October 10, 2013

PAH Media Speculation Announcement

In response to a *Wall Street Journal* article reporting on a rumoured transaction, the Board of Platform Acquisition Holdings Limited (the "**Company**") confirms that it is in advanced discussions with regards to a possible acquisition of MacDermid, Incorporated (the "**Potential Acquisition**"). If completed, the Potential Acquisition would constitute a reverse takeover under the Listing Rules. Accordingly, at the Company's request, trading in the Company's ordinary shares and warrants on the London Stock Exchange has been suspended.

Discussions are ongoing and there is no certainty that the Potential Acquisition will occur. In the event that it does not, the Company would expect trading in its ordinary shares to recommence upon announcement by the Company that it no longer intends to proceed with the Potential Acquisition.

A further announcement will be made in due course as appropriate.

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