
Hill End Gold becomes Pure Alumina

31 October, 2018

ASX Code: HEG, HEGOC

Hill End Gold changes name to Pure Alumina Limited

New name reflects the Company's focus on becoming a major supplier of high purity alumina to the LED lighting and lithium battery industries

Hill End Gold (ASX:HEG) is pleased to advise that following approval by shareholders at the AGM, the Company's name has been changed to Pure Alumina Limited.

The change reflects the Company's strategic focus on the compelling Yendon HPA project in Victoria.

An application to change the name and to be granted an appropriate code has been made to ASX.

The Yendon HPA Project has progressed rapidly over the past 18 months, with a number of studies culminating in the release of the Pre-Feasibility Study in June this year.

The strong outcomes of the PFS, both technically and financially, led the Board to make the decision to focus solely on Yendon.

As part of the change in corporate identity, the Company has established a new website (www.purealumina.com.au) which includes relevant information about the Company and the project. This site will be updated with information on the project, the HPA market and its uses.

Pure Alumina Managing Director Martin McFarlane said the Company was well on track to become a major supplier of high purity alumina.



“We have a highly desirable combination of a fundamentally strong project and a product for which demand is increasing on the back of technological advances such as the LED lighting and lithium battery industries,” Mr McFarlane said.

“We are confident that this combination and the progress we will continue making at Yendon will create significant value for shareholders.”

Martin McFarlane
Managing Director

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