

ADEFFECTIVE LIMITED

(ASX: ABN)

To: Australian Securities Exchange Limited

Filed by: AdEffective Limited
Ref: Sophie Karzis
Tel: (03) 9665 0460

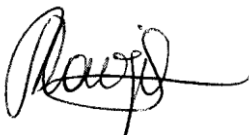
Notice Pursuant to Section 708A(5)(e) of the Corporations Act

AdEffective Limited ACN 085 545 973 (**the Company**) gives notice under section 708A(5)(e) of the Corporations Act as follows:

- (a) On 18 April 2012, the Company issued 9,518,667 fully paid ordinary shares in the Company.
- (b) The shares were issued without disclosure to the investors under Part 6D.2 of the Corporations Act.
- (c) As at the date of this notice the Company has complied with:
 - (1) the provisions of Chapter 2M of the Corporations Act as they apply to the Company; and
 - (2) Section 674 of the Corporations Act.
- (d) As at the date of this notice there is no excluded information required to be disclosed under section 708A(6)(e) of the Corporations Act.

Dated: 18 April 2012

Signed for AdEffective Limited

A handwritten signature in black ink, appearing to read "Sophie Karzis".

Sophie Karzis
Company Secretary