



HILL END GOLD LIMITED

ACN 072 692 365

APPOINTMENT TO MARKETING TEAM

18 April 2018

ASX Code: HEG, HEGOC

Hill End expands marketing reach for high purity alumina with appointment of consultant for Asia

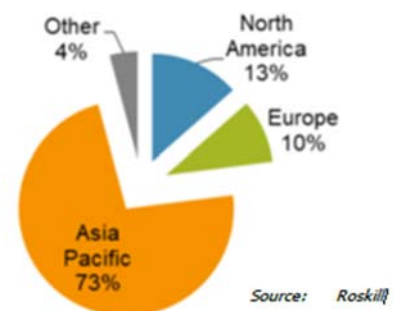
Hill End Gold (ASX: HEG) is pleased to announce that it has taken another important step in its strategy to be a global supplier of high purity alumina with the appointment of Robert Sills to the key role of Marketing Consultant.

Mr Sills, who will focus on Asia (ex-China), is a highly experienced marketing consultant with an extensive network in the Japanese and South Korean industries which consume material quantities of high purity alumina (HPA).

Hill End announced last week that it had appointed Eileen Hao to drive marketing in China.

The appointments are part of Hill End's strategy to develop the Yendon HPA Project in Victoria into a leading HPA supplier for growing markets around the world.

HPA market by regional share, 2016 (t)



Working closely with Ms Hao and the Hill End team, Mr Sills' appointment reflects the Company's objective of developing close working relationships with potential customers in Asia. The Asia Pacific HPA market accounts for 73% of global HPA demand and therefore is a key target for long term HPA offtake agreements for Hill End.

Mr Sills has 24 years' experience across a number of industry sectors in commercial and business development functions including telecoms, precious metals, diamonds, kaolin and specialised materials such as rare earths, graphite

and lithium. Companies represented range from junior developers to global corporates such as Rio Tinto.

Mr Sills's experience is backed by internationally recognised qualifications in commerce, Japanese and an MBA from universities in Australia and Vienna, Austria.

Hill End Managing Director Martin McFarlane said: "Robert's appointment opens the door for Hill End to develop close relationships with HPA buyers in the key Japanese and South Korean HPA markets, an important step toward securing long term HPA sales."

Martin McFarlane
Managing Director

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