



ASX ANNOUNCEMENT, 10th September 2015

VIVID INDUSTRIAL APPOINTS LIGHTING DISTRIBUTOR IN MALAYSIA

- **Malaysian distributor appointed for Vivid Industrial products and systems**
- **Established and successful technology distributor and reseller across South East Asia**
- **Significant customer base and opportunity pipeline**

Greenearth Energy Ltd's (ASX: GER) ("Greenearth") wholly-owned subsidiary, Vivid Industrial, has appointed a distributor in Malaysia for lighting products including its intelligent industrial lighting systems.

Acention Technologies Sdn Bhd has been appointed for an initial term of twelve months in Malaysia, with a potential extension of territories to include Singapore, Indonesia and India.

Acention was formed in 1987, is headquartered in Kuala Lumpur and is a leading distributor of high-end smart technologies into the industrial sector across Malaysia and South East Asia, including industrial fire detection and security systems in Malaysia for Xtralis (owned by private equity investor Pacific Equity Partners).

Distribution activity is expected to include a combination of opportunities generated by Acention and new customer enquiries that Vivid Industrial has received in the region from Australian and global corporations.

Cheng Chan Yuen, Chief Executive Officer of Acention Technologies Sdn Bhd, said:

"It is an honour to be appointed as a distributor for Vivid Industrial in Malaysia. Vivid Industrial's technologies are class leading, and unique in establishing new levels of energy and operational savings. We have extensive experience in distributing similar sophisticated industrial product ranges in the region, including for another Australian corporation. We believe we have the customer base to grow Vivid Industrial's technology offering in our country and broader South East Asia. It is an exciting opportunity for Acention and we look forward to working closely with Vivid Industrial to capitalise on current and future opportunities."

Samuel Marks, Managing Director of Greenerth Energy, said:

“We welcome Acention Technologies as a distributor of Vivid Industrial products, and we are excited by the opportunities that this brings for the installation of our range of lighting products and systems in Malaysia and across South-East Asia. As an engineering company with a systems integration focus, Acention brings invaluable expertise in designing and implementing industrial technology solutions for business customers. Acention has a long history and proven track record in distributing industrial technologies to corporate and government customers in the region, and we look forward to supporting its efforts to broaden the customer base of our product ranges”.

Malaysia is seen as a target market due to customer demand for industrial energy efficiency and a favourable policy environment. Based on the global footprint of Vivid Industrial's customer base in Australia, management believe there is sufficient opportunity pipeline to begin capitalising on specific customer demand already identified. A Malaysian distributor also enables further expansion into adjoining territories such as Singapore and Indonesia.

Partnering with proven local distribution and integration partners in key export markets (such as Acention in Malaysia) enables capture of market share in target regions with an appropriate level of investment. This partnering approach to export markets enables Vivid Industrial to maintain focus on maximising its share of the significant Australian market for industrial lighting systems.

Samuel Marks
Managing Director
Greenerth Energy Limited

Please direct all enquiries to Samuel Marks, Managing Director, telephone 03 9620 7299.

About Greenearth Energy Limited

Greenearth Energy Limited is a diversified Australian-based renewable energy company with interests in technology-focussed solutions in the industrial energy efficiency and CO₂-to-fuel conversion markets.

Greenearth Energy Ltd - <http://www.greenearthenergy.com.au>

About Vivid Industrial

Vivid Industrial is a subsidiary of Greenearth Energy Ltd. Vivid Industrial provides customised, intelligent and energy efficient cloud based solutions for our growing industrial and infrastructure client base. The "internet of lights" and "cloud based monitoring" delivers quantifiable efficiencies and significant cost savings with environmentally sustainable benefits for our customers.

The business' core technologies are designed for application in warehouses, distribution centres, cold storage facilities, ports, stadiums, car parks, roads and tunnels. Vivid Industrial is a trusted partner to our customer base of blue chip, industrial companies.

Vivid Industrial – <http://www.vividindustrial.com>