COMPANY OVERVIEW

LED-Signs is a Australian visual display company, providing indoor and outdoor light emitting diode (LED) solutions to advertising organisations, signage providers, casinos, clubs, hotels, cinemas, airports, schools, architects, builders, mining and retail organisations. Through the development and supply of video walls, super screens, multimedia displays and multi-line graphic signs, LED-Signs are a leader in these technologies. LED-Signs is based at North Ryde in Sydney with production facilities in Sydney and Brisbane, and support offices in Melbourne, Adelaide, Hobart and Perth.

LED-Signs has installed over 5,000 LED visual displays in Australia over the last 35 years. Our experience in the LED sign industry means that our development, design and manufacturing processes have become industry benchmarks. Our versatility means that we can custom design visual display solutions to suit the specific needs of our clients.

LED-Signs is a part of a larger group of companies based in Australia. The greater group includes ecash, a global payment solutions organisation that is also based in Australia. Through ecash's strong relationship with the casino, club and hotel market, LED-Signs has forged ahead within this industry to design and develop LED displays for the gaming industry in general.

The products initially launched included applications in jackpot links and programmable LED signs. The product range quite quickly expanded to include both indoor and outdoor signs, full graphic displays and scoreboards for wider markets.

LED-Signs is now a leading provider of LED sign technology in Australia. Our purpose built manufacturing facility in Brisbane, our head office and logistics centre in Sydney and our 35 years industry experience means that LED-Signs has seen rapid and sustained growth. Internationally we have offices in New Zealand and the United Kingdom and through our ownership structure we have relationships in the USA, South America, Netherlands, Russia and South Africa.

SUPPORT

LED-Signs has sales and support representation throughout Australia, New Zealand and Europe, which includes alliances with key support and distribution organisations. Our LED-Signs sales and support centres are strategically located so our engineering and administration support services can be executed rapidly.

Strategic alliances with electrical, structural engineering and metal fabrication organisations support our in-house project team. This support, coupled with LED-Signs' superior technology means that we can provide a single point of contact for small projects through to large scale construction, infrastructure and specialised projects.

LED-Signs has a large centralised warehouse and logistics centre in North Ryde, Sydney. To ensure customer satisfaction, LED-Signs hold a significant number of replacement modules and associated key parts.

LED-Signs complete project management process includes design, engineering and assembly. From the initial order through to delivery, our signs are staged in house at our logistics centre; this includes software configuration, customisation according to our client's requirements, and QA checking.

LED-Signs provide a three tiered approach to service and technical support.

1. Qualified in house technical support to our major domestic and international markets
2. Long term partnership agreements with reputable third parties to provide regional and international support.
3. A service centre option that operates 10 hours a day / 6 days a week to provide service advice.

All members of the LED-Signs' service team are fully qualified and comprehensively trained. All our technicians attend regular training sessions where they are kept up to date on the LED-Signs product range and the latest LED technologies.

Our 100 field technicians across Australia allow LED-Signs to offer the flexibility we need to ensure that we meet the needs of our clients.

RELEVANT EXPERIENCE & CAPABILITIES

The LED-Signs' management team have over 20 years experience in LED and related industries. Our Technical Manager and Senior Project Manager have been instrumental in the development of the LED-Signs' product range, the sourcing of quality LED components, the creation of our own intellectual property and the rigorous testing of our technically advanced displays.

Our testing centre has 2 full time software engineers and 3 full time hardware engineers with an average of 25 years experience each. This means that LED-Signs' has the ability to

stay ahead of the market by constantly reviewing and writing new software.

LED-Signs provides superior LED technology and state of the art LED products for both outdoor and indoor use. This is enhanced by the financial and technical backing LED-Signs has through its parent companies.

The ecash group, in partnership with GPTA, have been a significant contributor to the development of gaming and cash dispensing technology in the Asia Pacific region. This, coupled with LED-Signs' highly experienced management and engineering teams makes us one of the most accomplished LED sign companies in the Australia market place.

LED designs and engineers its products in house. Software and hardware design is carried out by our company engineers with electronic assembly outsourced under strict QA guidelines. LED-Signs has designed a variety of modular building blocks that enable us to stock component types that can be integrated to produce thousands of complete product varieties. Following assembly, all LED-Signs' products are tested and re-tested before being sent out as a complete LED display.

A GROWING COMPANY

In 2010 LED-Signs completed the acquisition of the Computronics Corporations' signs business. Computronics had operated for 35 years as one of the leading innovators of LED technology in Australia. This integration was a strategic decision for LED-Signs to become firmly entrenched as Australia's largest manufacturer of electronic signs and displays. Collectively the LED-Signs and Computronics customer base would incorporate close to 70% of the Australasian electronic display market.