

RNS Number : 8898N

AIM

18 June 2010

**ANNOUNCEMENT TO BE MADE BY THE AIM APPLICANT PRIOR TO ADMISSION IN ACCORDANCE WITH RULE 2 OF THE AIM RULES FOR COMPANIES ("AIM RULES")**

COMPANY NAME:

International Brand Licensing plc (to be renamed EKF Diagnostics Holdings plc)  
COMPANY REGISTERED OFFICE ADDRESS AND IF DIFFERENT, COMPANY TRADING ADDRESS (INCLUDING POSTCODES) :

14 Kinnerton Place South, London SW1X 8EH

COUNTRY OF INCORPORATION:

England and Wales

COMPANY WEBSITE ADDRESS CONTAINING ALL INFORMATION REQUIRED BY AIM RULE 26:

www.iblplc.com

COMPANY BUSINESS (INCLUDING MAIN COUNTRY OF OPERATION) OR, IN THE CASE OF AN INVESTING COMPANY, DETAILS OF ITS INVESTING POLICY). IF THE ADMISSION IS SOUGHT AS A RESULT OF A REVERSE TAKE-OVER UNDER RULE 14, THIS SHOULD BE STATED:

The Admission is the result of a reverse takeover through the acquisition by International Brand Licensing plc of EKF-diagnostic GmbH ("EKF").

The existing business of International Brand Licensing plc is focused on exploiting a portfolio of sports and lifestyle brands, trade names and logos by granting licences to third parties allowing them to manufacture, market and sell products in pre determined territories across the world. The Directors intend to dispose of the company's licensing business as opportunities arise over the coming months.

The EKF Group comprises established businesses with operations in Germany, Poland and Russia which are focused on the design, development, manufacture and selling of diagnostic instruments and reagents. EKF's products and devices are designed to meet the needs of smaller professional clinical and research laboratories, doctor's offices, sports clinics and athletic testing sites.

DETAILS OF SECURITIES TO BE ADMITTED INCLUDING ANY RESTRICTIONS AS TO TRANSFER OF THE SECURITIES (i.e. where known, number and type of shares, nominal value and issue price to which it seeks admission and the number and type to be held as treasury shares):

A total of 100,435,653 new ordinary shares of 1 pence each and re admission of 41,991,653 existng ordinary shares of 1 pence each

The shares are expected to be admitted on three separate dates:

First admission (first tranche placing shares): 10,666,665 new ordinary shares of 1 pence each

Second admission (second tranche placing shares): 25,499,998 new ordinary shares of 1 pence each

Third admission (third tranche placing shares and re admission of existing ordinary shares): 64,268,990 new ordinary shares of 1 pence each and re admission of all existing ordinary shares

CAPITAL TO BE RAISED ON ADMISSION (IF APPLICABLE) AND ANTICIPATED MARKET CAPITALISATION ON ADMISSION:

£ 15.06 million

Market Capitalisation expected to be £21.36 million on Admission

PERCENTAGE OF AIM SECURITIES NOT IN PUBLIC HANDS AT ADMISSION:

29.94%

DETAILS OF ANY OTHER EXCHANGE OR TRADING PLATFORM TO WHICH THE AIM COMPANY HAS APPLIED OR AGREED TO HAVE ANY OF ITS SECURITIES (INCLUDING ITS AIM SECURITIES) ADMITTED OR TRADED:

N/a

FULL NAMES AND FUNCTIONS OF DIRECTORS AND PROPOSED DIRECTORS (underlining the first name by which each is known or including any other name by which each is known):

*Directors*

David Eric Evans (Non-Executive Chairman)

Julian Huw Baines (Chief Executive Officer)

Paul Andrew Peter Foulger (Finance Director)

Adam Reynolds (Non-Executive Director)

Gordon James Hall (Non-Executive Director)

Dr Kevin William Wilson (Non-Executive Director)

FULL NAMES AND HOLDINGS OF SIGNIFICANT SHAREHOLDERS EXPRESSED AS A PERCENTAGE OF THE ISSUED SHARE CAPITAL, BEFORE AND AFTER ADMISSION (underlining the first name by which each is known or including any other name by which each is known):

<b>Name</b>	<b>Number of Ordinary Shares prior to Admission</b>	<b>% of the Issued Ordinary Share Capital prior to Admission</b>	<b>Number of Ordinary Shares following Admission</b>	<b>% of issued Share Capital following Admission</b>
<i>Legal &amp; General</i>	-	-	22,000,000	15.45
<i>Octopus Asset Management</i>	-	-	15,000,000	10.53
<i>Hargreave Hale</i>	-	-	10,666,666	7.49
<i>Ignis Asset Management</i>	-	-	8,333,333	5.85
<i>HSBC Global Custody Nominee (UK) Ltd BH01 883031</i>	7,153,693	17.04	7,153,693	5.02
<i>Newedge Group SA 2093110</i>	5,590,000	13.31	5,590,000	3.92
<i>JM Finn Nominees Ltd</i>	3,026,403	7.21	3,026,403	2.12
<i>Lance Yates Esq (Estate of)</i>	1,708,480	4.07	1,708,480	1.20
<i>Pershing Nominees Ltd BFCLT</i>	1,521,243	3.62	1,521,243	1.07
<i>Julian Baines</i>	1,357,127	3.23	1,357,127	0.95
<i>The Bank of New York (Nominees) Limited</i>	1,318,000	3.14	1,318,000	0.93
<i>James Capel (Nominees) Limited</i>	1,274,472	3.04	1,274,472	0.89

NAMES OF ALL PERSONS TO BE DISCLOSED IN ACCORDANCE WITH SCHEDULE 2, PARAGRAPH (H) OF THE AIM RULES:

N/a

(i) ANTICIPATED ACCOUNTING REFERENCE DATE

(ii) DATE TO WHICH THE MAIN FINANCIAL INFORMATION IN THE ADMISSION DOCUMENT HAS BEEN PREPARED (this may be represented by unaudited interim financial information)

(iii) DATES BY WHICH IT MUST PUBLISH ITS FIRST THREE REPORTS PURSUANT TO AIM RULES 18 AND 19:

- (i) 31 December
- (ii) 31 December 2009 (in relation to EKF); financial information in relation to International Brand Licensing plc has been omitted in accordance with Rule 28
- (iii) 30 September 2010, 30 June 2011, 30 September 2011

EXPECTED ADMISSION DATE:  
7 July 2010

NAME AND ADDRESS OF NOMINATED ADVISER:  
Zeus Capital Limited  
3 Ralli Courts  
West Riverside  
Manchester M3 5FT

NAME AND ADDRESS OF BROKER:  
Joint Brokers:  
Zeus Capital Limited  
3 Ralli Courts  
West Riverside  
Manchester M3 5FT

Matrix Corporate Capital LLP  
One Vine Street  
London  
W1J 0AH

OTHER THAN IN THE CASE OF A QUOTED APPLICANT, DETAILS OF WHERE (POSTAL OR INTERNET ADDRESS) THE ADMISSION DOCUMENT WILL BE AVAILABLE FROM, WITH A STATEMENT THAT THIS WILL CONTAIN FULL DETAILS ABOUT THE APPLICANT AND THE ADMISSION OF ITS SECURITIES:

[www.iblplc.com](http://www.iblplc.com) The admission document contains full details about the company and the admission of its securities.

DATE OF NOTIFICATION:  
18 June 2010

NEW/ UPDATE:  
New

This information is provided by RNS  
The company news service from the London Stock Exchange

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06/18/2010 - 15:03 Company Announcement - General EKF