

Employee Options Reserve

The Employee Options Reserve records items recognised as expenses on valuation of employee share option.

26. COMPANY DETAILS

The registered office of the company is:
Real Brand Holdings Limited
Level 33 Colonial Centre
52 Martin Place
SYDNEY NSW 2000

The principal place of business is:
Real Brand and Business Pty Limited
93 Palmer Street
WOOLLOOMOOLOO NSW 2011