

5 May 2014

Level 1  
61 Spring Street  
Melbourne Vic 3000 Australia

## ASX/Media Release (ASX:ESN)

T: +61 (0)3 9286 7500  
F: +61 (0)3 9662 1472  
info@entellect.com.au  
www.entellect.com.au  
ABN 41 009 221 783

### Appointment of Non-Executive Director

Entellect Limited (**Entellect** or the **Company**) is pleased to announce the appointment of Dr Nigel Finch as Non-Executive Director of the Company, effective 5 May 2014.

Dr Finch holds degrees in accounting, business and law and a PhD in business law. His professional qualifications include Certified Practising Accountant, Chartered Accountant, Chartered Tax Adviser and a fellow of the Financial Services Institute of Australasia, the Taxation Institute of Australia, the Australian Institute of Company Directors and CPA Australia. He is also Associate Professor in Accounting at The University of Sydney Business School.

Since 2005, Dr Finch has held a number of academic and leadership roles in leading Australian universities and has experience in curriculum development and the marketing of education in both the Australian and international marketplace. He is currently the Associate Dean (Undergraduate) and Director of Admissions at The University of Sydney Business School. His career in academia is preceded by more than 15 years' experience in Australia in a number of executive roles including financial controller, investment manager and company director.

Dr Finch maintains continuing links with business, government and professional groups who have a presence in Central and South East Asian nations where he consults on business and economic development in frontier and emerging economies. He is currently an appointed member of the International Advisory Committee for CPA Australia advising their board of directors on international strategy and a director of the Australia Mongolia Business Council.

Dr Finch's professional qualifications, commercial experience and international network, including into educational bodies in Asia and elsewhere, will enable him to make a most valuable contribution to the Company as it expands its KNeoWORLD educational games portal and Apps business via educational and consumer distribution channels in the USA, Asia and beyond.

An Appendix 3X (Initial Director's Interest Notice) in relation to Dr Finch will follow shortly.

**-ENDS**

**For any queries please contact:**

**Andrew Plympton**, Chairman  
**Entellect Limited**  
T: (03) 3 9286 7555  
E: andrew@windwardmark.com

**Sophie Karzis**, Company Secretary  
**Entellect Limited**  
T: (03) 9286 7500  
E: sk@ccounsel.com.au

#### **About Entellect Limited & KNeoWORLD:**

Entellect's 80% owned KneoWORLD is a publishing house whose business revolves around selling engaging educational games through its fun KNeoWORLD Games Portal in the exciting education by entertainment games sector.

Games that have inherent educational value are licenced from independent developers and sold via subscriptions to its primary market of parents of 5-12 year old children (initially USA – but unrestricted and already worldwide) who by subscribing, give their children an educational advantage by playing fun and engaging games with validated educational content. Marketing is primarily via US school Parent Teacher Associations as a fund raising initiative Associations and direct to online consumers via social media.

We accelerate learning using compelling and fun online games infused with validated educational content, all embedded in a total virtual KNeoWORLD, to teach the higher order skills required by children to succeed in today's knowledge-based economy - we go beyond school and beyond homework. Our goal is to become one of the world's leading game based learning publishers.