



ASX Announcement
5 December 2012

INVESTMENT BANKER APPOINTED FOR ULEY TRANSACTION

Strategic Energy Resources Limited (ASX: SER) is pleased to announce that Origin Merchant Partners, of Toronto Canada, has been appointed as advisors to Strategic Graphite Ltd (SER's 20% owned) to assist in securing a successful development pathway for the Uley graphite project.

Origin Merchant Partners was chosen to help facilitate a transaction for this world class graphite project because of their knowledge of the graphite and rare earths market and their understanding of the Uley graphite project.

There are currently a number of alternative scenarios on offer both in Australia and internationally. Origin Merchant Partners is helping with the process and will advise the company on the best alternative to help realise value for SER and Strategic Graphite Ltd shareholders.

About Origin Merchant Partners

Origin Merchant Partners ("OMP") is an independent investment banking firm based in Toronto, Canada. The firm specializes in providing merger and acquisition advisory services and strategic capital solutions for clients. Mining and Metals is one of OMP's core competencies, in particular they have extensive relationships in the rare commodities sector, including graphite.

Mark Muzzin
Managing Director

Further information:

Origin Merchant Partners
Jim Meloche
Shannon Sadler
Tel: 416-800-1768
220 Bay Street
Suite 1500
Toronto, ON M5J 2W4
www.originmerchant.com

ACN: 051 212 429
Suite 905, 530 Lt Collins Street Melbourne VIC 3000
Telephone: (03) 9909 7078 Facsimile: (03) 9909 7080
www.strategicenergy.com.au