

# Appendix 3B

## New issue announcement, application for quotation of additional securities and agreement

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 01/07/96 Origin: Appendix 5 Amended 01/07/98, 01/09/99, 01/07/00, 30/09/01, 11/03/02, 01/01/03, 24/10/05, 01/08/12, 04/03/13

Name of entity

Vocus Communications Limited (**Vocus**)

ABN

96 084 115 499

We (the entity) give ASX the following information.

### Part 1 - All issues

*You must complete the relevant sections (attach sheets if there is not enough space).*

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|--|--|
| 1 +Class of +securities issued or to be issued | Fully paid ordinary shares in the capital of Vocus (each, a <b>New Share</b> ) |
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+ See chapter 19 for defined terms.

<p>2 Number of +securities issued or to be issued (if known) or maximum number which may be issued</p>	<p><b>Entitlement Offer</b>  30,529,752 New Shares issued on 11 July 2016 pursuant to the institutional component (the <b><i>Institutional Entitlement Offer</i></b>) of the pro rata accelerated renounceable entitlement offer (with retail rights trading) (the <b><i>Entitlement Offer</i></b>) announced by Vocus on 29 June 2016.</p> <p>Approximately 29,397,963 New Shares are expected to be issued on 28 July 2016 pursuant to the retail component of the Entitlement Offer (the <b><i>Retail Entitlement Offer</i></b>) (subject to the reconciliation of shareholder entitlements and the effects of rounding).</p> <p><b>Institutional Placement</b>  23,752,969 Ordinary Shares issued on 11 July 2016 under the institutional placement announced by Vocus on 29 June 2016 (the <b><i>Placement</i></b>).</p>
<p>3 Principal terms of the +securities (e.g. if options, exercise price and expiry date; if partly paid +securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion)</p>	<p>The New Shares are fully paid ordinary shares.</p>

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+ See chapter 19 for defined terms.

<p>4 Do the +securities rank equally in all respects from the +issue date with an existing +class of quoted +securities?</p> <p>If the additional +securities do not rank equally, please state:</p> <ul style="list-style-type: none"> <li>• the date from which they do</li> <li>• the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment</li> <li>• the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment</li> </ul>	<p>Yes, the New Shares rank equally with existing Ordinary Shares from the date of issue of the New Shares.</p> <p>New Shares under the Placement are not entitled to participate in the Entitlement Offer.</p>
<p>5 Issue price or consideration</p>	<p>\$7.55 per New Share under the Entitlement Offer.</p> <p>\$8.42 per New Share under the Placement.</p>
<p>6 Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)</p>	<p>As described in the ASX Announcement and Investor Presentation lodged with the ASX on 29 June 2016, the proceeds of the issue will be used to partly fund the acquisition of NextGen Group by Vocus.</p>
<p>6a Is the entity an +eligible entity that has obtained security holder approval under rule 7.1A?</p> <p>If Yes, complete sections 6b – 6h in relation to the +securities the subject of this Appendix 3B, and comply with section 6i</p>	<p>No</p>

+ See chapter 19 for defined terms.

6b	The date the security holder resolution under rule 7.1A was passed	Not applicable.
6c	Number of +securities issued without security holder approval under rule 7.1	Not applicable.
6d	Number of +securities issued with security holder approval under rule 7.1A	Not applicable.
6e	Number of +securities issued with security holder approval under rule 7.3, or another specific security holder approval (specify date of meeting)	Not applicable.
6f	Number of +securities issued under an exception in rule 7.2	Not applicable.
6g	If +securities issued under rule 7.1A, was issue price at least 75% of 15 day VWAP as calculated under rule 7.1A.3? Include the +issue date and both values. Include the source of the VWAP calculation.	Not applicable.
6h	If +securities were issued under rule 7.1A for non-cash consideration, state date on which valuation of consideration was released to ASX Market Announcements	Not applicable.
6i	Calculate the entity's remaining issue capacity under rule 7.1 and rule 7.1A - complete Annexure 1 and release to ASX Market Announcements	Not applicable.

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+ See chapter 19 for defined terms.

7 +Issue dates

Note: The issue date may be prescribed by ASX (refer to the definition of issue date in rule 19.12). For example, the issue date for a pro rata entitlement issue must comply with the applicable timetable in Appendix 7A.

Cross reference: item 33 of Appendix 3B.

11 July 2016 for the New Shares issued under the Placement and the Institutional Entitlement Offer.	28 July 2016 for the New Shares issued under the Retail Entitlement Offer.
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8	Number and +class of all +securities quoted on ASX (including the +securities in section 2 if applicable)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; padding: 5px;">Number</th> <th style="width: 50%; padding: 5px;">+Class</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">After completion of the Placement and the Institutional Entitlement Offer, there are 588,055,515 Ordinary Shares on issue.</td> <td style="padding: 5px;">Fully paid Ordinary Shares</td> </tr> <tr> <td style="padding: 5px;">After completion of the Retail Entitlement Offer, there are expected to be 617,453,478 Ordinary Shares on issue.</td> <td></td> </tr> <tr> <td colspan="2" style="padding: 5px;">[Note: the total number of Ordinary Shares shown in the Appendix 3B lodged on 8 July 2016 was incorrect. That Appendix 3B should have read 533,772,794 Ordinary Shares]</td> </tr> </tbody> </table>	Number	+Class	After completion of the Placement and the Institutional Entitlement Offer, there are 588,055,515 Ordinary Shares on issue.	Fully paid Ordinary Shares	After completion of the Retail Entitlement Offer, there are expected to be 617,453,478 Ordinary Shares on issue.		[Note: the total number of Ordinary Shares shown in the Appendix 3B lodged on 8 July 2016 was incorrect. That Appendix 3B should have read 533,772,794 Ordinary Shares]		
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9	Number and +class of all +securities not quoted on ASX (including the +securities in section 2 if applicable)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; padding: 5px;">Number</th> <th style="width: 50%; padding: 5px;">+Class</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">189,586</td> <td style="padding: 5px;">Unlisted Employee Share Options</td> </tr> <tr> <td style="padding: 5px;">510,980</td> <td style="padding: 5px;">Performance Rights</td> </tr> <tr> <td colspan="2" style="padding: 5px;">[Note: the total number of Performance Rights shown in the Appendix 3B lodged on 8 July 2016 was incorrect. That Appendix 3B should have read 510 980 Performance Rights]</td> </tr> </tbody> </table>	Number	+Class	189,586	Unlisted Employee Share Options	510,980	Performance Rights	[Note: the total number of Performance Rights shown in the Appendix 3B lodged on 8 July 2016 was incorrect. That Appendix 3B should have read 510 980 Performance Rights]		
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10	Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)	As per existing Ordinary Shares.
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+ See chapter 19 for defined terms.

## Part 2 - Pro rata issue

11	Is security holder approval required?	No.
12	Is the issue renounceable or non-renounceable?	Renounceable.
13	Ratio in which the <sup>+</sup> securities will be offered	1 New Share for every 8.9 Ordinary Shares held as at the record date for the Entitlement Offer.
14	<sup>+</sup> Class of <sup>+</sup> securities to which the offer relates	Fully paid Ordinary Shares.
15	<sup>+</sup> Record date to determine entitlements	7pm (AEST) on 4 July 2016.
16	Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?	No.
17	Policy for deciding entitlements in relation to fractions	Where fractions arise in the calculation of shareholders' entitlements under the Entitlement Offer they will be rounded up to the next whole number of New Shares.
18	Names of countries in which the entity has security holders who will not be sent new offer documents  Note: Security holders must be told how their entitlements are to be dealt with.  Cross reference: rule 7.7.	For the Institutional Entitlement Offer, all jurisdictions other than Australia, New Zealand, the United States of America, Canada (Ontario and Quebec only), France, Germany, Hong Kong, Japan, Luxembourg, the Netherlands, Norway, Singapore, Sweden, Switzerland, the United Arab Emirates (excluding the Dubai International Financial Centre) and the United Kingdom.  For the Retail Entitlement Offer, all jurisdictions other than Australia and New Zealand.
19	Closing date for receipt of acceptances or renunciations	3pm (AEST) on 30 June 2016 under the Institutional Entitlement Offer.  5pm (AEST) on 18 July 2016 under the Retail Entitlement Offer.

<sup>+</sup> See chapter 19 for defined terms.

20	Names of any underwriters	Credit Suisse (Australia) Ltd.
21	Amount of any underwriting fee or commission	Up to 2.05% of the total proceeds of the Entitlement Offer and Placement.
22	Names of any brokers to the issue	Not applicable.
23	Fee or commission payable to the broker to the issue	Not applicable.
24	Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of security holders	Not applicable.
25	If the issue is contingent on security holders' approval, the date of the meeting	Not applicable.
26	Date entitlement and acceptance form and offer documents will be sent to persons entitled	No prospectus or product disclosure statement has been or will be issued.  The Retail Entitlement Offer documents were sent to eligible retail shareholders on 7 July 2016.
27	If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders	Not applicable.
28	Date rights trading will begin (if applicable)	4 July 2016.
29	Date rights trading will end (if applicable)	11 July 2016.
30	How do security holders sell their entitlements <i>in full</i> through a broker?	Eligible retail shareholders who wish to sell their entitlements in full on ASX must instruct their broker and provide details as requested from their Entitlement and Acceptance Form.

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+ See chapter 19 for defined terms.

31	How do security holders sell <i>part</i> of their entitlements through a broker and accept for the balance?	<p>Eligible retail shareholders who wish to sell part of their entitlements on ASX and accept the balance must:</p> <ul style="list-style-type: none"> <li>• in respect of the part of their entitlements to be sold on ASX, instruct their broker and provide details as requested from their Entitlement and Acceptance Form; and</li> <li>• in respect of the part of their entitlements to be accepted, complete and return their Entitlement and Acceptance Form with the requisite Application Monies or pay the requisite Application Monies by BPAY® by following the instructions set out on their Entitlement and Acceptance Form.</li> </ul>
32	How do security holders dispose of their entitlements (except by sale through a broker)?	<p>Eligible retail shareholders who wish to transfer all or part of their entitlements other than on ASX must send a completed Renunciation and Transfer Form (obtainable from the Vocus Registry or their broker) together with their Entitlement and Acceptance Form and the transferee's requisite Application Monies to the Vocus Share Registry in relation to those entitlements that they wish to transfer. The transferee's address must be in Australia or New Zealand (unless Vocus agrees otherwise) and the transferee must not be in the United States or acting for the account or benefit of a person in the United States.</p>
33	+Issue date	<p>Refer to item 7 of this Appendix 3B.</p>

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## Part 3 - Quotation of securities

*You need only complete this section if you are applying for quotation of securities*

34 Type of <sup>+</sup>securities  
(tick one)

(a)  <sup>+</sup>Securities described in Part 1

(b)  All other <sup>+</sup>securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

### Entities that have ticked box 34(a)

#### Additional securities forming a new class of securities

*Tick to indicate you are providing the information or documents*

35  If the <sup>+</sup>securities are <sup>+</sup>equity securities, the names of the 20 largest holders of the additional <sup>+</sup>securities, and the number and percentage of additional <sup>+</sup>securities held by those holders

36  If the <sup>+</sup>securities are <sup>+</sup>equity securities, a distribution schedule of the additional <sup>+</sup>securities setting out the number of holders in the categories

- 1 - 1,000
- 1,001 - 5,000
- 5,001 - 10,000
- 10,001 - 100,000
- 100,001 and over

37  A copy of any trust deed for the additional <sup>+</sup>securities

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<sup>+</sup> See chapter 19 for defined terms.

## Entities that have ticked box 34(b)

38	Number of +securities for which +quotation is sought	Not applicable.	
39	+Class of +securities for which quotation is sought	Not applicable.	
40	<p>Do the +securities rank equally in all respects from the +issue date with an existing +class of quoted +securities?</p> <p>If the additional +securities do not rank equally, please state:</p> <ul style="list-style-type: none"> <li>• the date from which they do</li> <li>• the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment</li> <li>• the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment</li> </ul>	Not applicable.	
41	<p>Reason for request for quotation now</p> <p>Example: In the case of restricted securities, end of restriction period</p> <p>(if issued upon conversion of another +security, clearly identify that other +security)</p>	Not applicable.	
42	Number and +class of all +securities quoted on ASX (including the +securities in clause 38)	Number Not applicable.	+Class Not applicable.

+ See chapter 19 for defined terms.

## Quotation agreement

1 +Quotation of our additional +securities is in ASX's absolute discretion. ASX may quote the +securities on any conditions it decides.

2 We warrant the following to ASX.

- The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
- There is no reason why those +securities should not be granted +quotation.
- An offer of the +securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act.

Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty

- Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any +securities to be quoted and that no-one has any right to return any +securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the +securities be quoted.
- If we are a trust, we warrant that no person has the right to return the +securities to be quoted under section 1019B of the Corporations Act at the time that we request that the +securities be quoted.

3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.

4 We give ASX the information and documents required by this form. If any information or document is not available now, we will give it to ASX before +quotation of the +securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here: ..... Date: 11 July 2016  
Company secretary

Print name: Ashe-lee Jegathesan

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+ See chapter 19 for defined terms.