

MIRA INFORM REPORT

Report No. :	542306
Report Date :	30.11.2018

IDENTIFICATION DETAILS

Name :	P 2 E SERVICES P/L
Registered Office :	Suite G4, 1-15 Barr Street Balmain NSW, 2041
Country :	Australia
Date of Incorporation :	04.09.2018
Legal Form :	Australian Proprietary Company
Line of Business :	The subject operates as a provider of marketing services primarily to the telecommunications industry specialising in lead generation through social media and online resources.
No. of Employees :	13

RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23rd January 2017)

MIRA's Rating :	B
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Credit Rating	Explanation	Rating Comments
B	Medium Risk	Business dealings permissible on a regular monitoring basis

Status :	Moderate
Payment Behaviour :	Unknown
Litigation :	Clear

NOTES :

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Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

ECGC Country Risk Classification List

Country Name	Previous Rating (30.06.2018)	Current Rating (30.09.2018)
Australia	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

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AUSTRALIA - ECONOMIC OVERVIEW

Australia is an open market with minimal restrictions on imports of goods and services. The process of opening up has increased productivity, stimulated growth, and made the economy more flexible and dynamic. Australia plays an active role in the WTO, APEC, the G20, and other trade forums. Australia's free trade agreement (FTA) with China entered into force in 2015, adding to existing FTAs with the Republic of Korea, Japan, Chile, Malaysia, New Zealand, Singapore, Thailand, and the US, and a regional FTA with ASEAN and New Zealand. Australia continues to negotiate bilateral agreements with Indonesia, as well as larger agreements with its Pacific neighbors and the Gulf Cooperation Council countries, and an Asia-wide Regional Comprehensive Economic Partnership that includes the 10 ASEAN countries and China, Japan, Korea, New Zealand, and India.

Australia is a significant exporter of natural resources, energy, and food. Australia's abundant and diverse natural resources attract high levels of foreign investment and include extensive reserves of coal, iron, copper, gold, natural gas, uranium, and renewable energy sources. A series of major investments, such as the US\$40 billion Gorgon Liquid Natural Gas Project, will significantly expand the resources sector.

For nearly two decades up till 2017, Australia had benefited from a dramatic surge in its terms of trade. As export prices increased faster than import prices, the economy experienced continuous growth, low unemployment, contained inflation, very low public debt, and a strong and stable financial system. Australia entered 2018 facing a range of growth constraints, principally driven by the sharp fall in global prices of key export commodities. Demand for resources and energy from Asia and especially China is growing at a slower pace and sharp drops in export prices have impacted growth.

Source : CIA

COMPANY NAME

REGISTERED NAME P 2 E SERVICES P/L
ACN 628581779
ABN 97628581779

SUMMARY PANEL

Established	2005
Incorporated	2018
Line of Business	Marketing services agency
Status	Trading
Chief Executive Officer	John Bidwany
Adverse Listings	<u>Nil</u>

EXECUTIVE SUMMARY

Detailed financial information was not released for the current enquiry as a matter of company policy.

The subject maintains no external financing facilities.

CORPORATE SEARCH

Company Type Australian Proprietary Company

Status Registered

Incorporation Date 04 Sep 2018

Incorporation State NSW

Registered Office SUITE G4, 1-15 BARR STREET
BALMAIN NSW, 2041

Current Directors Total: 2

Director Name MULLANE, NIGEL PATRICK

Appointment Date 04 Sep 2018

Date of Birth 12 Jun 1968

Place of Birth NEW ZEALAND

Gender MALE

Resident Overseas N

Address 16A ALICE ST, SANS SOUCI NSW2219

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Director Name BEDWANY, JOHN
Appointment Date 04 Sep 2018
Date of Birth 23 Sep 1962
Place of Birth EGYPT
Gender MALE
Resident Overseas N
Address 15, 17 SHELLCOVE RD,
KURRABA POINT NSW 2089

Current Secretaries Total: 2

Secretary Name BEDWANY, JOHN
Appointment Date 04 Sep 2018
Date of Birth 23 Sep 1962
Place of Birth null EGYPT
Address UNIT 15, 17 SHELLCOVE ROAD
KURRABA POINT NSW, 2089

Secretary Name MULLANE, NIGEL PATRICK
Appointment Date 04 Sep 2018
Date of Birth 12 Jun 1968
Place of Birth null NEW ZEALAND
Address 16A ALICE STREET SANS SOUCINSW, 2219

Company Shares Total: 1000 Amount: \$1,000

Class COMPANY SHARES [ORD]
Number of Shares Issued 1000
Paid Capital \$1,000.00
Total Amount Due and Payable \$0.00

Current Shareholders

Shareholder Name BEDWANY, JOHN
Class ORD
Number Held 700
Beneficially Held N
Fully Paid Y
Jointly Held N

Shareholder Name MULLANE, JUANITA
Address 16A ALICE STREET SANS SOUCI
NSW, 2219
Class ORD
Number Held 300
Beneficially Held N
Fully Paid Y
Jointly Held Y

Shareholder Name MULLANE, NIGEL PATRICK
Address 16A ALICE STREET SANS SOUCI

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NSW, 2219
Class ORD
Number Held 300
Beneficially Held N
Fully Paid Y
Jointly Held Y

SECURITY INTERESTS

Effective 30 January 2012 the Personal Property Securities Register (PPSR) was introduced to give the different Commonwealth, State and Territory laws and registers regarding security interests in personal property under one national system.

As a result of PPS Reform a number of existing Commonwealth, State and Territory personal property security registers will close. Interests registered on existing security interest registers will be migrated to the national PPS Register. Subsequently Registered Charges are no longer lodged with the Australian Securities and Investments Commission (ASIC).

BUSINESS STRUCTURE

TRADING ADDRESS	LEVEL 1, 24 HICKSON ROAD SYDNEY NSW, 2000
POSTAL ADDRESS	PO BOX 178 BALMAIN NSW, 2041
TELEPHONE	(612) 9113 5400
EMAIL	john.bedwany@dbdept.com.au
WEBSITE	www.dbdept.com.au
TRADING STYLE	THE DATABASE DEPARTMENT
BANK	Not determined
EMPLOYEES	13

BACKGROUND

The subject was incorporated in New South Wales on 4 September 2018 under the current style.

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The subject was formed to restructure the assets and operations of an existing business that was established in 2005.

OPERATIONS

The subject operates as a provider of marketing services primarily to the telecommunications industry specialising in lead generation through social media and online resources.

Activities are conducted from premises located at the above listed trading address.

ADVERSE

A search of records of on 29 November 2018 failed to trace any litigation listed against the subject at that date.

FINANCES

The subject is not required to lodge financial statements with the Australian Securities and Investments Commission.

During the current interview conducted with Director John Bedwany he confirmed the subjects search and operational details however declined to release any financial information as a matter of company policy.

Details in this regard were unable to be obtained for the current enquiry.

The subject maintains no overdraft facilities or external borrowings as all operations are funded through the shareholders and internal Cashflows of the company.

TRADE SURVEY

The subject is a service based business and is not a significant seeker of commercial credit.

A trade survey on the subject was subsequently unable to be conducted.

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 69.92
UK Pound	1	INR 89.74
Euro	1	INR 79.58
AUD	1	INR 50.99

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	NIY
Report Prepared by :	TRU

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RATING EXPLANATIONS

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)