

Arnold Bloch Leibler

Lawyers and Advisers

Level 21
333 Collins Street
Melbourne
Victoria 3000
Australia
DX38455 Melbourne
www.abl.com.au
Telephone
61 3 9229 9999
Facsimile
61 3 9229 9900

Facsimile

Attention **Company Announcements Office**
Company **Australian Stock Exchange**
Fax No. **1300 135 638**

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File No. 011601085

Contact
Jeremy Leibler
Direct 61 3 9229 9744
Facsimile 61 3 9916 9523
jleibler@abl.com.au

From **Jeremy Leibler**
Date **8 February 2013**
Subject **Notice of initial substantial holder**

Total pages **9 (including fax cover sheet)**



MELBOURNE
SYDNEY

Dear Sirs

Notice of initial substantial holder

Attached is a Form 603 - Notice of initial substantial holder and Annexure which is lodged on behalf of AIF VII Singapore Pte. Ltd and the other persons named as substantial holders in the Form 603.

Yours faithfully

Jeremy Leibler
Partner

If you do not receive this message in full, please notify by telephoning 61 3 9229 9999.

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Thank you.

Form **603**
Corporations Act 2001
Section 671B

Notice of initial substantial holder

To: Company Name/Scheme **Yellow Brick Road Holdings Ltd**
ACN/ARSN **119 436 083**

1. Details of substantial holder⁽¹⁾

Name AIF VII Singapore Pte. Ltd and the entities listed in Part 1 of Annexure A
ACN/ARSN (if applicable) N/A

The holder became a substantial holder on 06/02/2013

2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate⁽²⁾ had a relevant interest⁽³⁾ in on the date the substantial holder became a substantial holder are as follows:

Class of securities ⁽³⁾	Number of securities	Persons' votes ⁽³⁾	Voting power ⁽³⁾
Ordinary shares	32,450,000	32,450,000	18.0%

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest ⁽³⁾	Class and number of securities
AIF VII Singapore Pte. Ltd	Pursuant to section 608(3) of the <i>Corporations Act 2001 (Cth)</i> , AIF VII Singapore Pte. Ltd has a relevant interest in the 32,450,000 ordinary shares as it has voting power above 20% in Nine Entertainment Co. Holdings Ltd, which is a substantial holder.	32,450,000 ordinary shares

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder ⁽³⁾	Class and number of securities
AIF VII Singapore Pte. Ltd	Pink Platypus Pty Ltd	Pink Platypus Pty Ltd	32,450,000 ordinary shares

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration ⁽³⁾	Class and number of securities
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AIF VII Singapore Pte. Ltd	6 February 2013	Forgiveness of Nine Entertainment Group Pty Ltd's senior debt and mezzanine debt and acquisition of shares in Nine Entertainment Co. Holdings Ltd pursuant to the creditors' scheme of arrangement which became effective on 30 January 2013.	32,450,000 ordinary shares
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6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
Refer to Annexure A Part 1	

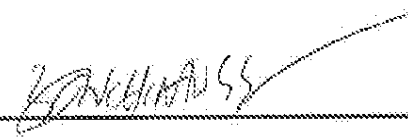
7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Refer to Annexure A Part 2	

Signature

print name Chin Hwee Tan capacity Director

sign here  date 06 February 2013

DIRECTIONS

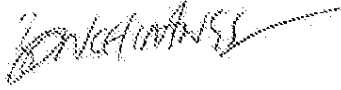
- (1) If there are a number of substantial holders with similar or related relevant interests (eg a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 7 of the form.
- (2) See the definitions of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 to 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The total number of votes attached to all the voting shares in the company or voting interests in the scheme (if any) that the person or an associate has a relevant interest in.
- (6) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (7) Include details of:
 - (a) any relevant agreement or other circumstances by which the relevant interest was acquired. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
 - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.

- (8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown".
 - (9) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.
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This is Annexure "A" of 5 pages referred to in ASIC Form 603 (Notice of initial substantial holder)

Signature:



Name: Chin Hwee Tan

Position: Director

Date: 6 February 2013

Part 1 – Associates

Name	Nature of association
Shareholders in Nine	
Apollo Credit Singapore Pte. Ltd.	Shareholder in Nine Entertainment Co. Holdings Ltd acting in concert with AIF VII Singapore Pte Ltd.
Apollo Centre Street Partnership, L.P.	Shareholder in Nine Entertainment Co. Holdings Ltd acting in concert with AIF VII Singapore Pte Ltd.
Apollo Special Opportunities Managed Account, L.P.	Shareholder in Nine Entertainment Co. Holdings Ltd acting in concert with AIF VII Singapore Pte Ltd.
Apollo SPN Investments I (Credit), LLC	Shareholder in Nine Entertainment Co. Holdings Ltd acting in concert with AIF VII Singapore Pte Ltd.
Investment Managers	
Apollo Management Singapore Pte Ltd.	Investment manager of AIF VII Singapore Pte Ltd and Apollo Credit Singapore Pte Ltd.
Apollo Centre Street Management, LLC	Investment manager of Apollo Centre Street Partnership, L.P.
Apollo SVF Management L.P.	Investment manager of Apollo Special Opportunities Managed Account, L.P.
Apollo SPN Management, LLC	Investment manager of Apollo SPN Investments I, L.P.
Apollo ST Fund Management, LLC	Investment manager of Apollo Credit Master Fund Ltd; Apollo Credit Strategies Master Fund Ltd.
General Partners	
Apollo Advisors VII (EH), L.P.	General partner of AIF VII Euro Holdings, L.P.
Apollo Advisors VII (EH-GP), Ltd.	General partner of Apollo Advisors VII (EH), L.P.
Apollo Principal Holdings III GP, Ltd.	General partner of Apollo Principal Holdings III, L.P.
Apollo SPN Advisors (APO DC), L.P.	General partner of Apollo SPN Investments I, L.P.
Apollo SPN Capital Management (APO DC-GP), LLC	General partner of Apollo SPN Advisors (APO DC), L.P.
Apollo Centre Street Advisors (APO DC), L.P.	General partner of Apollo Centre Street Partnership, L.P.
Apollo Centre Street Advisors (APO DC-GP), LLC	General partner of Apollo Centre Street Advisors (APO DC), L.P.
Apollo SOMA Advisors, L.P.	General partner of Apollo Special Opportunities Managed Account, L.P.
Apollo SOMA Capital Management, LLC	General partner of Apollo SOMA Advisors, L.P.
Apollo European Strategic Advisors, L.P.	General partner of Apollo European Strategic Investments (Holdings), L.P.
Apollo European Credit Advisors, L.P.	General partner of Apollo European Credit Master Fund, L.P.
Apollo SK Strategic Advisors, L.P.	General partner of Apollo SK Strategic Investments, L.P.

Apollo European Strategic Advisors, LLC	General partner of Apollo European Strategic Advisors, L.P.
Apollo European Credit Advisors, LLC	General partner of Apollo European Credit Advisors, L.P.
Apollo SK Strategic Advisors, LLC	General partner of Apollo SK Strategic Advisors, L.P.
Apollo Principal Holdings IX GP, Ltd.	General partner of Apollo Principal Holdings IX, L.P.
Apollo Principal Holdings IV GP, Ltd.	General partner of Apollo Principal Holdings IV, L.P.
Apollo Principal Holdings II GP, LLC	General partner of Apollo Principal Holdings II, L.P.
Apollo Asia Management GP, LLC	General partner of Apollo Asia Management, L.P.
Apollo SVF Management GP, LLC	General partner of Apollo SVF Management, L.P.
Apollo Capital Management GP, LLC	General partner of Apollo Capital Management, L.P.
Apollo Management Holdings GP, LLC	General partner of Apollo Management Holdings, L.P.
Members and Shareholders	
AIF VII Asia Intermediate, LLC	Shareholder of AIF VII Singapore Pte Ltd
AIF VII Euro Holdings, L.P.	Member of AIF VII Asia Intermediate, LLC
Apollo Principal Holdings III, L.P.	Shareholder of Apollo Advisors VII (EH-GP), Ltd.
APO Asset Co., LLC	Shareholder of Apollo Principal Holdings III GP, Ltd.
Apollo SPN Investments I, L.P.	Member of Apollo SPN Investments I (Credit), LLC
Apollo Asia Management L.P.	Shareholder of Apollo Management Singapore Pte Ltd.
Apollo European Strategic Investments (Holdings), L.P.	Shareholder of Apollo Credit Singapore Pte Ltd.
Apollo European Credit Master Fund, L.P.	Shareholder of Apollo Credit Singapore Pte Ltd.
Apollo SK Strategic Investments, L.P.	Shareholder of Apollo Credit Singapore Pte Ltd.
Apollo Credit Master Fund Ltd.	Shareholder of Apollo Credit Singapore Pte Ltd.
Apollo Credit Strategies Master Fund Ltd.	Shareholder of Apollo Credit Singapore Pte Ltd.
Apollo Principal Holdings IX, L.P.	Member of Apollo European Strategic Advisors, LLC; Apollo European Credit Advisors, LLC
Apollo Principal Holdings IV, L.P.	Member of Apollo SK Strategic Advisors, LLC
Apollo Principal Holdings II, L.P.	Member of Apollo SOMA Capital Management, LLC; Apollo SPN Capital Management (APO DC-GP), LLC; Apollo Centre Street Advisors (APO DC-GP), LLC
Apollo Capital Management L.P.	Member of Apollo SVF Management GP, LLC; Apollo SPN Management, LLC; Apollo Centre Street Management, LLC; Apollo Asia Management GP, LLC; Apollo ST Fund Management, LLC
Apollo Management Holdings, L.P.	Member (and manager) of Apollo Capital Management GP, LLC
APO (FC), LLC	Shareholder of Apollo Principal Holdings IX GP, Ltd.
APO Corp.	Member of Apollo Management Holdings GP, LLC; Apollo Principal Holdings II GP, LLC; Apollo Principal Holdings IV GP, Ltd.
Apollo Global Management, LLC	Shareholder of APO Corp.; Member of APO Asset Co., LLC; Member of APO (FC), LLC

Part 2 – Addresses

Name	Address
AIF VII Singapore Pte. Ltd	61 Robinson Road 11 th Floor Suite 1, Robinson Centre Singapore 068893
Apollo Credit Singapore Pte. Ltd	61 Robinson Road 11 th Floor Suite 1, Robinson Centre Singapore 068893
Apollo Centre Street Partnership, L.P.	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo Special Opportunities Managed Account, L.P.	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo SPN Investments I (Credit), LLC	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo Management Singapore Pte Ltd	61 Robinson Road 11 th Floor Suite 1, Robinson Centre Singapore 068893
Apollo Centre Street Management, LLC	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo SVF Management L.P.	9 West 57 th Street, 43 rd Floor New York, New York 10019
Apollo SPN Management, LLC	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo ST Fund Management, LLC	9 West 57 th Street, 43 rd Floor New York, New York 10019
Apollo Advisors VII (EH), L.P.	c/o Intertrust Corporate Services (Cayman) Limited 190 Elgin Avenue George Town, Grand Cayman KY19005
Apollo Advisors VII (EH-GP), Ltd	c/o Intertrust Corporate Services (Cayman) Limited 190 Elgin Avenue George Town, Grand Cayman KY19005
Apollo Principal Holdings III GP, Ltd	c/o Intertrust Corporate Services (Cayman) Limited 190 Elgin Avenue George Town, Grand Cayman KY19005
Apollo SPN Advisors (APO DC), L.P.	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo SPN Capital Management (APO DC-GP), LLC	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo Centre Street Advisors (APO DC), L.P.	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo Centre Street Advisors (APO DC-GP), LLC	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo SOMA Advisors, L.P.	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo SOMA Capital Management, LLC	c/o Apollo SOMA Advisors, L.P. One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo European Strategic Advisors, L.P.	9 West 57 th Street, 43 rd Floor New York, New York 10019
Apollo European Credit Advisors, L.P.	9 West 57 th Street, 43 rd Floor New York, New York 10019
Apollo SK Strategic Advisors, L.P.	c/o Intertrust Corporate Services (Cayman) Limited 190 Elgin Avenue George Town, Grand Cayman KY19005
Apollo European Strategic Advisors, LLC	9 West 57 th Street, 43 rd Floor New York, New York 10019

Apollo European Credit Advisors, LLC	9 West 57 th Street, 43 rd Floor New York, New York 10019
Apollo SK Strategic Advisors, LLC	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo Principal Holdings IX GP, Ltd	c/o Intertrust Corporate Services (Cayman) Limited 190 Elgin Avenue George Town, Grand Cayman KY19005
Apollo Principal Holdings IV GP, Ltd	c/o Intertrust Corporate Services (Cayman) Limited 190 Elgin Avenue George Town, Grand Cayman KY19005
Apollo Principal Holdings II GP, LLC	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo Asia Management GP, LLC	c/o Apollo Asia Management, L.P. 9 West 57 th Street, 43 rd Floor New York, New York 10019
Apollo SVF Management GP, LLC	c/o Apollo SVF Management, L.P. 9 West 57 th Street, 43 rd Floor New York, New York 10019
Apollo Capital Management GP, LLC	c/o Apollo Capital Management, L.P. 9 West 57 th Street, 43 rd Floor New York, New York 10019
Apollo Management Holdings GP, LLC	One Manhattanville Road, Suite 201 Purchase, New York 10577
AIF VII Asia Intermediate, LLC	One Manhattanville Road, Suite 201 Purchase, New York 10577
AIF VII Euro Holdings, L.P.	c/o Intertrust Corporate Services (Cayman) Limited 190 Elgin Avenue George Town, Grand Cayman KY19005
Apollo Principal Holdings III, L.P.	c/o Intertrust Corporate Services (Cayman) Limited 190 Elgin Avenue George Town, Grand Cayman KY19005
APO Asset Co., LLC	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo SPN Investments I, L.P.	c/o Intertrust Corporate Services (Cayman) Limited 190 Elgin Avenue George Town, Grand Cayman KY19005
Apollo Asia Management L.P.	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo European Strategic Investments (Holdings), L.P.	c/o Intertrust Corporate Services (Cayman) Limited 190 Elgin Avenue George Town, Grand Cayman KY19005
Apollo European Credit Master Fund, L.P.	c/o Intertrust Corporate Services (Cayman) Limited 190 Elgin Avenue George Town, Grand Cayman KY19005
Apollo SK Strategic Investments, L.P.	c/o Intertrust Corporate Services (Cayman) Limited 190 Elgin Avenue George Town, Grand Cayman KY19005
Apollo Credit Master Fund Ltd	Maples Corporate Services Limited P.O. Box 309 Ugland House Grand Cayman KY1-1104 Cayman Islands
Apollo Credit Strategies Master Fund Ltd	Maples Corporate Services Limited P.O. Box 309 Ugland House Grand Cayman KY1-1104 Cayman Islands

Apollo Principal Holdings IX, L.P.	c/o Intertrust Corporate Services (Cayman) Limited 190 Elgin Avenue George Town, Grand Cayman KY19005
Apollo Principal Holdings IV, L.P.	c/o Intertrust Corporate Services (Cayman) Limited 190 Elgin Avenue George Town, Grand Cayman KY19005
Apollo Principal Holdings II, L.P.	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo Capital Management L.P.	9 West 57 th Street, 43 rd Floor New York, New York 10019
Apollo Management Holdings, L.P.	One Manhattanville Road, Suite 201 Purchase, New York 10577
APO (FC), LLC	One Manhattanville Road, Suite 201 Purchase, New York 10577
APO Corp.	One Manhattanville Road, Suite 201 Purchase, New York 10577
Apollo Global Management, LLC	9 West 57 th Street, 43 rd Floor New York, New York 10019