



INTERNATIONAL

Connecting private and public companies with investors worldwide

Proposal for
Cellmid Limited
(ASX: CDY)



Table of Contents

Who We Are	3
Who We Are-Industry Leaders	4
Australian Client References	5
Case Studies ASX Exchange	6
Comprehensive Platform IR and Research Platform	8
TV and Digital Media Platform	10
Short Form Digital Media Platform	11
RedChip Money Report TV™ International Distribution	12
Digital Media Products	14
Endorsements of CEO's Book, <i>Small Stocks Big Money</i>	15
Management & BD – Key Players	16
RedChip 2015 Top Performers	18
Strong Historical Performance & Client References	19
Program Recommendations	23
Fees and Timing	24

Who We Are

RCI is an international investor relations, digital media and research firm providing services to public and private companies worldwide.

The only investor relations media firm in the world with a global content creation and distribution platform

Registered Offices: Sydney

Regional Offices: Singapore, Orlando



Who We Are-Industry Leaders

- First to create, produce, write small-cap TV show and broadcast on major media outlets worldwide
- First to integrate research written by analysts holding the Chartered Financial Analyst designation with TV and Digital Media distribution platform
- First to integrate traditional investor relations with worldwide media and research platform.





Australian Client References

"RedChip is by the far the most effective and most sophisticated investor relations firm we have used. Not only have they made key Investment Banking and institutional introductions, under their IR, research and media platform, our stock appreciated 100% within 90 days."

Peter Anastasiou, Chairman of Immuron Limited ASX: IMC

"We signed RedChip based on their strong references and their long list of banking and institutional contacts in the U.S., but also because we wanted to increase our awareness among Australian and New Zealand investors. I recommend them for any Australian company that needs exposure to investors both in Asia, Australia and the U.S."

Roger Aston, CEO of PharmAust Limited ASX: PAA

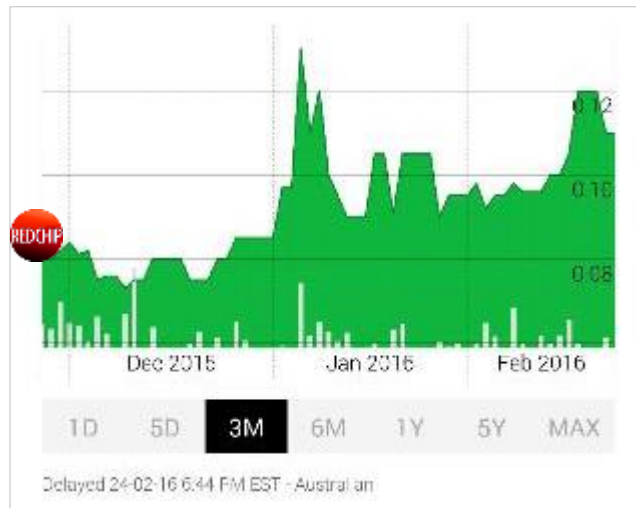
"RedChip came highly recommended and our experience has been positive across all fronts. Their platform is exactly what we needed to increase liquidity and give us exposure to U.S. investors."

Paul Hopper, Executive Chairman of Imugene Limited: ASX: IMU

Case Studies ASX Exchange



PAA.AX



IMU.AX



Start Date

Case Studies ASX Exchange

immuron

IMC.AX



prescient
therapeutics

PTX.AX



 **Start Date**

Comprehensive IR and Research Platform

- **Fact Sheet to include:** Overview, Value Proposition and Investment Highlights.
 - Digital version emailed to 60,000 qualified small-cap investors. [Learn More](#)
- **Research Profile** with financial model e-mailed to 60,000 qualified small-cap investors. [Learn More](#)
- **Investor Relations Web-Page** with all public data updated automatically.



Comprehensive IR and Research Platform (Cont.)

- **Global Online CEO Conferences:** 1 per quarter. [Learn More](#)
- **IR Website Build-Out:** Full investor relations webpage on RedChip.com. [Learn More](#)
- **Email Distribution:** Press releases distributed to 60,000 RedChip investors through weekly newsletter.
- **Weekly Newsletter:** Featured Story Emailed to 60,000 RedChip investors. [Learn More](#)
- **Social Media Marketing:** News, Blogs, TV Segments distributed via Twitter, LinkedIn, Facebook, YouTube and dozens of financial site, including MSNMoney, CNNMoney and more.



REDCHIP GLOBAL NETWORK



TV and Digital Media Platform

- CEO Interview aired minimum once monthly on **Bloomberg Europe**: 139 million homes, includes host updates of significant news items.
- **Bloomberg Asia**: 13.5 million homes,
- **Bloomberg Latin America**: 10.7 million homes, includes host updates of significant news items.
- **Bloomberg Australia**: 2.4 million homes,
- Interview run on digital platform: Minimum of 10,000 unique investor views per month



Company: Netgear(NASDAQ: NTGR)
Product Type: CEO Interview



Company: American Water
(NYSE: AWK)
Product Type: CEO Interview



Company: AVG (NYSE: AVG)
Product Type: CEO Interview

Short Form Digital Media Platform

Minimum 5,000 unique investor views per month

- 30-60 second video targeting small-cap investors on-line using RedChip on-line advertising platform: Facebook, Youtube, LinkedIn, Google+ and Twitter.
- Google ad words targeting investors on cnn.com, cnbc.com, msnmoney.com, street.com among others.



WATCH DEMO



RedChip Money Report TV™ International: Bloomberg Network -161 Million Homes

Australia	(000's)
Australia	2,400
Total:	2,400

Western Europe (000's)

Austria	2,932
Belgium	2,226
Denmark	548
Finland	356
France	10,585
Germany	24,238
Greece	4,035
Iceland	16
Ireland	1,080
Italy	8,472
Luxembourg	92
Madeira	5
Malta	63
Monaco	7
Netherlands	1,285
Norway	948
Portugal	1,726
Spain	4,419
Sweden	937
Switzerland	1,463
Tenerife - Canary Islands	5
United Kingdom	16,129
Total:	81,567

Latin America (000's)

Mexico	2,623
Colombia	1,130
Ecuador	64
Peru	243
Venezuela	390
Chile	163
Guatemala	32
El Salvador	46
Honduras	19
Nicaragua	32
Costa Rica	74
Panama	95
Brazil	3,294
Argentina	2,305
Uruguay	182
Total:	10,692

Middle East (000's)

Gulf States	25,369
Israel	1,072
Total:	26,441

East-Central Europe(000's)

Belarus	168
Bulgaria	555
Croatia	952
Cyprus	73
Czech Republic	1,465
Estonia	59
Georgia	1,210
Hungary	514
Latvia	140
Lithuania	264
Moldova	0
Poland	9,012
Romania	994
Russia	2,190
Slovakia	956
Slovenia	174
Turkey	3,336
Yugoslavia	643
Ukraine	956
Total:	23,661

Africa (000's)

North Africa	8,752
Rest of Africa	6,831
South Africa	1,576
Total:	17,159

Asia (000's)

South Korea	5,688
Hong Kong	1,765
Taiwan	1,762
Vietnam	941
Singapore	940
Malaysia	851
Indonesia	471
Thailand	338
Philippines	287
China	267
New Zealand	39
Japan	45
Other	195
Total:	10,692



RedChip Money Report TV™ United States: DIRECTV and Dish TV - 40 Million Homes

Satellite & Cable

- DIRECTV Ch. 349
- DISH Ch. 223
- Verizon FiOS Ch. 115
- Antietam Cable (MD/DC)
- Arthur Mutual Telephone (OH)
- Atlantic Broadband (FL/PA/SC)
- Bascom Comm. (OH)
- Belzoni Cable (OK)
- Buckeye Cablevision (Ohio)
- Carnegie Cable (OK)
- Century Link
- Cincinnati Bell (OH)
- Citizen's Cablevision (MO)
- Communication Services (OK)
- D&P Comm. (MI)
- Fibercast Comm. (NH)
- GCI (AK)
- Get Real Cable (OK)
- Glandorf Telephone (OH)
- Hargray Comm. (SC)
- Jackson Energy Authority (TN)
- Kings Bay Comm. (GA)
- Kuhn Comm. (PA)
- Massey Comm. (Caribbean)
- McClure Telephone (OH)
- MCTV (OH)
- Orbitel Comm.
- Rainier Satellite
- Rodeo, LLC (WA)
- RTEC Comm. (OH)
- Sand Creek Telephone (MI)
- Satview Broadband (UT)
- Sherwood Mutual Telephone (OH)
- Spring City Cable (TN)
- Summit Broadband (FL)
- Surry Comm. (NC)
- TCT West (WY)
- Velocity Net (PA)
- VTX 1
- Wabash Mutual Telephone (OH)
- Wilkes Comm. (NC)
- Wyandotte Cable (MI)
- Yelcot Video Group (AR)

Broadcast

- KFPB - Phoenix, AR - Ch. 50.6
- KGPT - Wichita, KS - Ch. 26.7
- KNBX - Las Vegas, NV - Ch. 31.2
- KRID - Boise, ID - Ch. 22.1
- KXLT - Springfield, MO - Ch. 26.7
- WAAU - Augusta, GA - Ch. 23.2
- WADL - Detroit, MI - Ch. 38
- WEQT - Atlanta, GA - Ch. 9.1
- WMDE - Washington, DC - Ch. 36
- WOTH - Cincinnati, OH - Ch. 20.5
- WROB - Kansas City, MO - Ch. 25.6
- WTBS - Atlanta, GA - Ch. 26.6



DIRECTV

dish

verizonFiOS

Google TV

ROKU

Available on the
App Store

ANDROID APP ON
Google play

amazon fireTV

SONY

LEARN MORE

Digital Media Products

MICRO ADS



DigitalX Micro Ad
(ASX: DCC)

INTERVIEWS



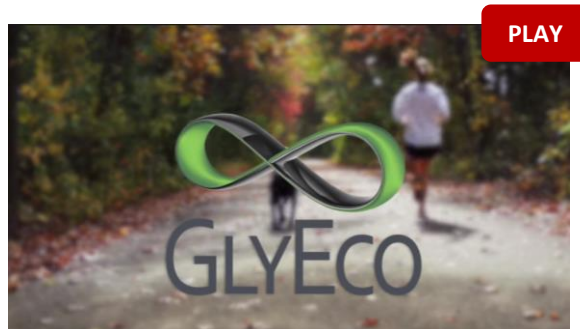
Prescient Therapeutics Interview
(ASX: PTX)

INTERVIEWS



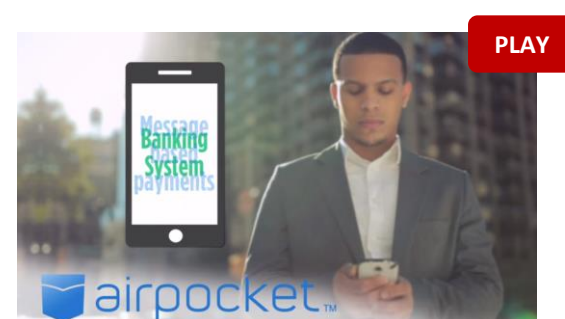
Yellow Brick Road Interview
(ASX: YBR)

COPORATE VIDEO



Corporate Video
GlyEco (OTCQB: GLYE)

PRODUCT VIDEO



Air Pocket
Product Video

Endorsements of CEO's Book, *Small Stocks Big Money*

R3D International CEO's Book: *Small Stocks, Big Money*, published by largest educational book publisher in the world, Wiley

"I like this book. It is thoughtful, well-written and interesting for both professional investors and those who want to learn how the pros make millions with small stocks. Excellent work by a man who is one of the top consultants in the microcap space."

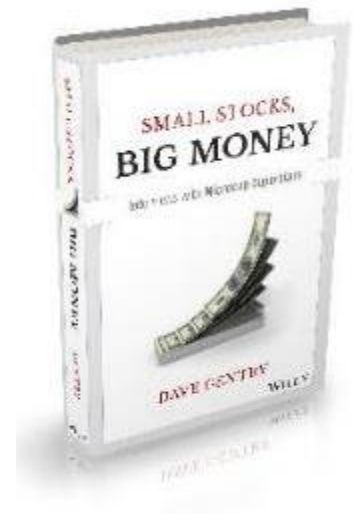
Cliff Teller, Head of Investment Banking, Maxim Group

"MicroCap Superstars is a wonderful read for anyone who wants to learn about the world of small stocks and the people who play in them. I have watched RedChip grow to become one of the top firms in the world serving smaller-cap companies. Praise for Dave Gentry and RedChip."

Barry Sloane, CEO and Chairman, Newtek Business Services, NASDAQ: NEWT

"MicroCap Superstars is a compelling look into the volatile and never dull world of microcaps. Dave Gentry is a first rate writer and a class act. Read the book if you want to know who the real players in the industry are."

Darrin M. Ocasio Esq., Senior Partner, Sichenzia, Ross, Friedman, Ference LLP



[READ MORE REVIEWS](#)

Management & BD-Key Players



- Dave Gentry, M.A.

President and Chief Executive Officer

Dave Gentry has been a consultant to over 400 public companies and assisted dozens of companies in the uplisting and capital raising process. He has owned his own investor relations firm since 2001 and purchased RedChip in 2005, where he is CEO and owner.

In 2012 he founded The RedChip Money Report™, a cable TV financial news show broadcasted weekly in over 160 million homes in Australia, Europe, Asia, and Latin American on the Bloomberg Network.

He has been interviewed by CNBC on multiple occasions and has also appeared on Fox Business. In 2011, he was honored by Inc. Magazine as the CEO of one of the fastest growing private companies in America.



- Alberto Migliucci

Chairman

Alberto Migliucci joined the Board on 13 October 2014. Mr. Migliucci is the CEO and founder of Petra Commodities, a Singapore boutique investment firm. A senior investment banker with outstanding qualifications, he has put together transactions with a cumulative total greater than \$100 billion.

With 15 years' experience in Asia, he was Managing Director of Credit Suisse's Global Energy Group, as well as Head of the investment bank's Mining & Metals and Energy franchise in Asia. Mr. Migliucci also worked for Standard Bank PLC, as the Head of the bank's Energy & Mining Finance group for Asia Pacific, and for Societe General in Hong Kong, where he was a Vice President in Project Finance & Advisory team. He has held senior bank positions for Westpac Banking Corporation and The Sumitomo Bank of Japan.

Migliucci has been interviewed by FORBES, LEADERS magazine as well as quoted on Bloomberg, Reuters and various other industry conferences.

Management & BD-Key Players



- **Alex Chin**
Independent Board Director

Mr Chin was appointed as a Non-Executive Director of the Company on 22 March 2013. Mr Chin has over 30 years' experience in investor relations, banking and investments with global financial institutions like Credit Suisse, Standard Chartered Bank, BNP and CIBC handling project finance, corporate lending, and wealth management in Canada, Hong Kong and Singapore. Mr Chin is currently a Director of a manufacturing company listed on the Jakarta Stock Exchange. Mr Chin has a degree in Economics from the University of Western Ontario, Canada.



- **Tom Pfister, CFA**
Research Director-10 years

Mr. Pfister is a CFA charterholder. He has spent ten years researching and analyzing emerging growth companies in a variety of industries, including metals and mining, oil and gas, technology, biotechnology, and emerging market stocks. Mr. Pfister earned his B.S. degree in Finance summa cum laude from the University of Central Florida. He is a member of the CFA Institute and the academic honor society Phi Beta Kappa.



- **Jon Cunningham**
Vice President and Director of IR

Prior to joining RedChip Companies, Mr. Cunningham was a registered investment advisor for the Principal Financial Group and held series 7, 52, 63, and 65 licenses. He has over a decade of experience working in the small-cap sector and works closely with small-cap institutions, family offices and hedge funds. Prior to joining Principal, Mr. Cunningham was a stockbroker for Olde Discount Corporation. Earlier in his career Mr. Cunningham managed the Midwest Division of Quality Assurance for Amtrak in Chicago.

RedChip 2015 Top Performers

Company	Sector	Market	Ticker	Price as of 1/2/15	Price as of 12/31/15	% Gain (YTD)
Sack Lunch Productions	Services	OTC	SAKL	\$0.01	\$0.04	300%
DS Healthcare Group	Healthcare	Nasdaq	DSKX	\$0.70	\$2.65	279%
Immuron	Healthcare	ASX	IMC	\$0.18	\$0.49	172%
MeetMe	Technology	Nasdaq	MEET	\$1.55	\$3.66	136%
Orogenics	Healthcare	NYSE MKT	OGEN	\$0.86	\$1.45	69%
BTCS	Technology	OTCQB	BTCS	\$0.08	\$0.11	38%
j2 Global	Technology	Nasdaq	JCOM	\$61.25	\$83.54	36%
ProVision 3D media	Technology	OTC	PVHO	\$0.06	\$0.08	33%
ClearOne	Technology	NASDAQ	CLRO	\$9.67	\$12.85	33%
Zion Oil & Gas	Industrials	NASDAQ	ZN	\$1.38	\$1.83	33%
ChromaDex	Industrials	OTCQB	CDXC	\$0.90	\$1.14	27%
NETGEAR	Technology	Nasdaq	NTGR	\$35.56	\$42.14	19%
Par Technology	Technology	NYSE	PAR	\$5.97	\$6.93	16%
American Water Works	Utilities	NYSE	AWK	\$53.11	\$59.80	13%
Volition Rx	Healthcare	OTCQB	VNRX	\$4.00	\$4.40	10%
Apollo Medical Holdings	Healthcare	OTCQB	AMEH	\$4.50	\$4.75	6%
					Average	76%

Strong Historical Performance and Stellar Client References



“RedChip has been instrumental in raising our profile among both savvy institutional investors and retail investors that are looking for differentiated and unique companies. RedChip has developed a unique combination of providing targeted media exposure and investor relations support for emerging companies.”

- Panna Sharma

CEO of Cancer Genetics - (NasdaqCM:CGIX)



“After engaging RedChip, we realized increased trading volumes and an expanded shareholder base. The TV show was a great complement to our IR initiatives, and we were impressed with RedChip’s ability to drive results.”

- Andrew Limpert

CFO of Profire Energy, Inc.(NASDAQ:PFIE)



“I work with many of the companies that would be RedChip companies. And we certainly ascribe to the same view that the RedChip Companies do, which is discovering tomorrow's blue chips today. NASDAQ is truly pleased to be a trusted partner of RedChip, to help them increase your visibility, not only for RedChip, but most importantly, also for all those companies that you serve.”

-Bob McCooey,

Senior Vice President The NASDAQ Stock Market

[SEE MORE](#)

Strong Historical Performance and Stellar Client References



"I have appeared on the RedChip Money Report TV show four times. Dave Gentry, the host, is professional and engaging. I strongly recommend this show for CEOs who want exposure to thousands of microcap investors.

There is a very tangible benefit of appearing on RedChip's 'Small Stocks, Big Money'"

Jim Czirr, Executive Chairman - Galectin Therapeutics, Inc. - NasdaqCM: GALT



"I appreciate the RedChip Team. They were the first investor relations firm to truly understand our story and position us properly to micro-cap investors. They seem to know all the small-cap investment banks, family offices and fund-managers that buy smaller companies. Their media platform is the best I have ever seen for companies with market caps of \$500 million and under. I recommend them highly."

Dhru Desai, Chairman-Quadrant 4 Systems - OTC QB: QFOR



"Whether delivered over Skype or live from the Orlando studios or during a conference -- RedChip has helped increase awareness of Lightbridge's prospects as a developer of next-generation nuclear fuel technology and global advisory services. Moreover, we have been impressed by Dave Gentry's thorough grasp of our business model and his effective communication of our strategic goals."

Seth Grae, CEO - Lightbridge Corp. - NasdaqCM: LTBR

[SEE MORE](#)

Strong Historical Performance and Stellar Client References



"I am very pleased with RedChip. Their ability to generate quality one-on-one meetings with small-cap funds and retail brokers is impressive, particularly when matched with their research report and conference platform. I would strongly recommend them to any small-cap company listed or bulletin board who needs professional and systematic investor relations services".

Frank Jaksch, CSO - ChromaDex Corporation - OTC BB: CDXC



"We saw an excellent response to the interview with Dave Gentry, with many favorable comments. The posted interview immediately received hundreds of YouTube views. I suspect the number will be in the thousands over time."

Eugene Seymour, CEO - NanoViricides, Inc. - OTC QB: NNVC



"I am very pleased with the product produced by RedChip TV. Through the interview, which we have aired three thus far, we have increased our retail holdings significantly. We also use the A+ quality video for marketing purposes. I strongly recommend RedChip TV to microcap companies who want exposure to qualified high net worth individuals."

Ron Najafi, CEO - NovaBay Pharmaceuticals, Inc. - NYSE MKT: NBY

[SEE MORE](#)

Strong Historical Performance and Stellar Client References



"RedChip is a first class organization. Their TV show on the Bloomberg network is apparently the best small-cap show available on a serious financial network. Their work in producing an interview for us was of the highest professional quality. I recommend RedChip for any company that needs exposure to retail and institutional investors."

John Costain, CEO of KNOT Offshore Partners LP - NYSE: KNOP



"RedChip has been servicing our account for almost two years. They are the most productive investor relations firm that with whom we have worked. They are professional, effective and honest. Not only is their media platform far superior than any we have seen in the smaller-cap space, they have made numerous key introductions to investment banks, institutions, family offices and stock brokers."

Harold Montgomery, CEO of Calpian Inc. - OTC:CLPI



Program Recommendations

	Program Recommendations
1	RESEARCH- RedChip Research Profile
2	THESIS- this report shall include the Development of Investment Thesis, a financial model, and a target price based upon certain assumptions: to be delivered to client within two (2) months from the date of this Agreement.
3	Investor Relations Landing page on the RedChip website completed within seven (7) days from the date of this Agreement.
4	Company Fact Sheet completed within seven (7) days from the date of this Agreement.
5	Micro-Ad completed within ten (10) days from the date of this Agreement and set for digital distribution immediately upon approval by the Company.
6	TV Interview 7-15 minutes in length delivered for production within three (3) weeks from the date of this Agreement to air on Bloomberg Australia, Asia, and Europe and on Direct TV/Dish TV in the USA a minimum of four (4) times over the term of this Agreement; digital distribution to begin immediately upon client approval of interview.
7	Dissemination the Company's press releases digitally to the RedChip Network™.
8	CEO Presentation on the RCI Quarterly Global Online Investor Platform once per quarter.



Program Fees and Timing

Program Fees and Timing	
Program Fees	<p>\$8,500 per month for 12 months</p> <p><i>Up to 50% of fees may be paid with stock.</i></p>