

# BROAD INVESTMENTS LIMITED

ACN 087 813 090

To: Australian Stock Exchange Limited (ASX)  
From: Broad Investments Limited (ASX:BRO)  
Date: Wednesday, 12 July 2006  
Subject: Pocket Portal Application Wins Award

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Broad Investments Limited is excited to announce that its Pocket Portal Mobile Application was used as the engine for the awarding winning MTV "Mobbed" product. MTV and Motorola's "Mobbed" was named "Best Mobile Phone Application" for Asian MOBILENEWS Awards.

Below is an extract from the Media release by MTV & Motorola.



## "ASIA MOBBED AT 2006 ASIAN MOBILENEWS AWARDS BY MTV & MOTOROLA!"

DIGITAL INTERACTIVE PLATFORM *MOBBED* HONoured WITH "BEST MOBILE PHONE APPLICATION" AWARD

SINGAPORE / HONGKONG, 22 June 2006 — MTV Networks Asia Pacific and Motorola's *Mobbed* was named the "Best Mobile Phone Application" at the 2006 Asian MobileNews Awards. *Mobbed* is the first-ever highly interactive digitally focused integrated platform MTV and Motorola has embarked on and is dedicated to the mobile phone user community.

Available to mobile users in Australia, India, Indonesia, Malaysia, the Philippines, Singapore and Thailand, *Mobbed* in its mobile form is a downloadable interactive Java application consisting of nine icons which remain a consistent umbrella across the region. *Mobbers* (users) have the opportunity to experience localized content thus making *Mobbed* an optimum mix of a regional application with local relevance. *Mobbed*, the mobile application, is also complemented with on-air, online and on-ground elements.

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One of **Mobbed's** key features MOTOALERT is an example of the strengthened partnership between MTV and Motorola. From its infancy stages in 2003 where it was known as MTV Alert to now MOTOALERT available on **Mobbed**, this platform is dedicated to providing Asian youths with the latest developments in the music world while enhancing their lifestyles through updates on style-trends, happenings in their countries and around the region, and build a sense of social consciousness within them."

**The Board of BRO is confident that its Pocket Portal Application will gain considerable acceptance in Asia and develop a substantial revenue stream for the BRO Group, as its value as a Mobile marketing and direct customer interaction platform is recognized.**

**BRO is currently finalizing several other opportunities for Pocket Portal in the Asia Pacific Region, where the Mobile device has moved beyond merely a telephone to become a necessary tool for social interaction and lifestyle.**

**By Order of the Board**

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