



ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release

16 July 2013

CEO APPOINTMENT AND RESIGNATION

AdEffective Limited (**AdEffective** or the **Company**) announces that as part of its ongoing strategy to augment its current business with the establishment of an e-commerce division, Mr. Damian London will be resigning as Chief Executive Officer in early August, and Mr Simon Crean will assume this role, with effect from 9 September 2013.

Mr. London, who was appointed as the Company's CEO in May 2011, has a successful proven track record in the online advertising sector. As the Company's e-commerce division is building, it has been agreed that a CEO with experience in the e-commerce sector would be beneficial in taking the Company forward.

Simon Crean has extensive internet experience including positions with Looksmart, Ericsson, destra, Mercury Mobility and Effective Measure. His extensive internet experience together with his broad commercial background and technical experience make him an ideal candidate for the role of the Company's CEO.

Simon Crean most recently held the position of Vice President - Product at Effective Measure. Effective Measure is a Silicon Valley-backed audience measurement company focusing on creating market transparency to increase digital media spends in emerging markets. Effective Measure operates in 28 countries and the platform measures 700 million profiles and over 18 billion events per month.

Prior to this role, Mr Crean was the Head of Digital at Hallmark Cards and prior to that he held positions including Senior Consultant with ipernica, COO of Mercury Mobility, and General Manager of destra media.

While Damian London is resigning as CEO, he continues to be a substantial shareholder of the Company, and will remain as a Non-Executive Director of the Company's Board.

Mr. Andrew Plympton, the Company's Chairman, said, "We thank Damian London for his outstanding contribution to the Company as both CEO and director. His expertise in online advertising and his continued efforts in managing the business have been first class. I also welcome Simon Crean to the role of CEO as the Company focuses on developing its e-commerce business as well as its suite of online advertising products."

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For further information contact:

Sophie Karzis
Company Secretary
+613 9286 7500
sk@ccounsel.com.au

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>