

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity ADEFFECTIVE LIMITED
ABN 93 085 545 973

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	DAMIAN LONDON
Date of last notice	25 May 2010

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct interest
Nature of indirect interest (including registered holder) <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	N/A
Date of change	18 April 2012
No. of securities held prior to change	<ul style="list-style-type: none"> • 24,000,000 ordinary fully paid shares held by Planet W Pty Ltd, a company in which the Director holds an approximately 26% interest; and • 1,000,000 ordinary fully paid shares held by DL Group Holdings Pty Ltd as trustee for the London Family Account, a company which is controlled by the Director; and • 1,000,000 options held directly by Mr London.
Class	Fully paid ordinary shares
Number acquired	9,518,667
Number disposed	Nil

+ See chapter 19 for defined terms.

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Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	The fully paid ordinary shares are issued at deemed issue price of 1.5 cents per share.
No. of securities held after change	<ul style="list-style-type: none"> • 33,518,667 fully paid ordinary shares held by Planet W Pty Ltd, a company in which the Director holds an approximately 26% interest; • 1,000,000 ordinary fully paid shares held by DL Group Holdings Pty Ltd as trustee for the London Family Account, a company which is controlled by the Director; and • 1,000,000 options held directly by Mr London.
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	Issue of securities in lieu of cash deferred consideration (more specifically an "earn-out") for the acquisition of the business and assets of Planet W Pty Ltd, as approved by shareholders at the Company's EGM held on 9 February 2012.

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
Date of change	N/A
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	N/A
Interest acquired	N/A
Interest disposed	N/A
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	N/A
Interest after change	N/A

+ See chapter 19 for defined terms.

Part 3 – +Closed period

Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	N/A

+ See chapter 19 for defined terms.