

DHAIS PLC
APPLICATION ANNOUNCEMENT

The Directors of DHAIS plc ("the Company" or "DHAIS") are pleased to announce that the Company has applied for an introduction to the PLUS market.

The intended start of dealing date is 16 June 2008.

The Company is classified under Section 54 of the FTSE Global Classification System, Media and Photography.

The Company has applied to admit its entire Share Capital 50,000,000 shares of GBPO.001.

The Company is seeking admission to the PLUS Market in order that (i) existing shareholders are able to realise value in their investment in the Company to date; (ii) to raise its profile among both new investors and existing and potential customers; (iii) to provide access to alternative sources of funding for acquisitions which the Board may consider in the future as part of that growth.

Background

DHAIS is a public limited company which was incorporated in England and Wales in 2001 as a private limited company and has traded continuously since incorporation. The Company converted to a public company on 22 May 2008.

DHAIS trades as a freelance marketing company, specialising in generating sales leads for digital hearing aid retailers, manufacturers and distributors in the United Kingdom and operates from offices in London and Cardiff. DHAIS places carefully targeted advertisements in national newspapers and selected other publications in order to generate enquiries from individuals interested in purchasing a digital hearing aid or wishing to find out more information about them.

These sales leads are supplied to retailers, manufacturers and distributors of digital hearing aids in the United Kingdom. DHAIS deals with a wide variety of such retailers, manufacturers and distributors, including two major operators and many independent dispensers.

The advertisements are predominantly placed through an advertising agency, Copeland & Charrington Limited, which is owned and operated by two of the Company's Directors Paul Clover and Neil Copeland. DHAIS has entered into an arm's length commercial agreement with Copeland & Charrington Limited which governs the commissions payable to Copeland & Charrington Limited and other related matters. A summary of this agreement is set out in the admission document.

In addition, DHAIS occupies part of Copeland & Charrington Limited's offices in London as licensee and utilises the services on an ad hoc basis of certain administrative and accounting personnel of Copeland & Charrington Limited. Neil Copeland and Paul Clover spend, on average, approximately 50% of their working time on DHAIS business. All of these personnel and other services are provided for a fixed aggregate monthly fee of GBP5,100. Consequently, DHAIS currently has no employees other than its Directors.

Advertising charges represent the vast majority of DHAIS' normal trading expenditure. The majority of the balance of DHAIS' normal trading expenditure is made up of the commission payments and service charges paid to Copeland & Charrington Limited pursuant to the above arrangements

The founders of DHAIS were Paul Clover and Neil Copeland. Mark Moss holds 34% of the issued share capital of DHAIS, with Paul Clover and Neil Copeland each holding 22%. The remaining 22% is held by Amin Kiddy, an investor based in South Wales. Mark Moss has historically acted as a consultant to DHAIS but became Non-Executive Chairman on 13 May 2008.

Andrew Williams is known to both Mark Moss and Amin Kiddy and he is an experienced former finance director of a PLUS company. He has agreed to take on the role of being an Executive Finance Director of the Company and was appointed a Director on 13 May 2008.

Between them, Mark Moss, Paul Clover and Neil Copeland have over 100 years of experience in advertising and hearing aid provision.

In the year ended 30 June 2007, DHAIS generated revenue of approximately GBP2,150,000 (2006: GBP2,110,000) and profits before tax and exceptional items of approximately GBP610,000 (2006: GBP240,000). The audited accounts of DHAIS for the six months to 31 December 2007 and for each of the last three financial years of DHAIS are set out in the admission document.

Further details about each of these individuals and their experience and expertise is set out below.

Mark Moss (age 59) Non-Executive Chairman

Mark Moss joined Scrivens Ltd in 1967 where he obtained a licence as a dispenser of hearing aids. In 1974 he established Moss Hearing Centres and, following its sale to Siemens Hearing Instruments Ltd in 1985, was appointed UK marketing director. In 1986 he left with two of his colleagues to establish Clearer Hearing Limited.

In 1987 the assets of Hidden Hearing were acquired by Clearer Hearing Limited from Danavox GB and Clearer Hearing Limited then changed its name to Hidden Hearing Limited. Mark Moss was the marketing director based in Cardiff. He has served as an executive member of the British Hearing Aid Industries Association and also the Council of The Society of Hearing Aid Audiologists.

The company, Hidden Hearing Ltd, was floated on the London Stock Market in 1998 and was subsequently sold to William Demant Holdings in 2000, one of the world's leading hearing aid manufacturers based in Denmark. Since 2003 Mark has been a consultant to DHAIS; he has property and other business interests in South Wales.

Neil Copeland (age 45) Media Director

Neil Copeland is the media director in charge of placing the advertisements for DHAIS in the national newspapers.

He is also a director and shareholder in Copeland and Charrington Ltd, the advertising company through which advertisements for DHAIS are placed. Neil has been involved with the provision of advertising for hearing aid companies for nearly 30 years, starting his career by joining Copeland and Charrington Ltd at the age of 16 as a production assistant. Neil was a founding member of DHAIS with Paul Clover and maintains close contact with key personnel of publishers of national newspapers and magazines.

Paul Clover (age 52) Managing Director

Paul Clover was one of the founding members of Copeland & Charrington Ltd in 1978 and took over the role of Managing Director in 1990.

Copeland & Charrington Ltd is a specialist Direct Response Advertising Agency whose client list has included a number of Publicly Quoted Companies. It had previously worked very closely with Hidden Hearing Limited. As well as a Diploma in Direct Marketing, Paul has over 35 years experience in creating direct marketing campaigns that produce effective results. After helping to run a number of successful mail order operations, in 2001 he became a founding member of DHAS taking on the role of Managing Director

Andrew Williams (age 43) Finance Director

A graduate in electronic engineering from Liverpool University and a member of the Institute of Engineering and Technology, Andrew qualified as a Chartered Accountant with the firm Deloitte Haskins and Sells (now PricewaterhouseCoopers) in 1987.

His early business career was spent with Valstar Systems, as company accountant, and Schlumberger, an engineering conglomerate, as treasury accountant. In 1995 he became managing director of Kroton Engineering in South Wales and, four years later, finance director and company secretary of Spectrum Technologies plc ("Spectrum"), a company quoted on Plus Market. Between 2003 and 2006 he was seconded as general manager to Spectrum's US operation while remaining group finance director. Andrew has now left Spectrum and is pursuing a career serving a range of SME clients as a freelance consultant and adviser.

DOCUMENT AVAILABLE FOR INSPECTION

Copies of the Admission Document will be available free of charge during usual business hours on any weekday (Saturdays and public holidays excepted) at the offices of Alfred Henry Corporate Finance Limited at Finsgate, 5-7 Cranwood Street, London, EC1V 9EE.

CORPORATE ADVISER & CONTACT DETAILS

Alfred Henry Corporate Finance Limited is acting as the Corporate Advisor for the Company, and can be contacted at:

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The Directors of the Company accept responsibility for this announcement.