

BIO - DEAN LAFFAN



Dean has over 20 years experience helping both listed and private companies tell their stories to audiences as diverse as private equity and venture capital investors, public shareholders, staff, government, press, industry and other stakeholders.,

With a background encompassing communications, design, staging and technology, Dean is uniquely placed to advise both listed and private business on their communications needs.

Over those two decades, Dean's talents have seen him designing, staging and directing over 100 annual general meetings for Australia's ASX listed businesses such as Coles Myer, United Energy, UeComm, Western Mining, Transurban, Incitec Pivot, Zinifex-Oz Minerals, GUD Holdings and Dairy Australia.

Throughout that period Dean and his team have also delivered a variety of design and staging services geared around the Half Year and Full Year Results events for listed businesses. Which led in 2014 to the launch of our own webcasting and digital communications brand

Streamit <http://streamit.net.au>

In the unlisted space he has collaborated on various projects with Central Equity, Grocon, Pie Face, and KPMG as well as a multitude of smaller SMEs across all industries.

In the institutional sector Real World, iReport and Streamit have worked with such organisations as The Australasian Institute of Banking and Finance, CPA Australia, The Australian Investor Relations Association and Governance Australia.

Investor roadshows and capital raisings have been a staple throughout. Projects have ranged from multi-billion dollar on-market transactions to micro scale private capital raisings, trade sales and business pitches. Some examples of deals worked on include;

Deal Summary

- Management of the presentation and pitch for Salomon Smith Barney's successful pitch as co-lead for the ASX \$16 billion Telstra T2 float.
- \$450m takeover of US based Savage Resources for Pasmenco
- A\$1.2 billion ASX IPO of Zinifex
- Global Investor presentation design for €3.6 billion Euronext Exchange (Brussels) listing of Nyrstar
- \$45m of private equity raised for Australian bakery cafe chain Pie Face. Investor presentation design and documentation. Franchise marketing collateral. International license sale presentations and documentation. See case study here <http://ireport.com.au/pie-face/>

Current SME projects include;

- Raising via APO of US\$20m on the NYSE for an Australian based financial services company
- Raising via APO of US\$1.5m on US OTCBB for a Sydney based fashion label
- Raising of AU\$1 million for Australian travel startup
- \$2.5 million trade sale of Melbourne based engineering firm
- \$500,000 trade import deal for national agribusiness distributor
- \$250,000 license deal from UK based owner for Australian distribution of branded industrial products
- \$500,00 trade/import deal for Australian viticultural equipment supplier
- We have also worked with a variety of SMEs on micro cap raises, business plans and tenders, company fact sheets, interactive brochures, website design and investor micro-sites helping our clients tell their stories to win new business, new customers or funding.

Dean is passionate about effective communications that deliver concrete results for his clients and his favourite challenge is the next one.

TESTIMONIALS



BANJO & MATILDA
AUSTRALIA

Dean and his team are extraordinary. Dean has literally added tens of millions of dollars to the valuation of the businesses he has helped us with.

I have worked with Dean and April for four years initially at Pie Face (an Australian based fast growing quick service food franchise now operating in Australia, US, NZ, and soon the Middle East, Japan, Malaysia, Indonesia) and then at a small but now very fast growing Australian fashion label Banjo & Matilda. Dean helped craft our investor story and presentations for both companies, and also our sales and marketing tools for Pie Face which helped make Pie Face one of the fastest growing franchises in Australia.

He has an ability to distill a business model into a very powerful and simple story. The presentations are phenomenal - they are better than I have seen on multi billion dollar firms globally. I have presented Dean's investor presentations around the world - from Wall Street to individual high net worth investors and I can't recall the number of times I have been asked who does our presentations, or a comment being made about how developed our business is just from the power of the story and visual presentation developed by Dean. From a private company perspective,

Dean has helped us bring our story to life and improve the valuation and investment worthiness of our businesses. Also, Dean and April are brilliant to work with. They are fast, easy to deal with and will happily pull an all-nighter if it's required (as it has been) for crucial investor presentations or events.

If there is one age old adage which is never truer, surround yourself with the best and you will succeed. Dean is the best at what he does as far as I can see, and he and his team has been a significant factor in our success to date.

Ben Macpherson, - CMO Pie Face & Co Founder & CEO, Banjo & Matilda



Dean and April from Realworld have managed our Annual General Meetings for over 15 years. Not only have they stage managed the event but have also provided top quality graphics for the presentations and accompanying visuals.

More recently, as we have moved to webcasting our results announcements, Realworld have managed the production of this event. Over a long period of time every event we have had produced by Dean and April has gone exceptionally smoothly.

This is a testament to their ability to plan and produce such events, partnering with a team of professionals in their network, along with applying their own graphics and management skills. It has been a pleasure to work with such a creative and dedicated team.

David Draycott, - General Manager, Strategy and Planning, GUD Holdings Limited

TESTIMONIALS



The professionalism and support from Dean and April is second to none and they are great to work with too. It's known at Dairy Australia that the AGM is always a huge success, what they don't know that this is largely due to Realworld.

Stuart Madden, Business Systems Manager, Dairy Australia



Dean's work was outstanding. The knowledge and creativity he brought to the development of my presentation was a major factor in helping me seal the deal.

Jhanna Culver, Founder of NewHeadSpace, Sydney



Stretching across the not-for-profit to corporates, we find that the presentation needs of our clients are in a constant state of flux, requiring expert advice and results from us and our suppliers. Dean and April at Real World have always been our fail-safe backstop to getting the job done properly, on time and to budget.

Emma Stewart, founder of Geronimo Creative, Melbourne



I have worked closely with Dean and April on a range of small to medium sized projects throughout 2013 and 2014 and I have been amazed with their capacity to grasp a concept, identify the need and give the client a solution that delivers 100% on their needs.

Steven Lelli, Baclow Partners



Every step of the way Real World have been incredibly responsive and displayed a real understanding for the needs of my business. They are professional and with their attention to detail and creative approach, the team at Real World have consistently delivered a quality product. Real World's is second to none.

Rick Aylett, ICC Cricket World Cup 2015



Dean knows his field and has an outstanding knowledge & understanding of the integration of creative and technology which allows him to think deep and wide which drives great results.

Peter Topping, General Manager Cruise Marketing Group