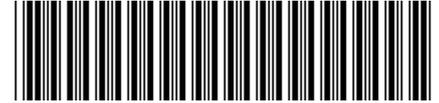


PTM

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



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Dear Shareholder

I am pleased to invite you to the Annual General Meeting (“**AGM**”) of Platinum Asset Management Limited (the “**Company**”), which will take place at **10.00am (AEDT) on Thursday, 16 November 2017** in the **Fort Macquarie Room** at the **InterContinental Hotel Sydney, 117 Macquarie Street, Sydney, NSW**.

Enclosed are the Notice of Meeting, Explanatory Memorandum, important Voting Information and Proxy Form. The Board advises shareholders that there are a number of important resolutions to be considered at the AGM and recommends that shareholders read the Notice of Meeting carefully. In particular, shareholders will be asked to vote on the re-appointment of a Director, Michael Cole and the adoption of the 2017 Remuneration Report. A summary of the 2017 Remuneration Report is outlined in the Explanatory Memorandum on page 3.

If you decide to attend the meeting, please bring this letter with you to facilitate registration prior to the meeting.

If you are unable to attend the meeting, you may appoint a proxy. You can do so by completing the enclosed Proxy Form and returning it in the enclosed reply paid envelope (for Australian residents only) or faxing it (+61 3 9473 2555) to the Company’s Share Registrar. Alternatively, you can appoint a proxy online at www.investorvote.com.au. You must appoint your proxy (online or by returning the Proxy Form to the Company’s Share Registrar) so that it can be received no later than **10:00am (AEDT) on Tuesday, 14 November 2017**.

Corporate shareholders may appoint an individual representative to attend the AGM on the corporate entity’s behalf. Such representatives must bring their authorities of appointment to the AGM. An “Appointment of Corporate Representative” Form is available from the Company’s Share Registrar or may be printed from www.investorcentre.com.

You may submit questions in advance of the meeting by emailing invest@platinum.com.au.

Yours faithfully

Joanne Jefferies
Company Secretary
28 September 2017

NOTICE OF MEETING

Notice is given that the Annual General Meeting (“**AGM**”) of Platinum Asset Management Limited (the “**Company**”) will be held in the **Fort Macquarie Room** at the **InterContinental Hotel Sydney, 117 Macquarie Street, Sydney, NSW** on **Thursday, 16 November 2017** commencing at **10:00am (AEDT)**. The business to be considered at the AGM is set out below. The Notice of Meeting should be read in conjunction with the accompanying Explanatory Memorandum.

ORDINARY BUSINESS

A. Consideration of Financial and Statutory Reports

To consider the Financial Report of the Company and the entities it controls (the “**Consolidated Group**”), the Directors’ Report and Auditor’s Report for the financial year ended 30 June 2017.

B. Re-appointment of Directors

Resolution 1 Re-appointment of Michael Cole as a Director

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

‘That Michael Cole, retiring from the office of Director in accordance with rule 3.6(a) of the Company’s Constitution and being eligible, be re-appointed as a Director of the Company.’

C. Remuneration Report

Resolution 2 Adoption of the Remuneration Report

To consider and, if thought fit, to pass the following resolution:

‘That the Remuneration Report of the Company for the financial year ended 30 June 2017 be adopted.’

Refer to the Explanatory Memorandum for further information on the resolutions.

EXPLANATORY MEMORANDUM

Introduction

The Explanatory Memorandum is intended to provide shareholders with important background information in relation to each item of business. It should be read in conjunction with the Notice of Meeting.

Financial and Statutory Reports (Not voted on)

The Financial Report and the Reports of the Directors and the Auditor for the financial year ended 30 June 2017 will be laid before the AGM, as required by section 317 of the *Corporations Act 2001* (Cth) (the “**Corporations Act**”). The Corporations Act does not require a vote of shareholders on these reports.

The Consolidated Group’s 2017 Annual Report (which includes the Directors’ and Auditor’s Reports and the Financial Report) is available on the Company’s website at www.platinum.com.au/Shareholder-information/#FinancialStatements

During this item of business, shareholders will be given reasonable opportunity to ask questions and make comments in relation to the financial and statutory reports, and the business and management of the Company and Consolidated Group.

Shareholders will also be given reasonable opportunity to ask a representative of the Company’s auditor PricewaterhouseCoopers, questions relevant to the conduct of the audit, the preparation and content of the Auditor’s Report, the accounting policies adopted by the Company and Consolidated Group in relation to the preparation of the financial statements or the independence of the auditor in relation to the conduct of the audit.

Resolution 1: Retirement and Re-appointment of Director

Rule 3.6(a) of the Company’s Constitution provides that a Director may not hold office for a continuous period (without re-election) past the longer of three years and the third annual general meeting following a Director’s appointment (or last re-election). Upon retirement and where eligible, a Director may stand for re-election.

ASX Listing Rule 14.5 requires the Company to hold an election of Directors at each AGM. This rule applies even if no Director is required to stand for re-election at the AGM under the Company’s Constitution.

Rule 3.6(c) of the Company’s Constitution provides an election of Directors must be held at each AGM and that one Director must retire from office at the relevant AGM. The ASX Listing Rules require that an election of Directors be held and the Director to retire at the AGM must be the Director who has been longest in office since last being elected (or re-elected) or if all Directors were elected (or re-elected) on the same day, the Director to retire must be determined by Directors’ agreement or in the absence of agreement, by drawing lots.

The Board has agreed that Michael Cole will stand for re-election at this year’s AGM.

Michael Cole joined the Board as Chairman and Independent Non-Executive Director, and member of the Audit, Risk and Compliance Committee and the Nomination and Remuneration Committee in April 2007 and was re-elected in 2009, 2012 and 2015.

Mr Cole is retiring from office, in accordance with rule 3.6(a) of the Company’s Constitution, and offers himself for re-election. A summary of Mr Cole’s qualifications and experience is detailed below.

Michael Cole BEcon, MEcon, FFin

Mr Cole has over 39 years of experience in the investment banking and funds management industries. Mr Cole was an Executive Director/Executive Vice President at Bankers Trust Australia for over 10 years. Mr Cole is Chairman of Ironbark Capital Limited.

Recommendation

The Directors (other than Mr Cole) recommend that shareholders vote in favour of Resolution 1.

Resolution 2: Adoption of the Remuneration Report for the financial year ended 30 June 2017

The Remuneration Report of the Company for the financial year ended 30 June 2017 forms part of the Directors' Report and is set out on pages 29 to 42 of the Company's 2017 Annual Report, which is available on the Company's website at www.platinum.com.au/Shareholder-information/#FinancialStatements

A summary of the Remuneration Report for the financial year ended 30 June 2017 is as follows:

- Whilst the performance of our underlying funds has been excellent, the decline in both earnings per share and profit, negatively impacted the variable compensation paid to all Platinum employees. With the exception of a few, high performing individuals and awards to recognise changes in scope of responsibilities, variable compensation was generally flat for most employees year on year and salary increases modest;
- The Managing Director waived his ability to receive a variable award in 2017 and this was ratified by the Nomination & Remuneration Committee;
- Despite strong absolute and relative performance over the last 12 months by Platinum International Fund, Platinum's Chief Investment Officer and Co-Manager of Platinum International Fund, Andrew Clifford also did not receive a variable award in 2017, because his incentives are based on a weighted average 1 year and 3 year outperformance;
- Only two members of Key Management Personnel received a variable award in 2017, being the Director of Investment Services and Communications, Elizabeth Norman and the Finance Director, Andrew Stannard;
- There were no payments made under the Profit Share Plan or under the Long Term Incentive Plans to any staff; and
- In the current year, variable awards under the Deferred Incentive Plan were made to 27 employees which totalled \$4.875 million. In accordance with accounting standards, the accounting impact of these awards has been expensed through the profit and loss statement over the five year service period of the award, so the expense impact is smoothed. PTM shares were acquired by an Employee Share Trust on-market so the awards did not dilute existing shareholders.

Shareholders will be given reasonable opportunity at the AGM to ask questions about, and comment on, the Remuneration Report.

A 25% or higher "no" vote on the Remuneration Report at an AGM triggers a reporting obligation on a listed company to explain in its next Annual Report how shareholders' concerns have been addressed. At the last AGM, the Company received a "yes" vote for the Remuneration Report of 95.33%.

The Company has taken the opportunity in its 2017 Remuneration Report, to fully explain the basis and structure of remuneration paid to its Key Management Personnel. Each of the Directors is considered to be Key Management Personnel of the Company.

The Board encourages shareholders to read the 2017 Remuneration Report and vote on the important resolution.

Recommendation

The Directors recommend that shareholders vote in favour of Resolution 2.

Key Management Personnel and their Closely Related Parties (listed in the Voting Information section on the following page) are prohibited from voting on Resolution 2. The Key Management Personnel of the Company are its current Directors.

VOTING INFORMATION

Entitlement to attend and vote at the AGM

The Company has determined that for the purposes of ascertaining entitlements to attend and vote at the AGM, the shares in the Company on issue as at **7:00pm (AEDT) on Tuesday, 14 November 2017** will be taken, for the purpose of the AGM, to be held by the persons who hold them as registered members ("**Shareholders**") at that time.

Voting Exclusion Statement

The Company will disregard any votes cast on Resolution 2 by Key Management Personnel whose remuneration details are included in the Remuneration Report ("**KMP**"), or by a Closely Related Party of any such person ("**CRP**"), including any votes cast by a proxy holder for KMP or their CRPs.

However, the Company need not disregard a vote if:

- it is cast by a KMP (including the Chair of the AGM) or their CRPs as proxy for a person who is entitled to vote, in accordance with the directions on the Proxy Form; or
- it is cast by the Chair of the AGM as proxy for a person who is entitled to vote (other than KMP or their CRPs), and the proxy appointment expressly authorises the Chair to exercise the proxy as the Chair decides.

The **Key Management Personnel** of the Company are those persons having authority and responsibility for planning, directing and controlling the activities of the Company either directly or indirectly, including any Director of the Company (whether executive or otherwise). The Key Management Personnel of the Company are its current Directors.

A **Closely Related Party** of a member of the Key Management Personnel means:

- a spouse or child of the member;
- a child of the member's spouse;
- a dependent of the member or of the member's spouse;
- anyone else who is one of the member's family and may be expected to influence the member, or be influenced by the member, in the member's dealing with the Company; or
- a company that the member controls.

A summary of voting exclusions are set out in the table below.

Resolution	Who is excluded from voting on the Resolution?		
	As a shareholder	As holder of a directed proxy	As holder of an undirected proxy
1. Re-appointment of Michael Cole as a Director.	No exclusions.	No exclusions.	No exclusions.
2. Adoption of the Remuneration Report.	KMP and their CRPs.	Proxy holder for KMP and their CRPs.	Proxy holder for KMP and their CRPs. KMP and their CRPs as proxy holders for Shareholders BUT Chair is not excluded if appointed and authorised by a Shareholder (who is not a KMP or one of their CRPs) to vote as the Chair decides.

Proxies

A Shareholder, who is entitled to attend and vote at the AGM, may appoint a proxy to attend and vote at the AGM on the Shareholder's behalf. A proxy may be an individual or body corporate and is not required to be a Shareholder of the Company. A Shareholder, who is entitled to cast two or more votes at the AGM, may appoint two proxies and may specify the percentage or number of votes each proxy is appointed to exercise. Where a Shareholder appoints two proxies but does not specify the percentage or number of votes each proxy may exercise, each proxy may exercise half of the appointing Shareholder's votes. Fractions of votes will be disregarded.

A Shareholder may direct the Shareholder's proxy on how to vote on the proposed resolutions by following the instructions on the Proxy Form that accompanies this Notice of Meeting. If the Shareholder appointing the proxy directs the proxy on how to vote on a proposed resolution, then the proxy may only vote in the way directed. If the Shareholder does not direct the proxy on how to vote on a proposed resolution, then the proxy may vote on that resolution as the proxy thinks fit, subject to the voting exclusions outlined on the previous page.

Under the Corporations Act, the Chair of the AGM is able to vote undirected proxies on the Remuneration Report resolution (**Resolution 2**) if:

- the vote is not cast on behalf of a member of the KMP whose remuneration details are included in the Remuneration Report, or a Closely Related Party of such a member; and
- the proxy appointment expressly authorises the Chair to vote as the Chair decides.

If you appoint any other member of the Board of Directors or their CRPs as your proxy, they will not be able to vote on Resolution 2, unless you have directed them how to vote.

If you wish to appoint a proxy, you must complete the Proxy Form accompanying this Notice of Meeting and lodge your proxy using one of the following methods:

By Mail: (using the reply paid envelope for Australian residents only)	Computershare Investor Services Pty Limited GPO Box 242 Melbourne VIC 3001
By Fax:	Computershare Investor Services Pty Limited 1800 783 447 (within Australia) +61 3 9473 2555 (outside Australia)
In Person:	Computershare Investor Services Pty Limited Yarra Falls, 452 Johnston Street Abbotsford VIC 3067
Custodian Voting:	For Intermediary Online subscribers only (custodians), please visit www.intermediaryonline.com to submit your voting intentions.
Online:	Vote online at www.investorvote.com.au by following the instructions. You will need your Securityholder Reference Number ("SRN") or Holder Identification Number ("HIN"), which is set out on the enclosed Proxy Form.
Mobile:	By scanning the QR code on the attached Proxy Form. To scan the QR code you will need a QR code reader application, which can be downloaded for free on your mobile device. You will also need your SRN or HIN.

The Proxy Form must be received by Computershare by no later than **10:00am (AEDT)** on **Tuesday, 14 November 2017**. Proxies received after that time will not be effective for the AGM.

Attending the meeting in person

Eligible Shareholders may attend the meeting and vote in person.

You do not need to submit a Proxy Form, if you intend to attend the meeting in person.

You may still attend the meeting and vote in person even if you have appointed a proxy. You will be provided with a voting card on the day. If you have previously submitted a Proxy Form, your attendance will cancel your proxy vote/appointment (unless you instruct the Company or Computershare otherwise) whilst you are present at the AGM.

Please bring your personalised Proxy Form with you as it will help you to register your attendance at the AGM. If you do not bring your Proxy Form with you, you can still attend the AGM but representatives from Computershare will need to verify your identity.

Corporate Representatives

A body corporate, which is a Shareholder or has been appointed as a proxy of a Shareholder, may appoint an individual to act as its representative at the AGM. The appointment must comply with the requirements of section 250D of the Corporations Act. An "Appointment of Corporate Representative" Form is available from the Company's Share Registrar (phone 1300 850 505 or +61 3 9415 4000) or online at www.investorcentre.com (select the "Printable Forms" section under the "Help" tab). The representative must bring to the AGM the completed form or evidence of his or her appointment (including the authority under which the appointment is signed).

Shareholder Questions

Questions that are relevant to the business of the AGM (as outlined in this Notice of Meeting) and to be addressed at the AGM can be emailed to invest@platinum.com.au.

By the order of the Board of Directors

Joanne Jefferies
Company Secretary
28 September 2017

Lodge your vote:

 **Online:**
www.investorvote.com.au

 **By Mail:**
Computershare Investor Services Pty Limited
GPO Box 242 Melbourne
Victoria 3001 Australia

PTM

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

Alternatively you can fax your form to
(within Australia) 1800 783 447
(outside Australia) +61 3 9473 2555

For Intermediary Online subscribers only
(custodians) www.intermediaryonline.com

For all enquiries call:
(within Australia) 1300 850 505
(outside Australia) +61 3 9415 4000

Proxy Form

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Vote and view the Annual Report online

- Go to www.investorvote.com.au or scan the QR Code with your mobile device.
- Follow the instructions on the secure website to vote.



Your access information that you will need to vote:

Control Number: 999999

SRN/HIN: I9999999999 PIN: 99999

PLEASE NOTE: For security reasons it is important that you keep your SRN/HIN confidential.

 **For your vote to be effective it must be received by 10:00am (AEDT) on Tuesday, 14 November 2017**

How to Vote on Items of Business

All your securities will be voted in accordance with your directions.

Appointment of Proxy

Voting 100% of your holding: Direct your proxy how to vote by marking one of the boxes opposite each item of business. If you do not mark a box your proxy may vote or abstain as they choose (to the extent permitted by law and subject to the voting exclusions outlined in the Notice of Meeting). If you mark more than one box on an item your vote will be invalid on that item.

Voting a portion of your holding: Indicate a portion of your voting rights by inserting the percentage or number of securities you wish to vote in the For, Against or Abstain box or boxes. The sum of the votes cast must not exceed your voting entitlement or 100%.

Appointing a second proxy: You are entitled to appoint up to two proxies to attend the meeting and vote on a poll. If you appoint two proxies you must specify the percentage of votes or number of securities for each proxy, otherwise each proxy may exercise half of the votes. When appointing a second proxy write both names and the percentage of votes or number of securities for each in Step 1 overleaf.

A proxy need not be a securityholder of the Company.

Signing Instructions for Postal Forms

Individual: Where the holding is in one name, the securityholder must sign.

Joint Holding: Where the holding is in more than one name, all of the securityholders should sign.

Power of Attorney: If you have not already lodged the Power of Attorney with the registry, please attach a certified photocopy of the Power of Attorney to this form when you return it.

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) 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. Delete titles as applicable.

Attending the Meeting

Bring this form to assist registration. If a representative of a corporate securityholder or proxy is to attend the meeting you will need to provide the appropriate "Certificate of Appointment of Corporate Representative" prior to admission. A form of the certificate may be obtained from Computershare or online at www.investorcentre.com under the help tab, "Printable Forms".

Comments & Questions: If you have any comments or questions for the company, please email invest@platinum.com.au.

**GO ONLINE TO VOTE,
or turn over to complete the form →**

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

Change of address. If incorrect, mark this box and make the correction in the space to the left. Securityholders sponsored by a broker (reference number commences with 'X') should advise your broker of any changes.



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I ND

Proxy Form

Please mark to indicate your directions

STEP 1 Appoint a Proxy to Vote on Your Behalf

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I/We being a member/s of Platinum Asset Management Limited hereby appoint

the Chairman of the Meeting

OR

PLEASE NOTE: Leave this box blank if you have selected the Chairman of the Meeting. Do not insert your own name(s).

or failing the individual or body corporate named, or if no individual or body corporate is named, the Chairman of the Meeting, as my/our proxy to act generally at the meeting on my/our behalf and to vote in accordance with the following directions (or if no directions have been given, as the proxy sees fit) at the Annual General Meeting of Platinum Asset Management Limited to be held at **10:00am (AEDT) on Thursday, 16 November 2017** in the **Fort Macquarie Room** at the **InterContinental Hotel Sydney, 117 Macquarie Street, Sydney, NSW** and at any adjournment of that meeting.

The Chairman of the Meeting intends to vote undirected proxies in favour of each item of business.

If the Chairman of the Meeting is your proxy (or becomes your proxy in the event of an undirected proxy), you expressly authorise the Chairman to exercise your proxy on Resolution 2 (Remuneration Report resolution) even though this Item is connected with the remuneration of a member of KMP, which includes the Chairman.

Important for Resolution 2 below: If the Chairman of the Meeting is your proxy and you have not directed him/her how to vote on Resolution 2 below, the Chairman of the Meeting will vote undirected proxies in favour of Resolution 2.

STEP 2 Items of Business

PLEASE NOTE: If you mark the **Abstain** box for an item, you are directing your proxy not to vote on your behalf on a show of hands or a poll and your votes will not be counted in computing the required majority.

		For	Against	Abstain
1	Re-appointment of Michael Cole as a Director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Adoption of the Remuneration Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Chairman of the Meeting intends to vote undirected proxies in favour of each item of business. In exceptional circumstances, the Chairman of the Meeting may change his/her voting intention on any resolution, in which case an ASX announcement will be made.

SIGN Signature of Securityholder(s) *This section must be completed.*

Individual or Securityholder 1

Sole Director and Sole Company Secretary

Securityholder 2

Director

Securityholder 3

Director/Company Secretary

Contact Name _____

Contact Daytime Telephone _____ Date ____/____/____

PTM

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Computershare +