



**ADEFFECTIVE LIMITED**  
(ASX: ABN)

**ASX and Media Release**

27 January 2011

**INVESTOR PRESENTATION - MANAGING DIRECTOR'S ADDRESS**

**Market Update**

With the 2010 calendar year now complete, I thought it appropriate to provide you with an update on our performance over the past year, our tracking for our operational business and most importantly, an overview of the exciting opportunities ahead for the 2011 calendar year.

In this address, we will cover 3 things:

1. a brief overview of the Company and the online advertising industry in which it operates;
2. the Company's products and services; and
3. what shareholders can expect from the Company in the future.

**Online Advertising**

The online advertising environment is one marked by growth. Revenues are rising. Global online advertising is projected to increase 10 times to \$103 billion by 2015, rising 11.7% to \$68 billion in 2011. In 2010, Australian online advertising revenues reached \$2.2 billion. Share of advertising is rising.

Along with online advertising's overall growth, global online advertising rose to 11.2% of total advertising revenues in 2010. Inventory is rising. US Display Ad impressions exceeded 1 trillion in Q3 2010, up by 22% from the same period in 2009. (Sources: in attached presentation).

**Yield**

At the same time, yield on online advertising is falling even as inventory and revenues increase.

Time spent online and total page views to popular internet destinations have grown exponentially, influenced by factors including increased popularity of social media and mobile computing; and while online advertising has also grown during this time, revenue on a 'per impression or per page' basis has been in steady decline.

Being able to deliver more revenue from a publisher's existing audience or better results for an advertisers ad spend is a growing challenge for incumbent, traditional players in the online advertising space. Increased yield equals better performance and better performance means more revenue.

**AdEffective**

AdEffective is an online advertising business that serves advertising onto websites working 'with' major publishers and advertisers, and both directly and in partnership with the major sector players, to increase yield.

The delivery of online advertising is a rapidly maturing industry with innovation largely happening at the technology layer. That innovation falls into two broad areas:

1. to produce different modes of sponsored or advertising messages for users, or
2. in AdEffective's case, to layer innovative delivery technology on to existing modes of advertising giving increased yield for advertisers and publishers.

AdEffective's management team, having a wealth of experience in the online advertising industry, is emerging as a strong new player and is seen as having a unique approach to addressing the current challenges and future needs of the space.

In 1999 the Company made its debut on the ASX; recently it underwent a reorganisation and relisted in late May 2010, changing its name to AdEffective in December 2010 (ASX: ABN).

In 2010 AdEffective also acquired several businesses and commenced development of three innovative new online advertising technology platforms focused on delivering increased yield. The first of these platforms – Footar, was launched in December 2010, with the second platform, Yieldom, set to be launched next week at DomainsFEST in the US.



The last quarter was the best in the Company's short history (since re-listing mid 2010) with growth in sales revenue quarter on quarter of 8.5%.

During the same period, the Company also significantly decreased its operating costs and management is confident that the Company will achieve profitability on a month-by-month basis during the current quarter.

## About Footar

Footar, is a fully customisable "digital" search, content and advertising delivery platform which is fixed to the base of a web browser on ANY web site delivering online advertising.

It supports text ads; search; rich media; display; video or a combination of these and while only recently launched, it is already live on hundreds of web sites (and counting).

Traditional click through rates of 1/1000 improve by as much as 10x to 1/100 using Footar, equaling better ROI for publishers and advertisers. This great ROI is achieved without negatively impacting performance of other traditional ad feeds on the same site.

## About Yieldom

The Parked Domain Name space is a large subset of Online Advertising.

Parked Domains are domain names that generate revenue through advertising and editorial content. When groups of parked domains are collectively owned and managed to maximize return they are referred to as Domain Portfolios.

Managers of domain portfolios will use Yieldom to look after all aspects of their domains and in return share revenue from the process.

Yieldom is the second major platform launch for AdEffective and is the first true marriage of fresh editorial content, multiple monetisation streams and sophisticated, powerful reporting for parked domains.

As a complete solution for parked domains, Yieldom allows domain managers to manage all aspects of their sites and client portfolio sites. With editorial control, multiple advertising sources, revenue generation, and detailed, daily reporting, Yieldom takes the hard work out of domain portfolio management, and in turn provides greater yield on investment for domain name owners.

### **What's Next?**

Achieving scale and size were defining issues of the last decade for the online advertising industry. For example Facebook and Google have amassed massive data sets that, through their respective platforms, connect users with the information they are seeking.

Following on from that growth, we believe serving speed and instant access will define the next decade and are developing the AdEffective "go" technology advertising platform to meet that challenge.

### **Grow the Business**

The launch of these platforms is designed to increase market share and deliver increased value to customers, partners and ultimately our shareholders.

We are positive about the outlook for AdEffective as the significant investment in technology and resources made by the Company over the past 12 months starts to pay off and the Company looks to focusing its attention on signing up partners and clients to its range of online advertising offerings.

The global online advertising space is growing rapidly and AdEffective's depth of unique technologies, platforms and management experience puts it in an excellent position to continue growing over the next 12 months.

-END

For further information contact:

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Managing Director  
T: + 61 3 9863 9742  
M: + 61 414 546 421

### **About AdEffective Limited**

AdEffective is an online advertising business focusing on the distribution of search advertising to publishers and publisher networks and more recently, on the design and development of innovative new platforms and technologies in the online advertising space to help improve advertiser ROI and generate more revenue for its publisher partners.

Online advertising that delivers better yield, connecting advertisers to the right customers, and publishers to more ad revenues. That's Ad Effective.

<http://www.adeffective.com>

Ad Effective

**Ad Effective**

A woman with long brown hair is looking at a laptop screen. The screen displays a website with a green background and a red and white patterned object. The text "Share your P" and "Watch the w" is visible on the screen. The main text of the image is overlaid on the woman's face and the laptop screen.

"In 2009... internet  
use overtook  
TV viewing for  
the first time\*"

\* Source: Nielsen Online report - March 09

\$103B 2015

### Revenues are rising

Global online advertising will increase 10x to \$103 billion by 2015, rising 11.7% to \$68 billion in 2011.

\* Source: IAB

\$68B 2011

\$9.6B 2004

# 10x

Australian online advertising revenues reached \$2.2 billion in 2010.

# \$2.2B

\* Source: Magna Global

### Share of advertising is rising

Global Online Advertising rose to 11.2% of total ad revenues in 2010.

# 11.2%

\$61B

\$451B

Total Global Advertising

\* Source: eMarketer

# 1

US Display Ad impressions exceeded 1 trillion in Q3 2010 up by 22% from 2009.

### Inventory is rising

# Trillion

and

\* Source: ComScore Ad Metrix

at the  
same  
time ...

# Yield:

[The income produced by a financial investment]

for online advertising is **falling**  
even as total online advertising inventory and  
revenues increase.



Time spent online and total page views to popular internet destinations has grown exponentially influenced by factors including increased popularity of social media and mobile computing. And while online advertising has also grown during this time, revenue on a 'per page' basis has been in **steady decline**.

Being able to deliver more revenue from a publishers existing audience or better results for an advertisers ad spend is a **growing challenge** for incumbent, traditional players in the online advertising space.

AdEffective works 'with' major publishers and advertisers, and both directly and in partnership with the major sector players, to improve yield on ads. Yield equals **better performance** for our partners and better performance means more revenue.

**That's AdEffective. That's Money Well Spent.**

**AdEffective**



WHOIS

Online advertising that delivers better yield, connecting advertisers to the right customers, and publishers to more ad revenues.

That's Ad Effective.

Value-Add  
Increasing Ad  
Yield

Management

## Services

Management team experience and global network driving Implementation of platforms and ad delivery

Technology

## Platforms

Layer onto existing technology to increase delivery yield

Ad Delivery

## Tactics

Digital; Text;  
Search; Video

That's  
Ad Effective

# What about the Gorillas in our midst?

AdEffective acts as an independent layer working with large incumbents to add value by increasing yield.

Facebook recently passed Google for most visited website on the net.

Yahoo and MSN are still leaders in email and display advertising.

Groupon turned down a \$6B acquisition offer by Google.

**Opportunity exists.**



# Strategy

A

# Build

on the profitable foundation ad delivery business with new technology platforms.

B

# Launch

3 delivery technology platforms focused on delivering increased yield by end of 2011.

Increase market share through continued innovation throughout 2011 delivering increased shareholder value.

# Grow

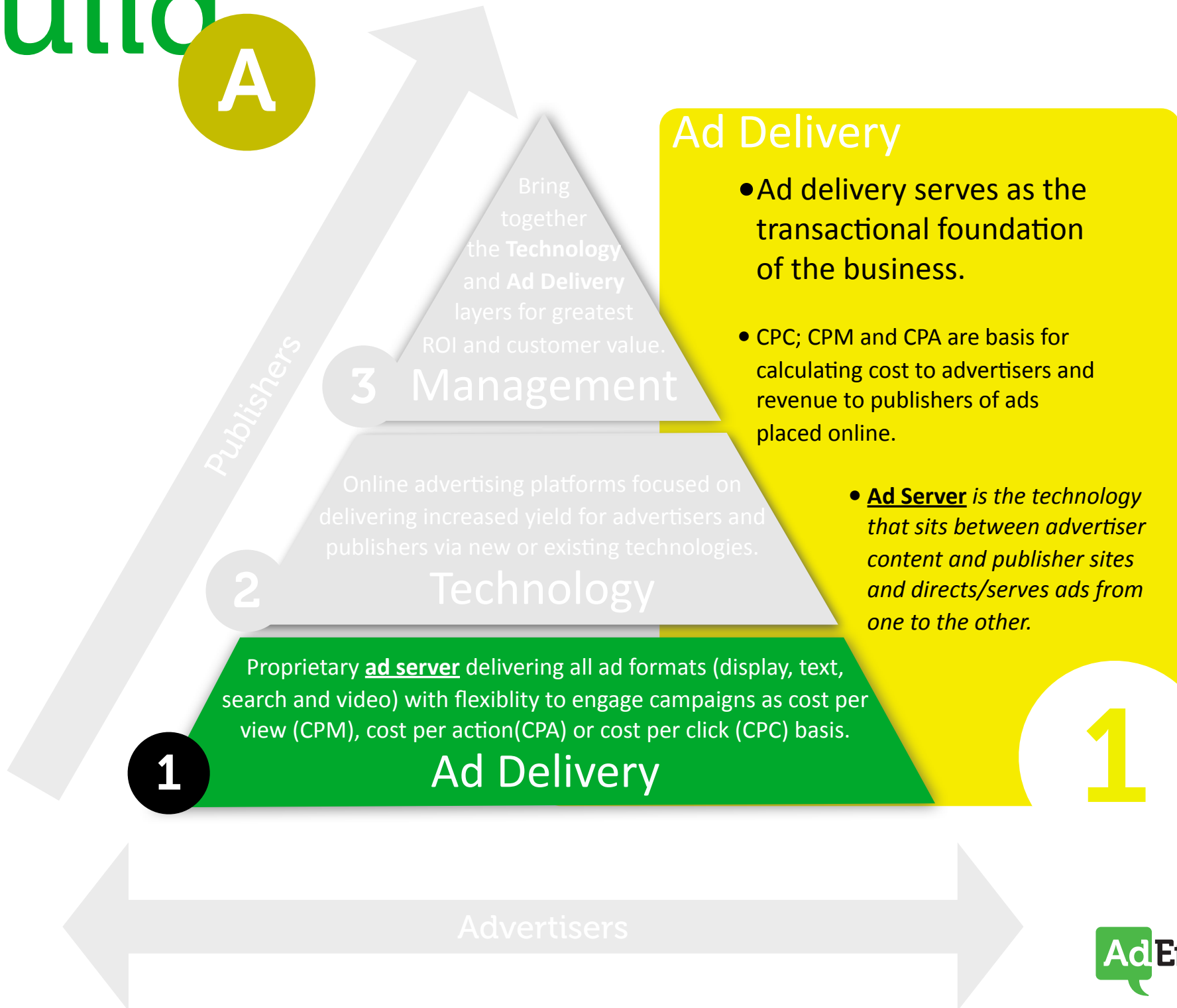
C

AdEffective



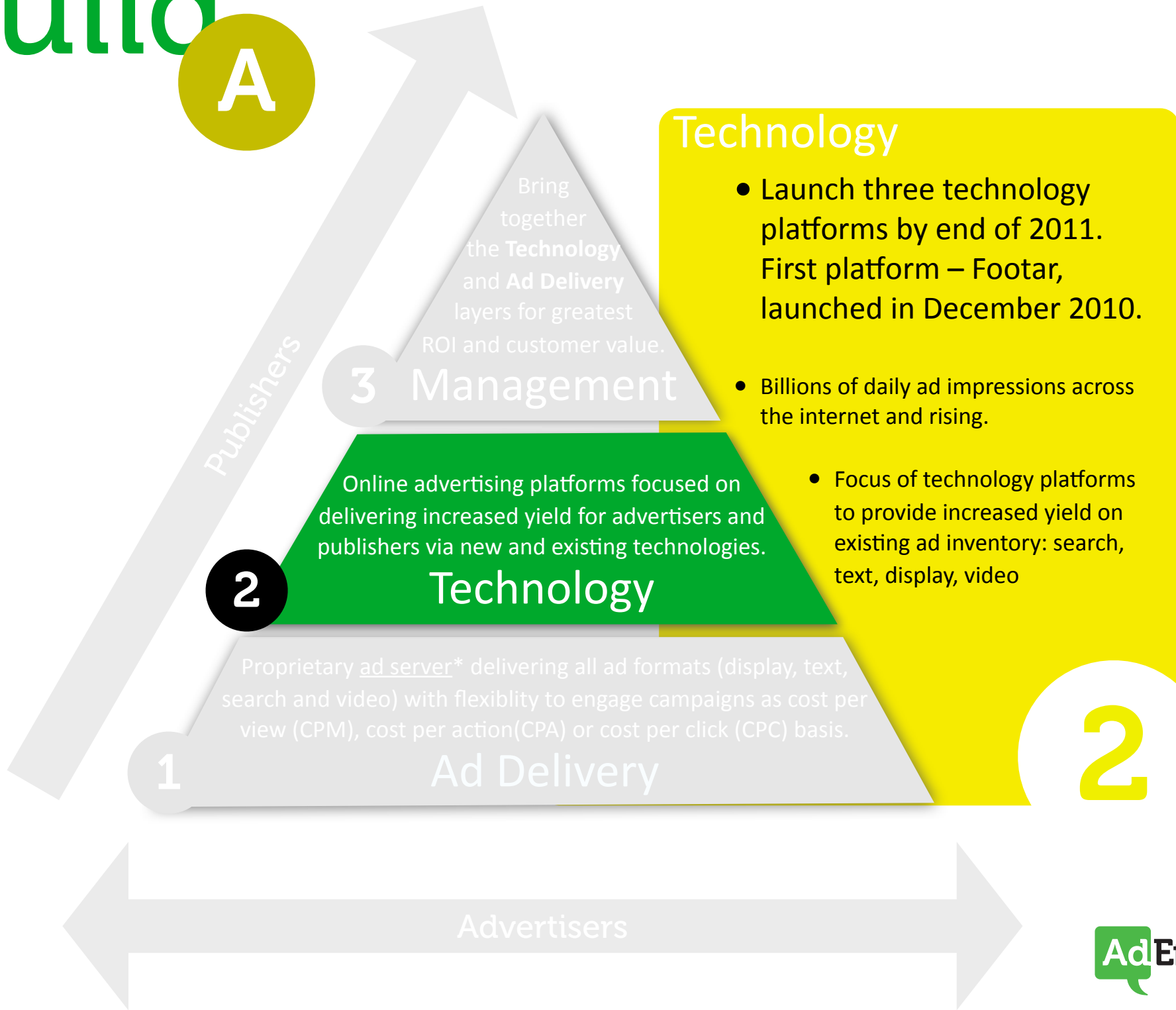
# Build

A



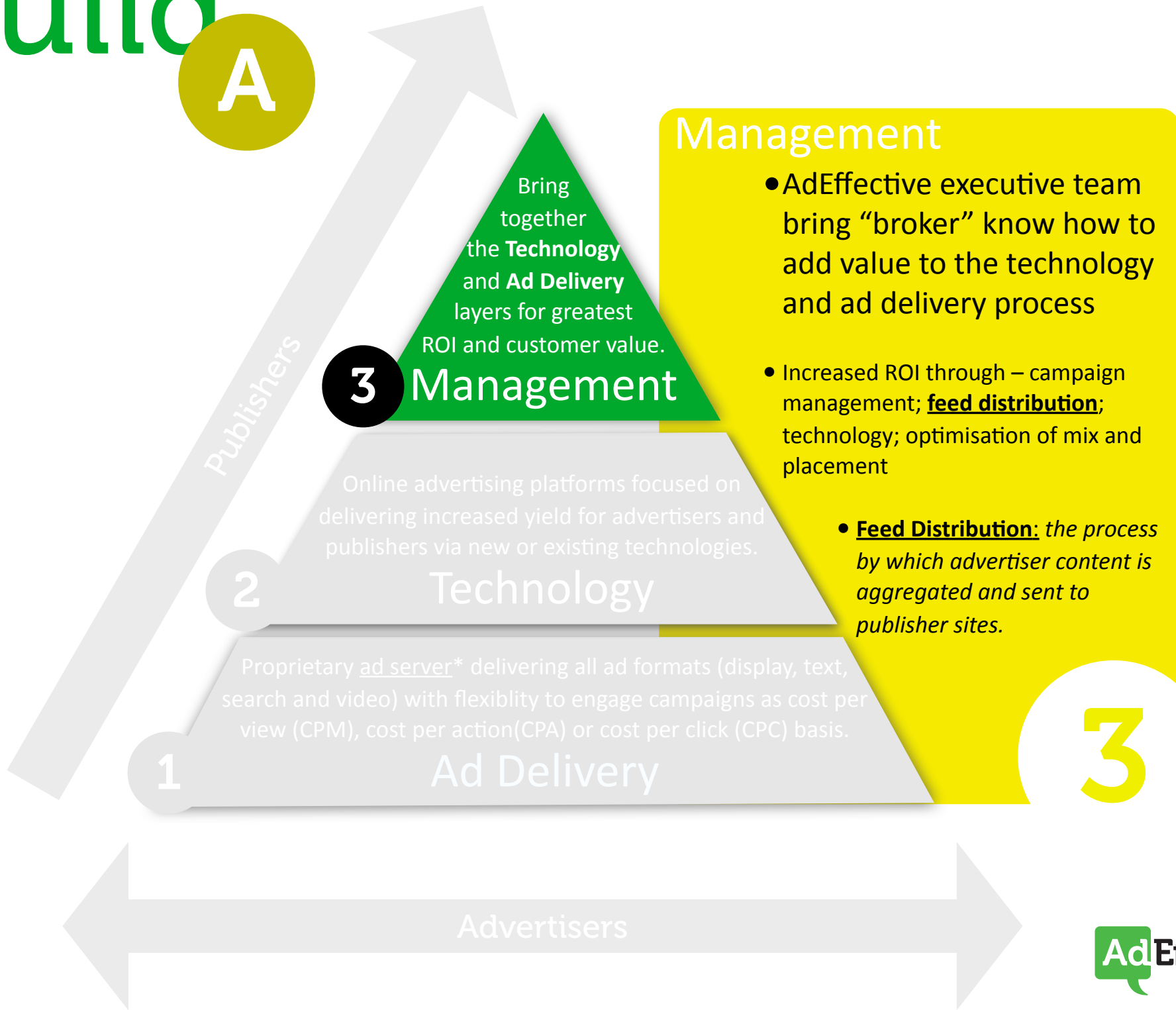
# Build

A



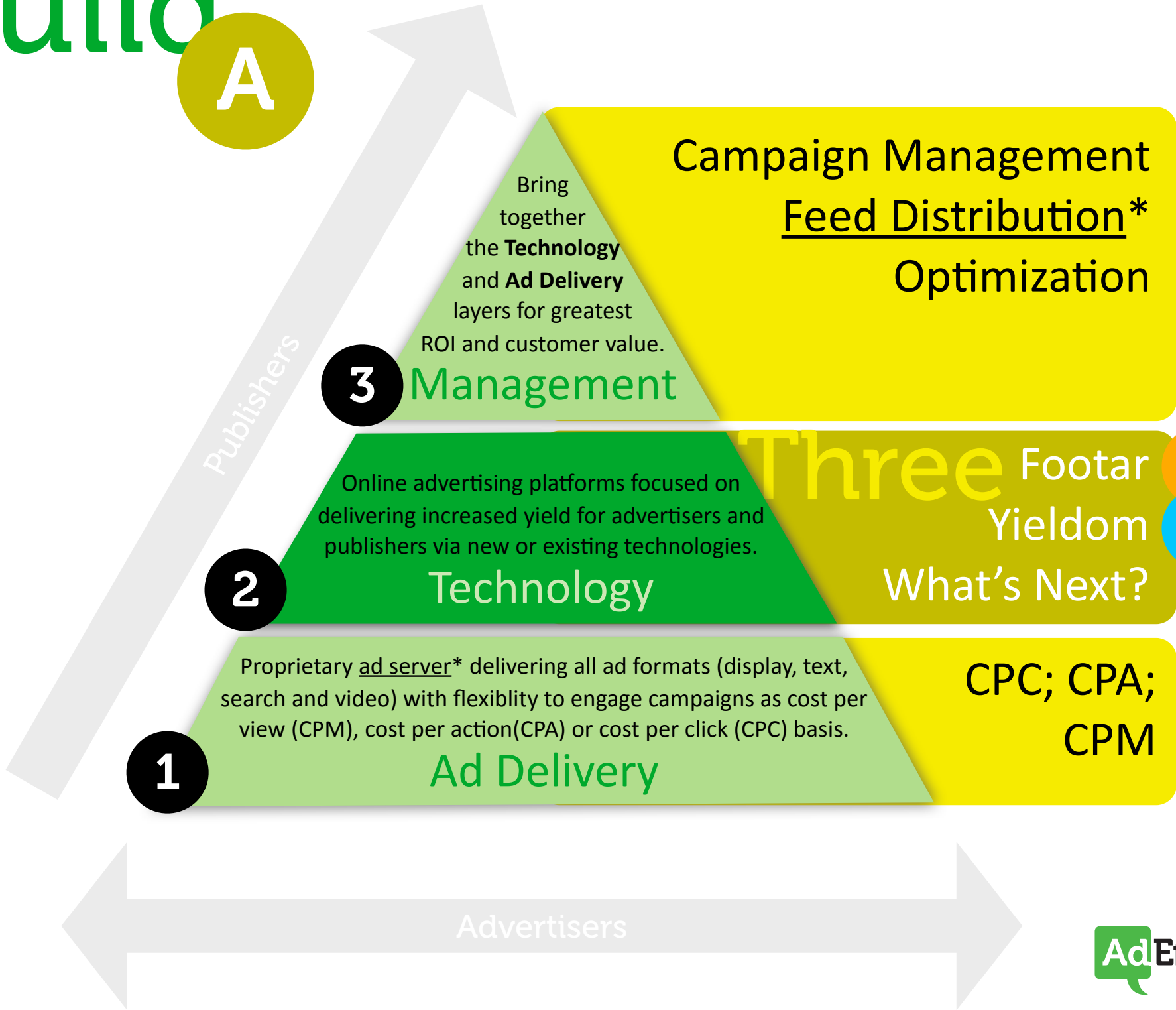
# Build

A



# Build

A





3 Mobile Broadband **6 GB** for just **\$39** a month\*  
 FREE Internet key over 24 months\*  
 > Buy online NOW  
 \* Terms and conditions apply

Display Ad based on CPM; or on a CPA basis.

Australia today has about a dozen major players in the broadband market and each of them offers a range of plans. All of them look attractive enough but have widely varying features and charges. A typical plan can range from \$19.95 to above \$100.

## Broadband Plans

Get connected to the world



**Unlimited Broadband**  
 No data limits, No excess usage fee.  
[www.dodo.com.au](http://www.dodo.com.au)

**BigPond Adsl2+ Broadband**  
 Range of Broadband Plans To Suit U. Downloading Made Lightning Fast.  
[www.BigPond.com/adsl2plus](http://www.BigPond.com/adsl2plus)

**Optus Broadband Deal**  
 Bundled plan from \$34.99 over 24 mths. Fast, no excess usage fee.  
[www.optus.com.au](http://www.optus.com.au)

Contextual ads based on a CPC basis

Following are the factors that constitute a plan.

- **Location-** Your location is an important factor in choosing the best plan for yourself. Most ISP's today cater to a pan-Australian audience but there are still variations in the plans based on the location of the location of the customer. Sometimes it might be due to company policy while sometimes it may be a technical shortcoming. E.g. if you live in a rural area, you might not get a cable or ADSL connection and would have to go for a satellite connection.
- **Speed-** This is probably the most important consideration while deciding the connection to go for. Broadband connections are

Footer area with search bar and sponsored results:

Up to 55 days interest free credit on purchases  
 An annual credit card fee of only \$49

**Credit Repair Australia**  
 Bad Credit? Free Consult. Call 1300-Fix-Credit Now.  
[www.CreditRepairAustralia.com](http://www.CreditRepairAustralia.com)

**Financial planning without borders**  
 HSBC Premier  
[www.HSBC.com.au/premier](http://www.HSBC.com.au/premier)

Compare over 25 Banks & Non-Banks. 25 Lenders - 300 Loans - 1 Website.  
[www.smartline.com.au](http://www.smartline.com.au)

Search bar:  banking

Sponsored Results

Footer ads based on CPC basis.

### Mashup Directory

- Cheaper Broadband
- Free Broadband
- Broadband Plans
- Broadband Guide
- Broadband Providers
- Wireless Broadband
- Unlimited Broadband

**Broadband Plans**  
 For more broadband plans check here.

**Wireless Broadband**  
 Want your broadband connection to go with you wherever you go. Wireless connection is the thing for you.

**CPC - Cost per click** is the amount of money an advertiser pays search engines and other Internet publishers for a single click on its advertisement that brings one visitor to its website.

**CPM - Cost per impression**, is a phrase often used in online advertising and marketing related to web traffic. It is used for measuring the worth and cost of a specific e-marketing campaign.

**CPA - Cost Per Action** is an online advertising pricing model, where the advertiser pays for each specified action (a purchase, a form submission, and so on) linked to the advertisement.

AdEffective owned and operated website showing examples of ad delivery CPC (Cost Per Click), CPM (Cost Per Impression) & CPA (Cost Per Action).

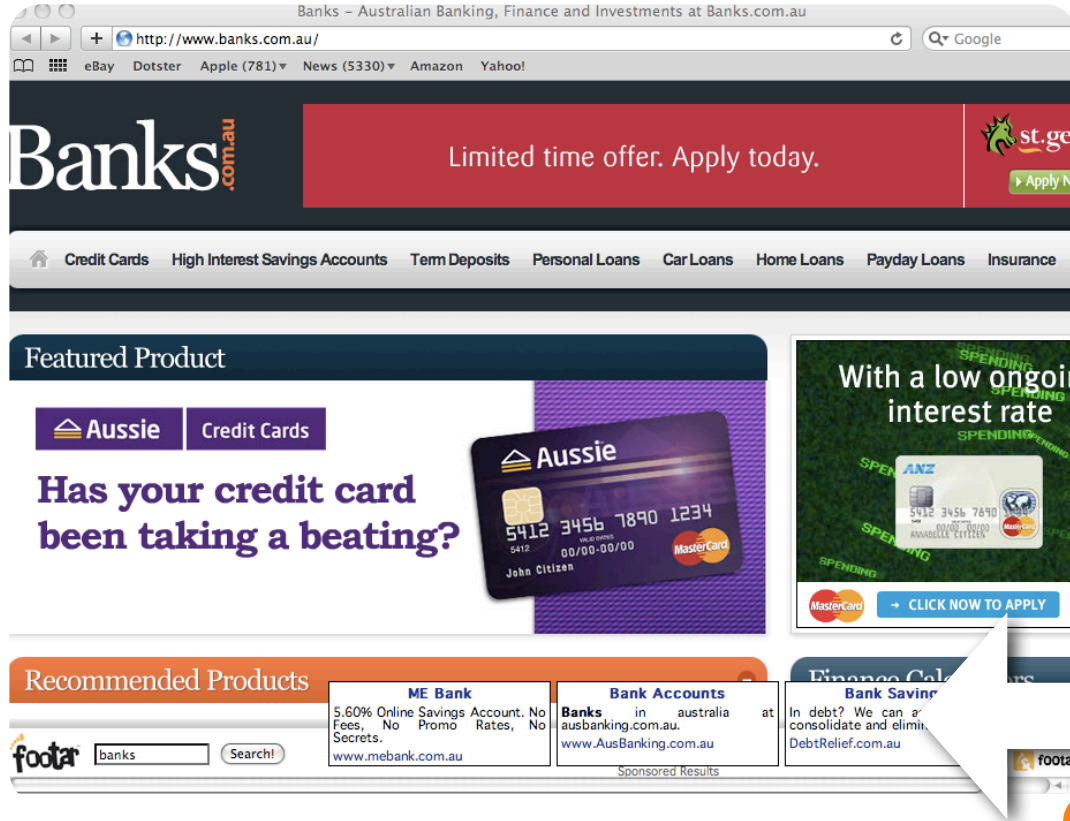




## > Footar

Is always above the fold. First of three

AdEffective technology platforms; Layers onto ANY existing web site delivering online advertising; Will increase yield on ads it serves without negatively impacting performance of other traditional ad feeds on the same site.



# Launch **B**

A fully customizable “digital” search, content and advertising delivery platform which is launched via java-script and fixed to the base of a web browser. Supports text ads; search; rich media; display; video or a combination. **Live on 300+ web sites and counting.**

# Always above the fold.

# 10X

Traditional click through rates of 1/1000 improve 10x to 1/100 using Footar equaling better ROI for publishers and advertisers.

**footar**<sup>tm</sup>  
www.footar.com

AdEffective



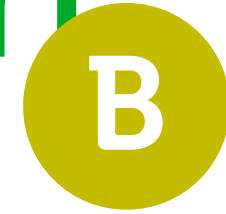
## Yieldom

“Parked domains” are domain names that generate revenue through advertising and editorial content. “Domain portfolios” are groups of domain names managed collectively to maximize return. Managers of domain portfolios use Yieldom to look after all aspects of their domains and in return share revenue from the process.





# Launch



A complete turnkey solution for parked domains, allowing domain managers to manage all aspects of their sites and client portfolio sites. Editorial control; advertising; revenue generation; and reporting... Yieldom takes the hard work out of domain portfolio management.

# Domain Portfolio Management

# ROI

The first true marriage of fresh editorial content, multiple monetization streams and sophisticated, powerful reporting for parked domains = greater revenue = Yieldom.

# Yieldom

n. Yield Domain



# Grow

# What's

# Next



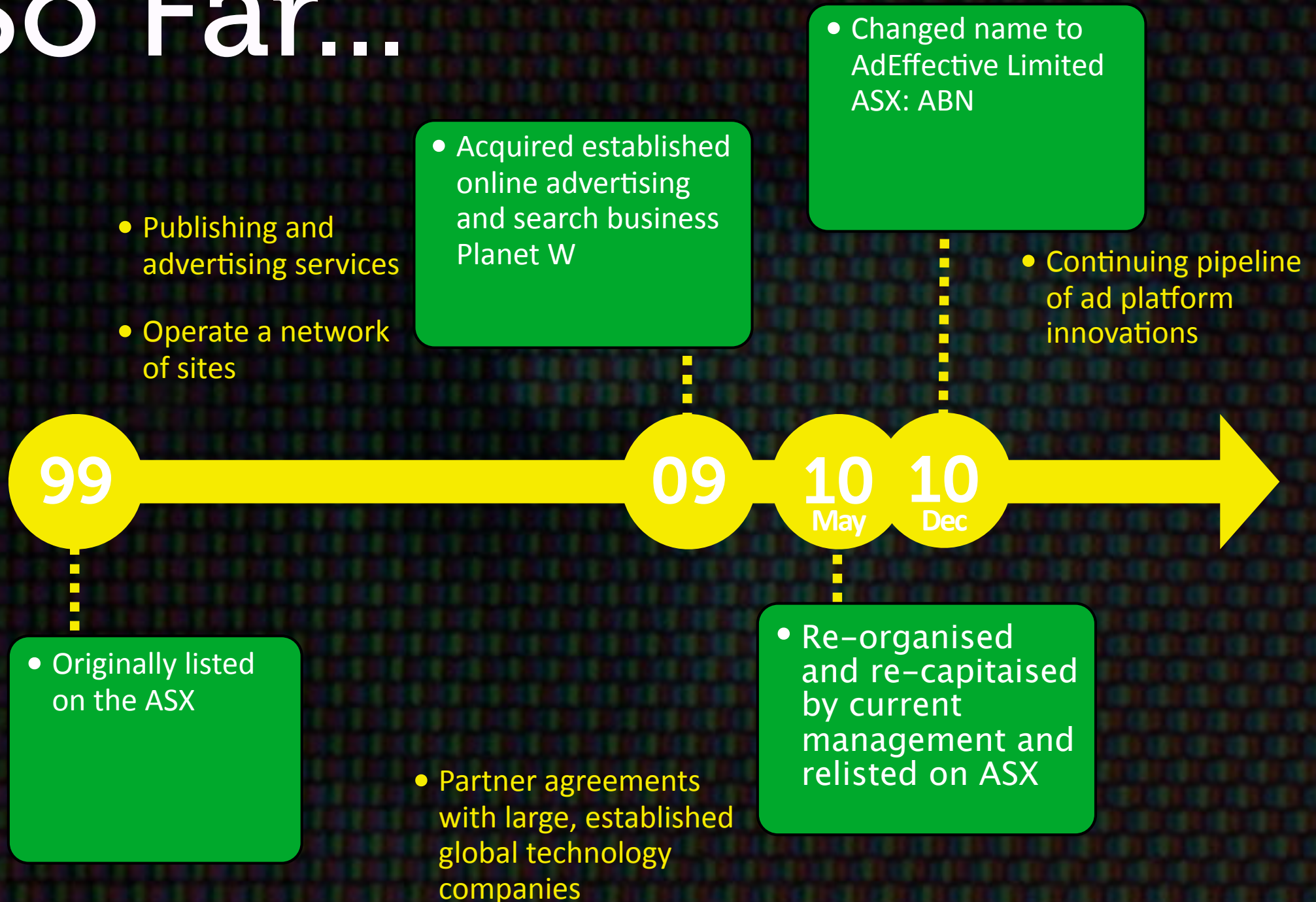
Achieving scale and size were defining issues of the last decade. Serving speed, instant access will define the 20tens. The “go” technology advertising platform is what's next.

 AdEffective

Corporate



# So Far...





# Chairman



## Andrew Plympton

### Non-Executive Chairman

Andrew has a distinguished business career and brings considerable financial management skills to the Board and is director of a number of ASX listed companies. He was appointed a Director of the Company in February 2010.

# MD



## Dean Jones

### Managing Director

Dean was the co-founder of Ansearch and one of the founders of Planet W. He has worked to develop unique and sustainable relationships, partnerships and IP in the online advertising industry. He was appointed to the board in December 2009.

**AdEffective**

## Damian London



### Non-Executive Director

Damian co-founded PlanetW in 2007 and was co-founder of Ansearch where he was Chief Technology Officer. He was appointed to the board in December 2009.

## Barry Green VP Business Development



Barry manages our US operations and has over 15 years experience in sales and business development in the online advertising industry. Prior to joining Ad Effective he was co-founder of Online Media Ventures LLC.

## Mark Newton



### General Manager Online Advertising

Mark is an experienced software and web developer and was Software Development Manager at Searchworld Pty Ltd, a division of Ansearch prior to joining Ad Effective.



# Top 20 Shareholders

(as at December 31, 2010) = 58.73%

# Top 5 Shareholder Groups

(as at December 31, 2010)

Planet W Pty Ltd	24.20%*
Penleigh Banner Pty Ltd	5.14%
Retzos Group	3.47%
Atlantis MG Pty Ltd	2.54%
TE & J Parias Pty Ltd	2.54%

*\*including directors shareholdings*

# Directors Shareholdings

(as at December 31, 2010)

Planet W Pty Ltd	24.20%*
Myndarie Nominees	2.28%
DL Group Holdings Pty Ltd	1.01%

*\*including directors shareholdings*

**\$ 9.8 million\***  
market capitalisation;

**\$.002** per share;

**4,922,004,598**  
shares on issue.

\*As at December 31, 2010



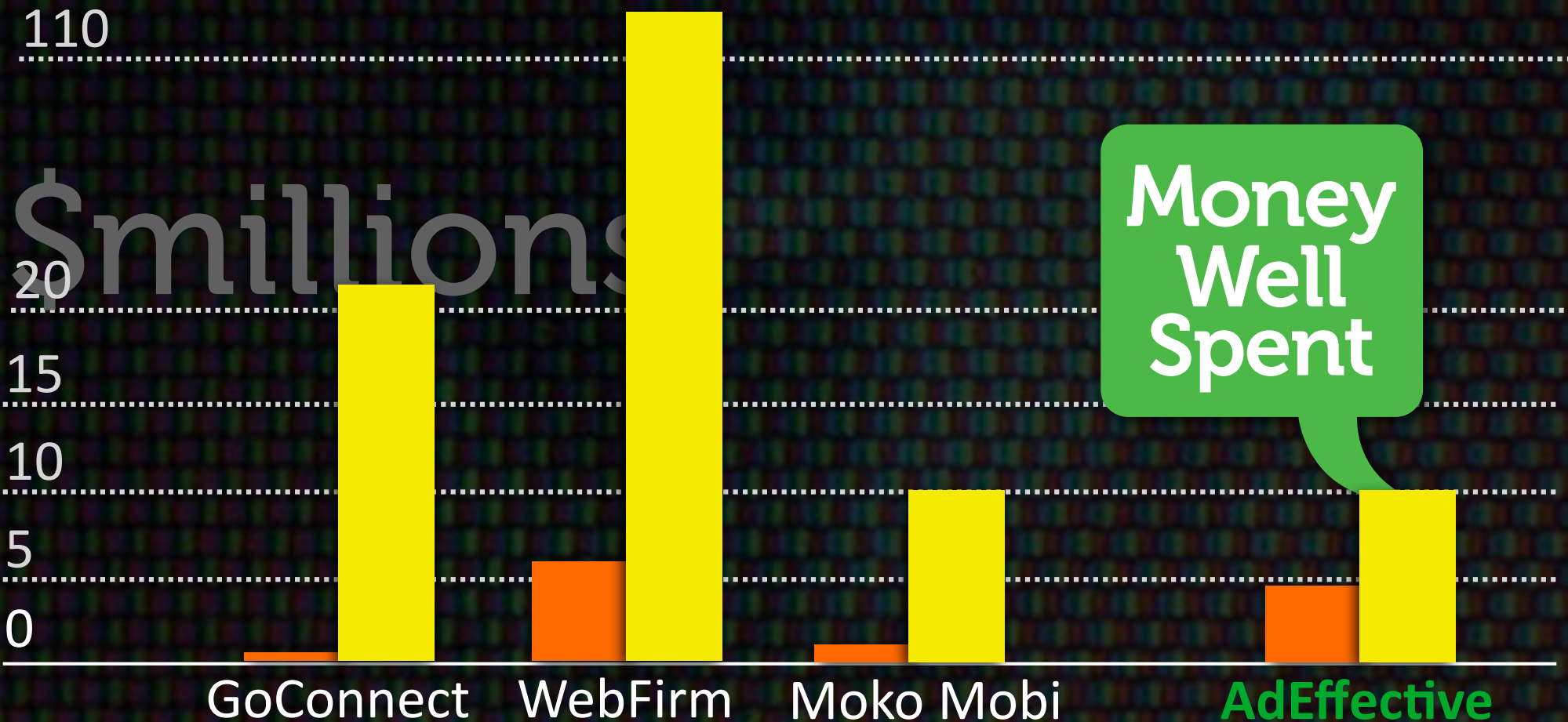
# Market



Revenue



Market Cap



\*Revenue as at June 30, 2010 for 09/10 financial year; Market Capitalization as at January 11, 2011  
Chart information shown are approximate based on figures as reported.



# Locations



## Asia Pac

A light blue map of the Americas. A green asterisk is placed in the United States.

## Americas



### Australia

Melbourne (Global Headquarters)

### India

Mumbai

### America

San Francisco



# AdEffective

Money  
Well  
Spent

A green speech bubble with a white outline and a tail pointing downwards and to the left. The text inside is white and stacked in three lines: 'Money', 'Well', and 'Spent'. The bubble is positioned to the right of the main title.

# The Fine Print

## **Preparation**

This Information Memorandum has been prepared by AdEffective Limited (ABN. 93 085 545 973) (“AdEffective” or “Company”) to provide prospective investors in the Company with general information to assist them in deciding whether they wish to undertake their own investigation or consider a possible investment in the Company. This Information Memorandum is based on information and material collated and prepared by and supplied to the Company and from publicly available information. The Company has not independently verified the reliability, completeness or accuracy of certain of the information and materials contained in this Information Memorandum and does not represent that such information and materials are reliable, complete or accurate. This Information Memorandum is not a prospectus and does not constitute an offer or invitation or recommendation to any person and has been prepared solely for use by persons who are deemed to be “sophisticated investors” as described in the Corporations Act.

## **Further investigations should be made**

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## **Projections and assumptions**

The projections and assumptions in this Information Memorandum are indicative only and are not and should not be relied upon as representations as to future matters. The projections are based on assumptions that may or may not prove to be correct. The recipient must make its own independent assessment and investigation of those projections and assumptions.

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The Company and its respective shareholders, directors, partners, employees, officers, agents, consultants or advisors disclaim (to the maximum extent permitted by law) all duties and liabilities, including liability for negligence, for any loss or damage which is suffered or incurred by any person acting on any information provided or omitted to be provided by any of them in connection with an investment in the Company or any statements, opinions or matters (expressed or implied) arising out of, or contained in, or derived from, such information.

## **No offer, invitation, recommendation or advice**

The information set out in this Information Memorandum does not constitute an offer or invitation to subscribe for securities in the Company or a recommendation by the Company to any person in respect of any matter.

## **Confidentiality**

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Thank you.