

09 December 2015



Strategic Elements Media Interview

Strategic Elements Limited (ASX: SOR) is pleased to attach a copy of a Media Interview conducted by Proactive Investors.

Proactive Investors Australia is the market leader in producing news, articles and research reports on ASX emerging companies with distribution in Australia, UK, North America and Hong Kong / China. Proactive Investors network of partners include some of the world's largest international media groups.

Please see attached interview on next page.

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More on the Company

Strategic Elements shares are listed on the Australian Stock Exchange under the code "SOR". The Company is registered under the Pooled Development Program run by the Australian Federal Government to encourage investment into SME's. To assist Pooled Development Fund's to invest and raise capital, the Federal Government enables most shareholders in a Pooled Development Fund to make capital gains and receive dividends tax-free.

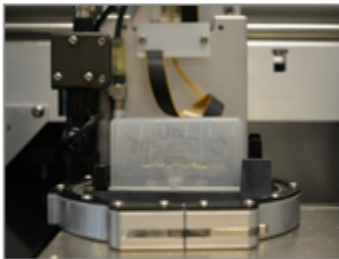
Strategic Elements

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Strategic Elements' MD talks Nanocube in Proactive Q&A Sessions™

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We are joined exclusively by Charles Murphy, managing director, in Proactive Q&A Sessions™.

Strategic Elements ([ASX:SOR](#)) has positioned itself at the forefront of establishing its Nanocube memory ink as one of the world's leading printable memory technologies.

The Nanocube technology has potential in traditional segments of the memory market, but development is at first strategically focusing on memory applications using a liquid solution.

Strategic Elements is therefore leveraged to upside success in the technology which is in the rapidly growing multibillion-dollar printed electronics sector.

The technology was licenced from the University of New South Wales.

We are joined exclusively by Charles Murphy, managing director, in Proactive Q&A Sessions™.

PROACTIVE INVESTORS: Welcome Charles.

First of all Charles, can you provide some metrics on **Strategic Elements investment in the Nanocube memory ink technology, and what is the path to monetisation?**

Charles Murphy: We are making a significant investment into the technology.

The path to monetisation requires us to collaborate with other technology and printing companies.

As we continue successful development of the technology and actively patent around it, we believe we will attract much attention from large companies to discuss the technology.

The names we are going to target are global companies who are aggressively pursuing printed electronics.

This creates significant commercial opportunities even whilst we are in development.

Strategic Elements

In regards to ongoing investment in the technology, what is Strategic Elements either contracted or optioned financial or share based commitments?

Charles Murphy: We have no requirement to issue out hundreds of millions of shares to vendors and no on-going cash commitments. However we are required to make a real effort to develop it.

We will work closely with University of New South Wales, where the technology was invented. They can be a world leader in this new, rapidly growing sector with support from the various forms of government and Industry.

The University of New South Wales has been terrific in funding the team so far in terms of infrastructure.

Together we have just applied for a significant amount of government funding, which we will know about next year.

We believe that this technology and our working relationship will be an attractive target for government funding under the new 'innovation' push from both political parties.

How does the technology work, and why is it actually required?

Charles Murphy: Memory is at the heart of creating products with more complex functions and applications, and currently there is no commercialised high performance printed memory technology.

This is our opportunity.

Nanocube memory ink has significant disruptive potential in part due to its high performance characteristics.

Nanocube memory technology is based on RRAM, the type of memory technology forecast to replace flash memory which is reaching its limits.

RRAM allows faster, less power hungry, more reliable, cheaper and more scalable memory.

There are many companies developing different RRAM memory solutions including HP and Sony.

Nanocube technology has significant points of difference - it is flexible, transparent and can be fabricated into a liquid solution at room temperature outside expensive high-vacuum chambers.

What steps have been taken to protect the intellectual property of the Nanocube technology, and in which jurisdictions?

Charles Murphy: We have already lodged a number of key patents, and will progressively lodge further patents as we go.

Can you outline other areas of Nanocube research being undertaken, and what solutions are they targeted to deliver?

Charles Murphy: It's important in the memory space to not give away too much detail on your technology until you have clarified what a potential partners position is.

Most large companies don't give away their exact specifications until they are near to launch of the product. They don't want to let their competitors know exactly what they are competing with.

We have to respect their needs, and also want to extract as much value as we can.

Strategic Elements

Looking into 2016, what are the key deliverables [Strategic Elements](#) will be aiming for?

Charles Murphy: The technology has some unique aspects to it and we can show these without giving the game away in terms of exact specifications.

It will be a very active period for as we go into 2016 as we progress the development of the technology.

We also have several other complimentary technologies in the printed electronics space that we are assessing.

Nothing has been decided in respect to these just yet.

Finally, why should an investor consider adding [Strategic Elements](#) to their portfolio?

Charles Murphy: The Nanocube memory technology is revolutionary.

This is brand new technology, not something that has been bandied about for years and years.

The printed electronics market is growing rapidly and companies are very keen to collaborate with each other in this new sector. We have a very active period coming up.

[Strategic Elements](#) also operates under the Federal Government Pooled Development Program.

This program is designed to increase investment into Australian SME's, and additional information can be accessed on the company's website.

PROACTIVE INVESTORS: Thank-you Charles.

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