



# **Chief Executive Officer's Presentation 2011 Annual General Meeting**

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CEO – AdEffective Limited

# AdEffective Limited

- AdEffective Limited is an online advertising company focusing on the distribution of advertising to websites and networks of websites.
- Two major divisions:
  - Footar – premium ad unit, anchoring itself to the bottom of the browser, fully customisable. Commenced operations December 2010
  - AdFeed – syndication of online advertising, delivering ads across multiple publishers and publisher networks. Assets purchased from PlanetW, commenced operations September 2007

# Recent Significant Events

- ❑ May 2011 – CEO and Director Dean Jones resigns, Barry Green SVP of Business Development appointed to board
- ❑ June 2011 – Footar and AdFeed business become company focus
- ❑ July 2011 – Company signed agreement with Rubicon, project for monetisation of the Footar Ad Unit
- ❑ October 2011 - Announce Company will be seeking further acquisitions and capital raise
- ❑ November 2011 – MOU announced with labour hire company HCMI, capital raise \$5 Million and share consolidation 50:1

# Search / Display advertising spend

- Both Display and Search Advertising continue to grow globally
- Frost & Sullivan's latest report, online search and online directory advertising expenditure hit a total value of \$1.4 billion during FY11 in Australia
- 28% growth in Search Advertising overall in FY11\*
- Forrester research states that the US Display Market is on track to triple by 2016, 2012 estimates of \$16 Billion in display advertising expenditure in the US\*\*
- Google dominates search advertising marketplace in Australia with 88% share, our major search supplier Yahoo is losing market traction and advertiser support

\*Source Frost and Sullivan Press Release 14 November 2011 (<http://www.prwire.com.au/pr/25976/frost-amp-sullivan-online-search-australia-s-fastest-growing-online-advertising-segment>)

\*\* Source Forrester Research "Interactive Marketing Forecasts 2011-2016 (US) – April 2011

# Organisational Review – April/May 2011

- The Company completed review of operations in April 2011
- The Company determined in May 2011 a plan needed to be fully researched to focus current business divisions Footar and Adfeed
- Review options to further expand Footar and support Adfeed
- Review acquisitions to diversify AdEffective business stable

# Footar

- Since May 2011 the Company has taken initiatives to allow for clearer direction and revenue opportunities for Footar
- Led by Director Barry Green, Footar Sales have grown from \$nil in May 2011 to an estimated \$30K in November 2011
- Offering has gone from simple Text Ads in the Footar Ad Unit in May 2011 to Display, Video, Text, Multimedia and other ad formats
- Publisher network traffic has increased from 225K page impressions in May 2011 to 10 Million in September 2011 to an estimated 70 Million in November 2011.

# AdFeed

- AdFeed continues to provide ongoing revenues for the company, however pressures on our main supplier Yahoo have seen a decrease in expected revenues for FY12. The company continues to explore additional revenue streams for the division
- From November 2010 to October 2011 (last 12 months) AdFeed has generated around \$2.0 Million in sales for ABN (FY12 July-October \$575K)
- ABN continues to explore new advertising and publishing partner opportunities outside of the traditional AdFeed business

# Other Business – Swish/ABN

Due to ineffective business models, other businesses which previously ran under the Swish Group have ceased operations



# Moving Forward 2012

- Continue to focus on current online advertising divisions Footar and AdFeed – ongoing discussions with other providers
- Expand current offering and explore other online advertising sectors
- Seek further acquisitions
- Consider raising further capital to support current / future initiatives

**Thank you for your attendance**

Damian London

CEO AdEffective Limited