



ASX ANNOUNCEMENT, 24th October 2016

GREENEARTH ENERGY LTD TO REBRAND TO VIVID TECHNOLOGY LTD

- **Rebrand better reflects focus on technology-driven energy efficiency solutions**
- **Delivers one cohesive and recognisable brand for both investors and customers**

Greenearth Energy Limited (ASX: GER) ("the Company") is pleased to announce its intention to change the name of the company from Greenearth Energy Limited to Vivid Technology Limited. The rebrand will better reflect the company's principal activities and technology leadership position in delivering world class technology-focussed solutions in the industrial energy efficiency and CO₂-to-fuel conversion markets.



The Company is no longer actively involved in geothermal exploration and investment, which was its principal activity when its shares were first listed on ASX in 2008 with the name Greenearth Energy Limited.

The rebrand will see revised corporate livery which will standardise the look and feel across the wholly-owned group, consistent with the established brand of wholly-owned subsidiary Vivid Industrial. The recently acquired subsidiary Ilum-a-Lite will also be rebranded to "Vivid Ilumalite" as part of its integration with the group. The rebrand will not impact the existing branding of NewCO2Fuels, in which the group owns a 33.33% economic interest.



Managing Director Sam Marks said, *"This rebranding provides us with a new, cohesive identity across the group, allowing us to better showcase our core competencies and capabilities to our customers and our investors. The new brand reflects our technological differentiation and advantage in the market to our customers."*

The change of company name is subject to shareholder approval at the Company's upcoming Annual General Meeting in late November. Transition to the new brand identity is anticipated to follow shortly thereafter, following which the ASX code "VIV" is expected to replace the existing code "GER".

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Media enquiries:

Samuel Marks (Managing Director, Greenearth Energy Ltd) +61 3 9620 7299
Ben Jarvis (Director, Six Degrees Investor Relations) +61 2 9230 0661

About Greenearth Energy Limited

Greenearth Energy Limited is a diversified Australian-based renewable energy company with interests in technology-focused 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, providing 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 recently acquired Ilum-a-Lite, a business specialising in creating highly effective, energy-saving lighting solutions predominantly for commercial and government clients that generate significant cost savings and reduce environmental impact.

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

Ilum-a-Lite - <http://www.ilumalite.com>

About NewCO2Fuels

NewCO2Fuels (NCF) is an Israeli start-up company which was formed in 2011 by a group of scientists and entrepreneurs with the support of Greenearth Energy Ltd and the Erdi Group. NCF was formed to develop and commercialise an innovative system to profitably produce fuels from CO₂ and water, using renewable high temperature heat from solar or excess heat from industry. The system is based on a technology previously developed at the Weizmann Institute of Science and exclusively licensed to NCF.

NCF won the World Technology Network award for Energy in November 2014, and has received numerous grants and accolades from governments around the world. Its technology has also been independently validated by several major international engineering and technology consultancy firms.

Having developed its unique technology, NCF's current focus is commercialisation (via deployment of modular systems to several pilot plants).

Review video at the attached link for further information:

https://www.youtube.com/watch?v=vH-YZdqB_SE

NewCO2 Fuels Website - <http://newco2fuels.co.il/>

Greenearth's 33.33% effective economic interest in NCF is represented by its 50% ownership of NCF Global, a company that owns 66.67% of NCF. The other 50% of NCF Global is owned by the Erdi Group, which is also a shareholder in Greenearth.