



28 November 2012

Manager Companies  
Company Announcements Office  
Australian Securities Exchange Limited  
Level 4, Stock Exchange Centre  
20 Bridge Street  
SYDNEY NSW 2000

**Results of Annual General Meeting  
AdEffective Limited (ASX:ABN)**

In accordance with Listing Rule 3.13.2 and section 251AA of the Corporations Act, we advise details of the resolutions and the proxies received in respect of each resolution are set out in the attached proxy summary.

Yours faithfully

**Ms Sophie Karzis**  
Company Secretary

**ADEFFECTIVE LIMITED**  
**Annual General Meeting**

**Proxy Summary**  
**Wednesday, 28 November 2012**

**Item 2) Adoption of Remuneration Report**

The instructions given to validly appointed proxies in respect of the resolution were as follows:

<b>For</b>	<b>Against</b>	<b>Abstain</b>	<b>Proxy's discretion</b>
57,929,317	26,049	1,770	3,336,012

The motion was carried as an ordinary resolution on a show of hands.

**Item 3) Re-election of My Andrew Plympton**

The instructions given to validly appointed proxies in respect of the resolution were as follows:

<b>For</b>	<b>Against</b>	<b>Abstain</b>	<b>Proxy's discretion</b>
57,933,206	23,686	44	3,336,212

The motion was carried as an ordinary resolution on a show of hands.

**Item 4) Election of Ms Sophie Karzis**

The instructions given to validly appointed proxies in respect of the resolution were as follows:

<b>For</b>	<b>Against</b>	<b>Abstain</b>	<b>Proxy's discretion</b>
57,933,206	23,386	344	3,336,212

The motion was carried as an ordinary resolution on a show of hands.

**Item 5) Issue of Performance Rights to Chairman**

The instructions given to validly appointed proxies in respect of the resolution were as follows:

<b>For</b>	<b>Against</b>	<b>Abstain</b>	<b>Proxy's discretion</b>
48,790,540	1,067,634	104	1,401,788

The motion was carried as an ordinary resolution on a show of hands.

**Item 6) Issue of Performance Rights to Chief Executive Officer**

The instructions given to validly appointed proxies in respect of the resolution were as follows:

<b>For</b>	<b>Against</b>	<b>Abstain</b>	<b>Proxy's discretion</b>
47,869,377	1,988,797	104	1,401,788

The motion was carried as an ordinary resolution on a show of hands.

**Item 7) Issue of Performance Rights to Director**

The instructions given to validly appointed proxies in respect of the resolution were as follows:

<b>For</b>	<b>Against</b>	<b>Abstain</b>	<b>Proxy's discretion</b>
47,894,577	1,963,597	104	1,401,788

The motion was carried as an ordinary resolution on a show of hands.

**Item 8) Approval of 10% Placement Capacity**

The instructions given to validly appointed proxies in respect of the resolution were as follows:

<b>For</b>	<b>Against</b>	<b>Abstain</b>	<b>Proxy's discretion</b>
57,926,057	29,829	1,250	3,336,012

The motion was carried as a special resolution on a show of hands.