CROWDMEDIA

10 November 2020

Mr Dean Litis
Compliance Adviser, Listings Compliance
Melbourne

Dear Mr Litis

Crowd Media Holdings Limited (ASX: CM8): Price Query

Crowd Media Holdings Limited refers to your letter of 9 November 2020 and provides the followings responses:

1. **Is CM8 aware of any information concerning it that has not been announced to the market which, if known by some of the market, could explain the recent trading in its securities?**

   For the last 6 months the Company has been working on numerous business opportunities and transactions including a Joint Venture (JV). JV negotiations and documentation are not yet complete. The Company treats all negotiations in the strictest confidence.

2. **Is the answer to question 1 is "yes"**
   a. **Is CM8 relying on Listing Rule 3.1A not to announce that information under Listing Rule 3.1?**
   b. **Can an announcement be made immediately?**
   c. **If an announcement cannot be made immediately, why not and when is it expected that an announcement will be made?**

   2a) Yes
   2b) The Company expects an announcement as soon as the JV documentation is finalised.
   2c) The announcement cannot be made immediately because it has not been finalised. It will be announced as soon as the documentation is complete.

3. **If the answer to question 1 is "no", is there any other explanation that CM8 may have for the recent trading in its securities?**

   CM8 has recently engaged Australian and German Investor Relations (IR) firms to help increase awareness of the Company on the ASX and the German Frankfurt Stock Exchange.

   Furthermore, since the release of our Quarterly update on 27th October 2020, there has been increased interest in the Company. The Company notes the 136% quarter on quarter increase in its Crowd Direct division, acquisition of the 'I am Kamu' ecommerce brand and launch of www.MDComplete.eu website amongst other items.

4. **Please confirm that CM8 is complying with the Listing Rules and, in particular Listing Rule 3.1.**

   Confirmed

5. **Please confirm that CM8's response to the questions above have been authorised and approved under its published continuous disclosure policy or otherwise by its board or an officer of CM8 with delegated authority from the board to respond to ASX on disclosure matters.**

   Confirmed

Please do not hesitate to contact me should you wish to discuss further.

Yours sincerely

Laura Newell
Company Secretary

9 November 2020

Reference: ODIN27345

Ms Laura Newell
Company Secretary
Crowd Media Holdings Limited
Level 4, 44 Gwynne Street
Cremorne, VIC 3121

By email

Dear Ms Newell

Crowd Media Holdings Limited ('CM8'): Price - Query

ASX refers to the following:

A. The change in the price of CM8's securities from a low of $0.039 on 5 November 2020 to a high of $0.063 at the time of writing today.

B. The significant increase in the volume of CM8's securities traded during the same period.

Request for information

In light of this, ASX asks CM8 to respond separately to each of the following questions and requests for information:

1. Is CM8 aware of any information concerning it that has not been announced to the market which, if known by some in the market, could explain the recent trading in its securities?

2. If the answer to question 1 is "yes".

    (a) Is CM8 relying on Listing Rule 3.1A not to announce that information under Listing Rule 3.1? Please note that the recent trading in CM8's securities would suggest to ASX that such information may have ceased to be confidential and therefore CM8 may no longer be able to rely on Listing Rule 3.1A. Accordingly, if the answer to this question is "yes", you need to contact us immediately to discuss the situation.

    (b) Can an announcement be made immediately? Please note, if the answer to this question is "no", you need to contact us immediately to discuss requesting a trading halt (see below).

    (c) If an announcement cannot be made immediately, why not and when is it expected that an announcement will be made?

3. If the answer to question 1 is "no", is there any other explanation that CM8 may have for the recent trading in its securities?

4. Please confirm that CM8 is complying with the Listing Rules and, in particular, Listing Rule 3.1.

5. Please confirm that CM8's responses to the questions above have been authorised and approved under its published continuous disclosure policy or otherwise by its board or an officer of CM8 with delegated authority from the board to respond to ASX on disclosure matters.

When and where to send your response

This request is made under Listing Rule 18.7. Your response is required as soon as reasonably possible and, in any event, by no later than **9:30 AM AEDT Tuesday, 10 November 2020**. You should note that if the information requested by this letter is information required to be given to ASX under Listing Rule 3.1 and it does not fall within the exceptions mentioned in Listing Rule 3.1A, CM8's obligation is to disclose the information 'immediately'. This may require the information to be disclosed before the deadline set out in the previous paragraph and may require CM8 to request a trading halt immediately.

Your response should be sent to me by e-mail at **ListingsComplianceMelbourne@asx.com.au**. It should not be sent directly to the ASX Market Announcements Office. This is to allow me to review your response to confirm that it is in a form appropriate for release to the market, before it is published on the ASX Market Announcements Platform.

Trading halt

If you are unable to respond to this letter by the time specified above, or if the answer to question 1 is "yes" and an announcement cannot be made immediately, you should discuss with us whether it is appropriate to request a trading halt in CM8's securities under Listing Rule 17.1. If you wish a trading halt, you must tell us:

- the reasons for the trading halt;
- how long you want the trading halt to last;
- the event you expect to happen that will end the trading halt;
- that you are not aware of any reason why the trading halt should not be granted; and
- any other information necessary to inform the market about the trading halt, or that we ask for.

We require the request for a trading halt to be in writing. The trading halt cannot extend past the commencement of normal trading on the second day after the day on which it is granted. You can find further information about trading halts in Guidance Note 16 *Trading Halts & Voluntary Suspensions*.

Suspension

If you are unable to respond to this letter by the time specified above, ASX will likely suspend trading in CM8's securities under Listing Rule 17.3.

Listing Rules 3.1 and 3.1A

In responding to this letter, you should have regard to CM8's obligations under Listing Rules 3.1 and 3.1A and also to Guidance Note 8 *Continuous Disclosure*: Listing Rules 3.1 – 3.1B. It should be noted that CM8's obligation to disclose information under Listing Rule 3.1 is not confined to, nor is it necessarily satisfied by, answering the questions set out in this letter.

Release of correspondence between ASX and entity

We reserve the right to release a copy of this letter, your reply and any other related correspondence between us to the market under Listing Rule 18.7A.

Questions

If you have any questions in relation to the above, please do not hesitate to contact me.

Yours faithfully

Dean Litis
Principal Adviser, Listings Compliance (Melbourne)