



## Media Announcement

### ***For immediate release***

Date: 5 August 2014

Title: Appointment of James Cleverley

### Reflex builds its innovative advantage with the appointment of leading CSIRO geochemist.

Reflex is pleased to announce the appointment of former CSIRO Principal Geochemist and Stream Leader for Mineral Systems and Targeting, James Cleverley as Principal Geochemist.

Cleverley's appointment comes at a time when Reflex, already acknowledged as a leader in instrumentation, data acquisition and analysis, positions itself as a game changer in terms of its technology offering. The Company is focused on driving the Minerals Industry to relook at current processes and work flow, through the adoption of its leading technology, to be more efficient and to prosper in the current challenging climate.

With a background that spans academia and post doctorate research leading to his 8 year tenure at CSIRO, Cleverley's move to Reflex represents the culmination of these years of experience with a focus now on developing the Reflex business, contributing to new strategy and building key accounts.

"My varied experience will bring new thinking and new products into the development of Reflex's end to end solution," commented Cleverley on his new role.

"James is a natural fit with Reflex," said Reflex Chief Executive, Derek Loughlin. "His academic background in economic geology and applied science and its practical application has relevance across the business."

A passion for the development of new technologies in helping the characterisation and delineation of ore systems, which began during his post doctoral research in the Predictive Mineral Discovery CRC, has established Cleverley as an authority in portable XRF and advanced x-ray techniques. His extensive expertise in drilling technologies and sensor technologies led to the inception of the Lab-at-Rig® project which is a collaborative initiative between Reflex, Olympus, CSIRO and the DET CRC.

“The opportunity to work with a world class team and be well positioned to provide fundamental training to a new generation of geoscientists is what attracted me to Reflex,” said Cleverley.

“With Reflex, James now has the opportunity to work across the whole Reflex solution,” said Dave Lawie, Global Product Manager - Geosciences at REFLEX, who has been working closely with Cleverley over a number of years, “right from the way we collect the data to the way we support faster, more confident, decision making.”.

Cleverley will be based in the Company’s newly built head office in Perth, Australia and will travel internationally to represent the global company.

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