



HILL END GOLD LIMITED

ACN 072 692 365

APPOINTMENT TO MARKETING TEAM

28 March 2018

ASX Code: HEG, HEGOC

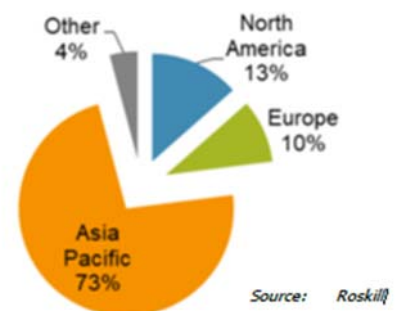
Hill End appoints experienced marketing consultant to drive Chinese high purity alumina sales

Hill End Gold (ASX: HEG) is pleased to announce the appointment of Eileen Hao to the key role of General Manager and Chief Representative, China. Ms Hao is a highly experienced marketing consultant with an extensive network in the Chinese industries which consume high purity alumina (HPA).

The appointment marks another important milestone in Hill End's strategy to develop the Yendon HPA Project in Victoria.

The Chinese market accounts for a significant share of global HPA demand and forecast growth. Therefore developing relationships with key HPA buyers in China will help ensure that our final product meets their various requirements. This strong understanding of their needs will be crucial to securing offtake agreements.

HPA market by regional share, 2016 (t)



Ms Hao has more than 25 years' experience in industrial minerals, metals and applications, including 15 years with English China Clays International (ECC) and Imerys as the Company's China Project Manager and China Commercial Manager. Her responsibilities included establishing projects and investment for ECC and Imerys in China, Imerys product sales, marketing and business development.

Her experience spans a variety of minerals and metals, including kaolin, lithium, graphite, nickel, cobalt, alumina, titanium, vanadium, zirconium, rare earths and battery materials.

Ms Hao has a technical background in geology, chemistry and material engineering.

She is a key Chinese adviser to various leading international companies across the battery materials chain and the world industrial mineral market as well as the LED lighting and semiconductor industry.

Ms Hao was the China Consultant of Roskill Consulting Group.

Hill End Managing Director Martin McFarlane said: “Eileen brings extensive experience and networks in China, the world’s largest HPA consuming market. This key appointment is a significant step forward in Hill End’s plan to forge solid relationships with HPA buyers, providing a platform for offtake negotiations.”

Martin McFarlane
Managing Director

Media - For further information, please contact: Paul Armstrong - Read Corporate +61 8 9388 1474