

Appendix 3X

Initial 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 30/9/2001.

Name of entity: ADEFFECTIVE LIMITED
ABN: 93 085 545 973

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	DOMENIC CAROSA
Date of appointment	18 th June 2013

Part 1 - Director's relevant interests in securities of which the director is the registered holder
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.

Number & class of securities NIL
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+ See chapter 19 for defined terms.

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Part 2 – Director's relevant interests in securities of which the director is not the registered holder

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

Name of holder & nature of interest Note: Provide details of the circumstances giving rise to the relevant interest.	Number & class of Securities
Director of: MP3 AUSTRALIA PTY LTD <THE MP3 UNIT A/C>	14,200,000 ORD FULLY PAID SHARES 2,000,000 LISTED OPTIONS
Director of: TIGER DOMAINS PTY LTD <ATF TIGER DOMAINS UNIT TRUST>	26,118,565 ORD FULLY PAID SHARES 15,019,759 LISTED OPTIONS
Director of: DOMINET DIGITAL CORPORATION PTY LTD <THE CAROSA FAMILY A/C>	160,000 ORD FULLY PAID SHARES

Part 3 – 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	Not Applicable
Nature of interest	Not Applicable
Name of registered holder (if issued securities)	Not Applicable
No. and class of securities to which interest relates	Not Applicable

+ See chapter 19 for defined terms.