



# SINO SECURITIES INTERNATIONAL LIMITED

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ACN 006 620 739

**INVESTMENT BANKERS**

Sino Investment Services Pty Ltd (ACN 006 643 152)  
Sino Business Services Pty Ltd (ACN 006 923 397)  
SSI Nominees Pty Ltd (ACN 006 724 956)  
Sino Investments Pty Ltd (ACN 006 643 143)  
Sino Asset Management Pty Ltd (ACN 007 282 797)

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2 May 2000

*By facsimile: 1300 300 021*

*No. of pages: 2*

Company Announcements Office  
Australian Stock Exchange Limited

Dear Sir,

Sino Securities International Ltd (SSI) is pleased to announce that GoConnect Australia Pty Ltd (GoConnect Australia), has entered into e-commerce agreements with sanity.com Pty Ltd, wishlist.com.au Pty Ltd and dstore Pty Ltd, for the promotion of these companies' online products to GoConnect members. Under these agreements, GoConnect Australia will earn commission on transactions successfully conducted by GoConnect members on these companies' e-commerce portals. GoConnect Australia is a wholly owned subsidiary of GoConnect Ltd (GoConnect) which is in turn a subsidiary of SSI. GoConnect Australia is a free ISP.

#### **sanity.com Pty Ltd (sanity.com.au)**

sanity.com.au is an online music retailer. sanity.com.au is majority owned and controlled by Brazin Ltd. Brazin Ltd controls Australia's largest music retail chains, Sanity Music Stores which has 230 retail outlets throughout Australia. sanity.com has a strategic alliance with EMI for the provision of music and video in digital form, and exclusive digital control of Festival Mushroom catalogue.

#### **wishlist.com.au Pty Ltd (wishlist)**

wishlist is an occasion based retailer. wishlist offers its members a range of services including My Profile, an online member account record; My Diary, an online diary; My Wishlist, an online shopping list; gift registry service; gift wrapping, and individual card message services to help each member find the ideal gift for any occasion. wishlist has 'storefronts' in many of Australia's leading portals such as ninemsn.com.au, whitepages.com.au, melbournetoday.com.au, yellowpages.com.au, looksmart.com.au and excite.com.au. wishlist was founded by a group of private investors. The company is also a shareholder in dstore.

#### **dstore Pty Ltd (dstore)**

dstore is an online department store offering a variety of products including toys, sporting goods, health products, videos and digital video discs, books, music, and pet products. The investors of dstore include LookSmart, Rebel Sport, ninemsn, Sussan, TinShed and a number of prominent Australian private investors. In addition to being an online department store, dstore also offers product advice, sporting news, discussion boards and a search engine that searches relevant products according to consumer specifications.

GoConnect Australia is currently holding discussions with a number of organisations with the objective of selecting from these organisations, suitable e-commerce partners to underpin GoConnect's four-pillar e-commerce strategy. GoConnect's four-pillar e-commerce strategy is based on the four broad categories of Finance, Shopping, Leisure, and Community Services. GoConnect's proprietary GoTrek technology incorporates e-commerce enabling toolbars based on these four categories. A total of 32 sub-categories have been identified to support these four broad categories. GoConnect Australia is currently in the process of selecting five e-commerce partners for each of the 32 sub-categories.



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GoConnect's revenue will be derived from advertising and e-commerce. Its proprietary GoTrek technology enables the delivery of interactive full-motion video advertising as well as e-commerce toolbars. The agreements entered into with sanity.com.au, wishlist, and dstore, represent the unfolding of GoConnect's e-commerce strategy after a number of months of negotiations. Other e-commerce partnerships are at different stages of negotiations, and can be expected to be concluded in due course.

The Board of SSI is delighted with the progress of GoConnect's business development, and looks forward to working closely with the GoConnect board to ensure that GoConnect become a major force to be reckoned with in the Australian advertising and e-commerce industries.

Yours sincerely,

Richard Li  
Managing Director  
Sino Securities International Limited