



Address: 6 Lacey Street, Surry Hills, NSW 2010, Australia  
Phone: +61292812630; Email: [popai@popai.com.au](mailto:popai@popai.com.au)  
Website: [www.popai.com.au](http://www.popai.com.au)  
ABN 21 072 736 693

## **OVERVIEW**

### **OF**

## **NEW POINT OF PURCHASE ADVERTISING INTERNATIONAL (POP AI)**

## **CONSTITUTION**

### **1. OVERVIEW**

Attached to this overview is the new Constitution for Point of Purchase Advertising International (POP AI), for consideration and, if thought fit to pass, to be adopted and effective as of 1 July 2015, at a Special General Meeting of POP AI to be held on Wednesday 24 June 2015.

### **2. PURPOSE OF NEW CONSTITUTION**

The primary purpose of the new Constitution is to update and modernize POP AI's old Articles of Incorporation in compliance with the rules and requirements of the Corporations Act 2001 (including any amendments thereto from time to time), and to assist the Directors and Members of POP AI to manage the affairs of POP AI efficiently and in accordance with all applicable laws and principles of good governance.

The new Constitution also provides POP AI with flexibility with respect to how it conducts its business currently and in the future, to maximise benefits for its Members.

### **3. CODE OF BUSINESS ETHICS**

The new Constitution provides for a new Code of Business Ethics to be prepared and finalised. The Board is currently developing the new Code of Business Ethics with an external expert, and will propose it for consideration and, if thought fit to pass, be adopted at a Special General Meeting of POP AI within 2015.

END