



ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release

17 June 2013

Acquisition of Ohki.com.au completed

- **Acquisition of Ohki.com.au complete**
- **Expected relaunch in early July, 2013**
- **30,000 user subscriber base**

AdEffective Limited (**ABN** or the **Company**) is pleased to announce that it has now signed a formal asset purchase agreement, and satisfied all requirements to complete the acquisition of, online retailer Ohki.com.au (**Ohki**) from Global Internet Ventures Pty Ltd.

Ohki is an online ecommerce store established in 2010, specialising in electronics products. Ohki generated over \$350,000 sales via its website in calendar year 2012, which included the sales of over 2000 items. Ohki has a subscriber base of over 30,000 users.

The Company is well advanced in completing maintenance work, setting up a new warehouse in Melbourne, satellite facilities in Sydney and sourcing of supply, for the online store.

The Company believes recommencement of operations for Ohki.com.au will occur in early July 2013.

Ohki will be incorporated into the Company's new Ecommerce Division and will complement the proposed acquisition of EzyDirect.com.au.

-ENDS

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About AdEffective Limited

AdEffective is an online advertising business focusing on the distribution of advertising to publishers and publisher networks.

AdEffective has also formed a new Ecommerce and Website division which will acquire and create online stores and transaction based websites.

<http://www.adeffective.com>