

12 September 2016



## Strategic Elements Media Interview

Strategic Elements Limited (ASX: SOR) is pleased to attach a copy of a Media Interview conducted by Proactive Investors.

Proactive Investors Australia is the market leader in producing news, articles and research reports on ASX emerging companies with distribution in Australia, UK, North America and Hong Kong / China. Proactive Investors network of partners include some of the world's largest international media groups.

**Please see attached interview on next page.**

### **All Enquiries Please Contact:**

Charles Murphy  
Managing Director  
Strategic Elements Ltd

**Phone:** +61 08 9278 2788

**Email:** [admin@strategicelements.com.au](mailto:admin@strategicelements.com.au)

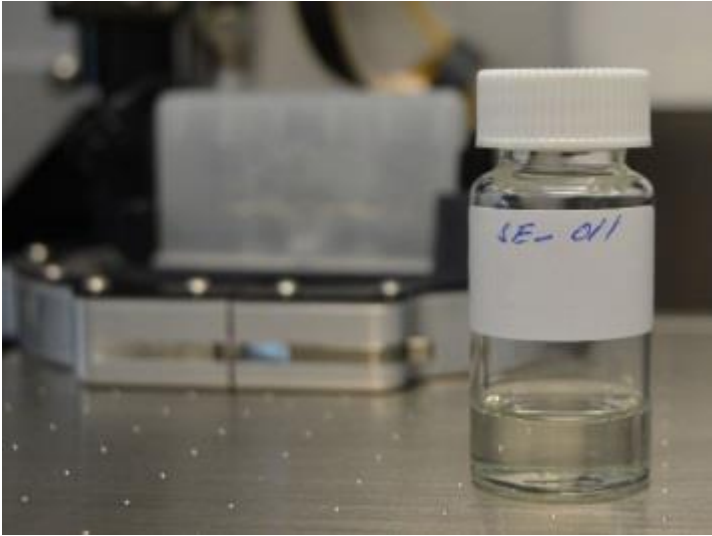
### **More on the Company**

Strategic Elements shares are listed on the Australian Stock Exchange under the code "SOR". The Company is registered under the Pooled Development Program run by the Australian Federal Government to encourage investment into SME's. To assist Pooled Development Fund's to invest and raise capital, the Federal Government enables most shareholders in a Pooled Development Fund to make capital gains and receive dividends tax-free.

# Strategic Elements Ltd

12<sup>th</sup> September 2016

## Strategic Elements Ltd's Charles Murphy talks technology in Proactive Q&A Sessions™



**Strategic Elements Ltd** ([ASX:SOR](#)) is well-funded with circa \$7 million in cash, and no debt, with a focus on advancing its investment in the technology and resource sectors.

Strategic, and the University of New South Wales (UNSW), have delivered another breakthrough in advancing its memory technology.

To tell us more, Charles Murphy, managing director, exclusively joins Proactive Q&A Sessions™.

PROACTIVE INVESTORS: Welcome Charles.

### First of all, can you outline the latest technology advancement in the field of memory technology?

Charles Murphy: The team have previously developed a transparent prototype that functioned on glass at extremely high levels of endurance. They have also shown the ability to inkjet print the memory ink (printable,) and that Nanocube Ink memory cells can retain data for at least 10 years (high retention) and operate at low voltage.

However, this is the very first time we have been able to demonstrate the potential of a flexible memory ink to be used in flexible electronic devices. Of critical importance is that the memory cells were very reliable.

It is a breakthrough in development that opens up additional, very large global market potential in flexible electronics.

It has already attracted interest from our potential development partners. We hope to be in a position to announce something in the immediate term.

# Strategic Elements Ltd

## **When will the next testing be done, and how soon could the next prototype be available?**

Charles Murphy: The rate of development has been spectacular for such a revolutionary technology. However, we have recently added to the team to increase the pace.

We are currently focused on doing the specific type of work that potential development partners may want to see. We will update the market on this in the very near term.

## **What could be some of the real world applications?**

Charles Murphy: Memory is so important for new applications. These include:

- Wearable, flexible electronics
- smart glass in homes and offices
- flexible sensors
- mobile healthcare monitoring systems
- Flexible phones and other devices.

## **Who then would be the end users, and can you outline a potential market size?**

Charles Murphy: The printed electronics market is forecast to be approx. USD 70.4 Billion by 2024.

However, this is only the beginning as being able to add real intelligence to places (windows, plastic) that have never had them before will spur innovation in new products that don't exist today.

Memory is THE key component in electronics. So end users are potentially anyone who uses an electronic device.

## **How does SOR protect its intellectual property over this technology?**

Charles Murphy: Constant development and lodgement of IP to protect all aspects of the technology and engaging leading patent attorneys in the field.

## **What is the next phase for the company with memory technology, and who do you envisage working with?**

Charles Murphy: We have been working very hard to partner up with world leaders in the industry.

We have said in our last few announcements that we are in discussions with potential development partners.

We can't say anything more at this stage, but expect to be able to do so very soon.

## **Finally, why should an investor consider adding SOR to their portfolio?**

Charles Murphy: We like to back things that are a little different to the norm and have potential for very large scale upside at SOR.

Our projects are high risk-high reward. We like that space as there is the potential for large sudden gains.

Significantly, investors can also enjoy capital gains on their ASX shares tax free as we operate under a special government program.

# Strategic Elements Ltd

PROACTIVE INVESTORS: Thank-you Charles.

**Proactive Investors Australia is the market leader in producing news, articles and research reports on ASX emerging companies with distribution in Australia, UK, North America and Hong Kong / China.**

# Strategic Elements Ltd

## Disclaimer

You understand and agree that no content published constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential advisability, value or suitability of any particular security, portfolio of securities, transaction, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including company related products and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made.

However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon. The contributors make every effort to ensure that the information and material contained in this report is accurate and correct and has been obtained from reliable sources. However, no representation is made about the accuracy or completeness of the information and material and it should not be relied upon as a substitute for the exercise of independent judgment. Proactive Investors does not accept any liability, including negligence, for any loss or damage arising from the use of, or reliance on, the material contained in this report. There are general risks associated with any investment in securities. Investors should be aware that these risks might result in loss of income and capital invested.

**WARNING:** No recipients should rely on any recommendation (whether express or implied) contained in this document without obtaining specific advice from their advisers. All investors should therefore consider the appropriateness, in light of their own objectives, financial situation and/or needs, before acting on the advice.

**DISCLOSURE:** The Company, its directors, associates, employees or representatives may not effect a transaction upon its or their own account in the investments referred to in this report or any related investment until the expiry of 24 hours after the report has been published.