



Villa World Limited (Company) ABN 38 117 546 326
Villa World Trust (Trust) ARSN 104 482 206
Villa World Management Limited ABN 77 116 506 882 AFSL 304866
ASX Code: VLW

1 September 2011

ASX Announcement

Security Sale Facility – Unmarketable Parcels

Villa World Group (VLW) has established a sale facility for those securityholders holding parcels of VLW securities valued at less than A\$500 (“unmarketable parcels”) as at 29 August 2011. An unmarketable parcel was 625 stapled securities or less.

A copy of the letter sent to those holders is attached.

For further information regarding the sale facility, securityholders may contact the registry, Computershare Investor Services Pty Limited, on 1800 651 684 (within Australia) or +61 3 9415 4000 (outside Australia).

ENDS

Enquiries to:

Louse Edwards
Company Secretary
Villa World Limited
securityholder@villaworld.com.au



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All correspondence to the Company's share registry:

Computershare Investor Services Pty Limited
GPO Box 52 Melbourne
Victoria 3001 Australia
Enquiries (within Australia) 1300 651 684
(outside Australia) +61 3 9415 4000

1 September 2011

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SAM
MR JOHN SMITH 1
FLAT 123
123 SAMPLE STREET
THE SAMPLE HILL
SAMPLE ESTATE
SAMPLEVILLE VIC 3030

Dear Securityholder

IMPORTANT NOTICE - SALE OF YOUR UNMARKETABLE PARCEL OF VLW SECURITIES

Villa World Group (**Villa World**) (ASX:VLW) is pleased to provide an opportunity for you to sell your securityholding without incurring any brokerage or handling costs. Villa World has put in place a security sale facility for those holding parcels of VLW securities valued at less than A\$500 (**unmarketable parcels**) as at Monday, 29 August 2011 (the **Sale Facility**).

Our records show that as at the close of trading on ASX on Monday, 29 August 2011, the **Record Date**, your securities have a total value of less than \$500 which forms an unmarketable parcel.

Villa World recognises that there are a number of securityholders who hold unmarketable parcels of VLW securities who may find it expensive to dispose of their VLW securities. This sale facility provides eligible securityholders with a convenient way to sell their VLW securities and is designed to reduce Villa World Group's ongoing costs associated with administering securityholdings.

What do you need to do now?

- . If you wish to **sell** your VLW securities under the Sale Facility, **you do not need to do anything**. Your VLW securities will be sold on your behalf after **Friday, 14 October 2011** and the proceeds of the sale will be paid to you in accordance with your existing payment instructions in respect of your VLW securityholding.
- . If you wish to **retain** your VLW securities, **you must complete and return the enclosed Security Retention Form before 5pm (AEDT) on Friday, 14 October 2011**.

The Sale Facility has been established in accordance with Villa World Group's constituent documents and the ASX Listing Rules.

Unless you inform us that you wish to retain your VLW securities or your holding of VLW securities increases in value to above A\$500 on or before **Friday, 14 October 2011**, your securities will be sold on your behalf by Villa World. You will not need to appoint a broker or pay the brokerage and handling costs associated with the sale of your VLW securities under the Sale Facility. Villa World will take any action required to sell your VLW securities, including, if necessary, making a holding adjustment to move your VLW securities to the issuer sponsored sub-register. Any tax consequences from the sale of your VLW securities will be your responsibility. If you are in any doubt about whether you should participate in the Sale Facility, or if you require information regarding possible taxation implications from participation in the Sale Facility, please consult your legal, financial or taxation adviser.

For further information regarding the Sale Facility, please refer to the back of this letter, or contact our registry, Computershare Investor Services Pty Limited, on 1800 651 684 (within Australia) or +61 3 9415 4000 (outside Australia).

Yours sincerely,

Louise Edwards
Company Secretary

FURTHER INFORMATION REGARDING THE VILLA WORLD GROUP SALE FACILITY

1. What is an unmarketable parcel of securities?

An unmarketable parcel of securities is a parcel of VLW securities valued at less than A\$500 at the close of trading on ASX on Monday, 29 August 2011.

2. How will my securities be sold?

Villa World has appointed RBS Morgans Limited (Broker) to act as execution only broker in selling VLW securities on ASX for VLW under the Sale Facility as soon as reasonably practicable after Friday, 14 October 2011 and by no later than Tuesday, 1 November 2011.

3. How much will I receive for my securities under the Sale Facility?

The price you will receive for your VLW securities will be calculated as the volume weighted average price of all VLW securities sold by RBS Morgans under the Sale Facility. All participants who have their VLW securities sold under the Sale Facility will receive the same average price per VLW security.

The actual sale price will depend on a number of factors, including the prevailing market conditions and the demand for VLW securities at the time of sale. The closing price of VLW securities on Monday, 29 August 2011 was \$0.80. Information on the latest price for VLW securities can be found on the ASX website (www.asx.com.au) under the ASX code "VLW".

The market price of VLW securities is subject to change.

While RBS Morgans will use its reasonable endeavours to obtain the best price for VLW securities at the time of the sale, no assurance is given as to the price which will be achieved for the sale of your VLW securities.

4. Will I have to pay brokerage or handling costs?

No, you will not have to pay brokerage or handling costs if your VLW securities are sold under the Sale Facility. Villa World will pay these costs on your behalf.

5. When will I receive the proceeds of the sale?

The sales of VLW securities under the Sale Facility are expected to occur as soon as reasonably practicable after Friday, 14 October 2011 and in any event no later than Tuesday, 1 November 2011 in accordance with the Villa World Group constituent documents.

Within 60 days of completion of the Sale Facility, Villa World will send you the proceeds of sale in accordance with your existing payment instructions in respect of your VLW securityholding. All sale proceeds will be paid in Australian dollars.

6. What if I buy VLW securities in the meantime?

If you buy additional VLW securities that are registered by 7.00pm (AEDT) on Friday, 14 October 2011 (under the same holder number as set out in this letter), and/or if the price of VLW securities increases such that your parcel of VLW securities is valued at more than A\$500 on or before Friday, 14 October 2011, your VLW securities will not be sold under the Sale Facility.

IMPORTANT INFORMATION

Villa World Group, its directors and officers, and the Broker make no recommendation as to whether you should participate in the Sale Facility and are not giving any advice to you.



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 Victoria 3001 Australia
 Enquiries (within Australia) 1300 651 684
 (outside Australia) +61 3 9415 4000



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000001
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 SAM
 MR JOHN SMITH 1
 FLAT 123
 123 SAMPLE STREET
 THE SAMPLE HILL
 SAMPLE ESTATE
 SAMPLEVILLE VIC 3030

Securityholder Reference Number (SRN)



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Use a **black** pen.
 Print in **CAPITAL** letters
 inside the grey areas.

A	B	C
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1	2	3
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Where a choice is required,
 mark the box with an 'X'

X

For your security keep your SRN/HIN confidential.

Unmarketable Parcel Security Sale Facility - Security Retention Form

IMPORTANT:

This is an important document and requires your immediate attention. If you wish to retain your stapled securities ("Securities") in the Company, you must complete this form and return it so that it is received by no later than 5.00pm (AEDT) on 14 October 2011. You should also refer to the detailed terms and conditions and other documents that accompanied this form. If you are in any doubt as to how to deal with this form, please consult a professional advisor.

B

Number of Shares as at Record Date

The number of Securities that you held at 7.00pm (AEST) on 29 August 2011.

XXXXXXXXXX

C

Retention of Shares



I/we refer to the notice from the Company dated 1 September 2011 and record my/our wish to retain my/our Securities.

D

Contact details

Please provide your contact details in case we need to speak to you about this form.

Name of contact person

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Contact person's daytime telephone number

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E

Sign here - this section must be signed before we can process this form.

By signing and returning this form, I/we confirm that I/we understand that my/our Shares will not be sold under the Unmarketable Parcel Security Sale Facility.

Individual or Securityholder 1

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Sole Director and Sole Company Secretary

Securityholder 2

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Director

Securityholder 3

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Director/Company Secretary

Day Month Year

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TO BE A VALID INSTRUCTION, THIS FORM MUST BE RECEIVED BY NO LATER THAN 5.00pm (AEDT) ON 14 OCTOBER 2011



How to complete this form

Securityholders who wish to retain their shares must lodge a Share Retention form.

A Registration Name(s)

Your name and address as it appears on the register of Villa World Group.

B Number of Shares as at Record Date

This is the total number of Securities you held at 7.00pm (AEST) on 29 August 2011.

C Retention of Shares

If you would like to retain your securities, please mark the box on the front of the form and return it in accordance with the lodgement instructions below.

If this form is not received by that time, and you have not otherwise validly notified the Company that you wish to retain your Securities by that time, the Company will be entitled to have your Securities sold for you.

If you wish to sell your Securities under the Unmarketable Parcel Security Sale Facility, you should not complete this form.

D Contact details

Enter the name of a contact person and telephone number. These details will only be used in the event that the registry has a query regarding this form.

E Signature(s)

You must sign and date the form as follows in the space provided:

Joint holding: where the holding is in more than one name all of the securityholders must sign.

Companies: where the company has a Sole Director who is also the Sole Company Secretary, this form must be signed by that person. If the company (pursuant to section 204A of the Corporations Act 2001) does not have a Company Secretary, a Sole Director can also sign alone. Otherwise this form must be signed by a Director jointly with either another Director or a Company Secretary. Please sign in the appropriate place to indicate the office held.

Consolidation of shareholdings

If you have more than one holding on Villa World's register and you do not sell your Securities under the Unmarketable Parcel Security Sale Facility, you should consider consolidating them. For further advice in this regard, please contact Computershare Investor Services Pty Limited ('CIS') on 1300 651 684 (within Australia) or +61 3 9415 4000 (outside Australia). CHES broker sponsored holders should contact their sponsoring broker.

Lodgement of Form

If you wish to retain your Securities, this Security Retention Form must be completed and received by CIS Melbourne **by no later than 5.00pm (AEDT) on 14 October 2011.**

It is your responsibility to allow sufficient time for this form to be received by CIS. A reply paid envelope is enclosed for posting from within Australia.

Your Security Retention Form must be sent to the Company's share registry:

Villa World Group
c/- Computershare Investor Services Pty Limited
GPO Box 52
MELBOURNE VIC 3001

Neither CIS nor the Company accepts any responsibility if you lodge the Security Retention Form at any other address or by any other means.

Privacy Statement

Personal information is collected on this form by CIS, as registrar for the Company, for the purpose of effecting your instructions in relation to the Unmarketable Parcel Security Sale Facility, maintaining registers of securityholders, facilitating distribution payments and other corporate actions and communications. Your personal information may be disclosed to our related bodies corporate, to the Company and its professional advisers, to external service companies such as print or mail service providers, or as otherwise required or permitted by law. If you would like details of your personal information held by CIS, or you would like to correct information that is inaccurate, incorrect or out of date, please contact CIS. In accordance with the Corporations Act 2001, you may be sent material (including marketing material) approved by the Company in addition to general corporate communications. You may elect not to receive marketing material by contacting CIS. You can contact CIS using the details provided on the front of this form or e-mail privacy@computershare.com.au

If you have any enquiries concerning your Securityholding please contact CIS on telephone 1300 651 684 (within Australia) or on +61 3 9415 4000 (outside Australia).

This form may not be used to notify your change of address. For information please contact CIS on 1300 651 684 or visit the share registry at www.computershare.com

S R F

V L W

