



ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release

31 July 2013

Quarterly Cash Flow Report (Appendix 4C) for quarter ended 30 June 2013

- **Net profit of \$134K for FY2013**
- **Total cash receipts for Q4 FY2013 of \$0.79 million**
- **Total cash receipts for FY2013 of \$3.63 million**

AdEffective Limited (**ABN** or the **Company**) presents its consolidated Quarterly Cash Flow Report for the quarter ended 30 June 2013.

The Company has achieved its best annual financial result since relisting on the ASX in 2010 with an expected net profit of \$134,417 for FY2013. The result is preliminary subject to finalisation by the Company and the external audit.

This result is a significant turnaround on FY2012 results (FY2012 loss of \$1,649,942) and was achieved through an improvement in revenue for the financial year, an increase in overall average gross profit margin and the Company's stabilisation process undertaken in FY2012.

Total cash receipts for the June 2013 quarter were \$0.79 million, slightly down on the previous quarter (\$0.86 million Q3 FY 2013). Total cash receipts for FY2013 are \$3.629 million, a significant increase on FY 2012 (total cash receipts for FY2012 were \$2.297 million).

Total income for FY 2013 was \$2.867 million (FY 2012: \$2.620 million). Working capital available to the Company as at 30 June 2013 was \$0.564 million (\$0.355 million as at 30 June 2012).

The Company remains cautiously optimistic about the outlook for AdEffective, and the Directors are encouraged by improvements in earnings in FY 2013 and the achievement of a net profit.

The Company remains committed to organic growth of its existing core businesses, the development of its Ecommerce Division as well as continuing to seek new opportunities to further diversify current business offerings in the near future and intends to invest funds into creating and acquiring new revenue streams to increase Company income.

-END-

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>

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Appendix 4C

Quarterly report for entities admitted on the basis of commitments

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10

Name of entity

AdEffective Limited

ABN

93 085 545 973

Quarter ended ("current quarter")

30 June 2013

Consolidated statement of cash flows

Cash flows related to operating activities	Current quarter \$A'000	Year to date (12 months) \$A'000
1.1 Receipts from customers	788	3,629
1.2 Payments for (a) staff costs	(160)	(648)
(b) advertising and marketing		
(c) research and development	-	-
(d) leased assets	-	-
(e) other working capital	(573)	(2,778)
1.3 Dividends received		
1.4 Interest and other items of a similar nature received	3	11
1.5 Interest and other costs of finance paid	(2)	(5)
1.6 Income taxes paid	-	-
1.7 Other (provide details if material)	-	-
Net operating cash flows	56	209

+ See chapter 19 for defined terms.

Appendix 4C
Quarterly report for entities
admitted on the basis of commitments

	Current quarter \$A'000	Year to date (12 months) \$A'000
1.8 Net operating cash flows (carried forward)	56	209
Cash flows related to investing activities		
1.9 Payment for acquisition of:	-	-
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.10 Proceeds from disposal of:		
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.11 Loans to other entities	-	-
1.12 Loans repaid by other entities	-	-
1.13 Other (provide details if material)	-	-
	-	-
Net investing cash flows		
1.14 Total operating and investing cash flows	56	209
Cash flows related to financing activities		
1.15 Proceeds from issues of shares, options, etc.	-	-
1.16 Proceeds from sale of forfeited shares	-	-
1.17 Proceeds from borrowings	-	-
1.18 Repayment of borrowings	-	-
1.19 Dividends paid	-	-
1.20 Other (provide details if material)	-	-
	-	-
Net financing cash flows		
Net increase (decrease) in cash held	56	209
1.21 Cash at beginning of quarter/year to date	508	355
1.22 Exchange rate adjustments to item 1.20	-	
	564	564
1.23 Cash at end of quarter		

+ See chapter 19 for defined terms.

Payments to directors of the entity and associates of the directors

Payments to related entities of the entity and associates of the related entities

		Current quarter \$A'000
1.24	Aggregate amount of payments to the parties included in item 1.2	60
1.25	Aggregate amount of loans to the parties included in item 1.11	-

1.26 Explanation necessary for an understanding of the transactions

Non-cash financing and investing activities

2.1 Details of financing and investing transactions which have had a material effect on consolidated assets and liabilities but did not involve cash flows

2.2 Details of outlays made by other entities to establish or increase their share in businesses in which the reporting entity has an interest

Financing facilities available

Add notes as necessary for an understanding of the position.

		Amount available \$A'000	Amount used \$A'000
3.1	Loan facilities	5,000	-
3.2	Credit standby arrangements	-	-

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Appendix 4C
Quarterly report for entities
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Reconciliation of cash

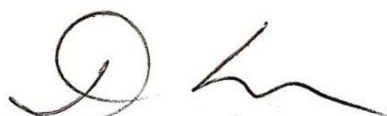
Reconciliation of cash at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts is as follows.	Current quarter \$A'000	Previous quarter \$A'000
4.1 Cash on hand and at bank	564	508
4.2 Deposits at call	-	-
4.3 Bank overdraft	-	-
4.4 Other (provide details)	-	-
Total: cash at end of quarter (item 1.23)	564	508

Acquisitions and disposals of business entities

	Acquisitions (Item 1.9(a))	Disposals (Item 1.10(a))
5.1 Name of entity	-	-
5.2 Place of incorporation or registration	-	-
5.3 Consideration for acquisition or disposal	-	-
5.4 Total net assets	-	-
5.5 Nature of business	-	-

Compliance statement

- 1 This statement has been prepared under accounting policies which comply with accounting standards as defined in the Corporations Act (except to the extent that information is not required because of note 2) or other standards acceptable to ASX.
- 2 This statement does give a true and fair view of the matters disclosed.



Damian London
 Chief Executive Officer
 31 July 2013

+ See chapter 19 for defined terms.

Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity wanting to disclose additional information is encouraged to do so, in a note or notes attached to this report.
2. The definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report except for any additional disclosure requirements requested by AASB 107 that are not already itemised in this report.
3. **Accounting Standards.** ASX will accept, for example, the use of International Financial Reporting Standards for foreign entities. If the standards used do not address a topic, the Australian standard on that topic (if any) must be complied with.

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