

AdEffective

Online Shopping & Advertising

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ASX: ABN



AdEffective Overview

- ▶ Profitable, growing company based in Brunswick, VIC
- ▶ Foundation in online advertising expanding to capitalise on online shopping opportunities
- ▶ ASX-listed and positioned to exploit two large growing markets

Key Company Metrics		
FY13 Revenue*	FY13 Profit	Cash at Bank**
\$2.8M	\$45,000	\$560,000
Shares on Issue	Share Price***	Market Cap***
207.9M	1.5 cents	~\$3M

*FY13 revenue derived from Online Advertising only.

Online shopping revenues commence FY14

**As at June 30, 2013

***As at September 17, 2013



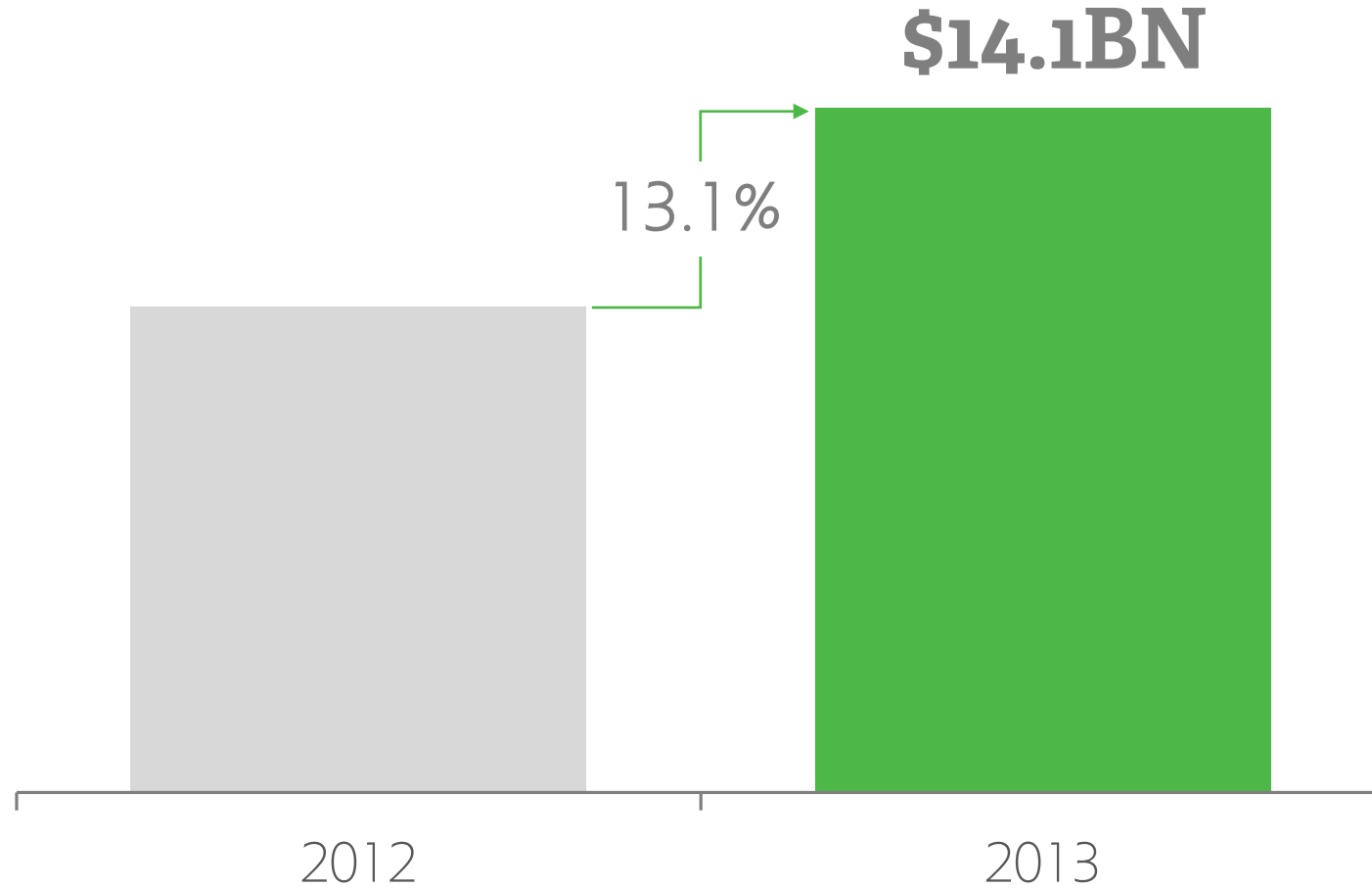
Business Divisions



Online Shopping Division



Australian Online Shopping Market

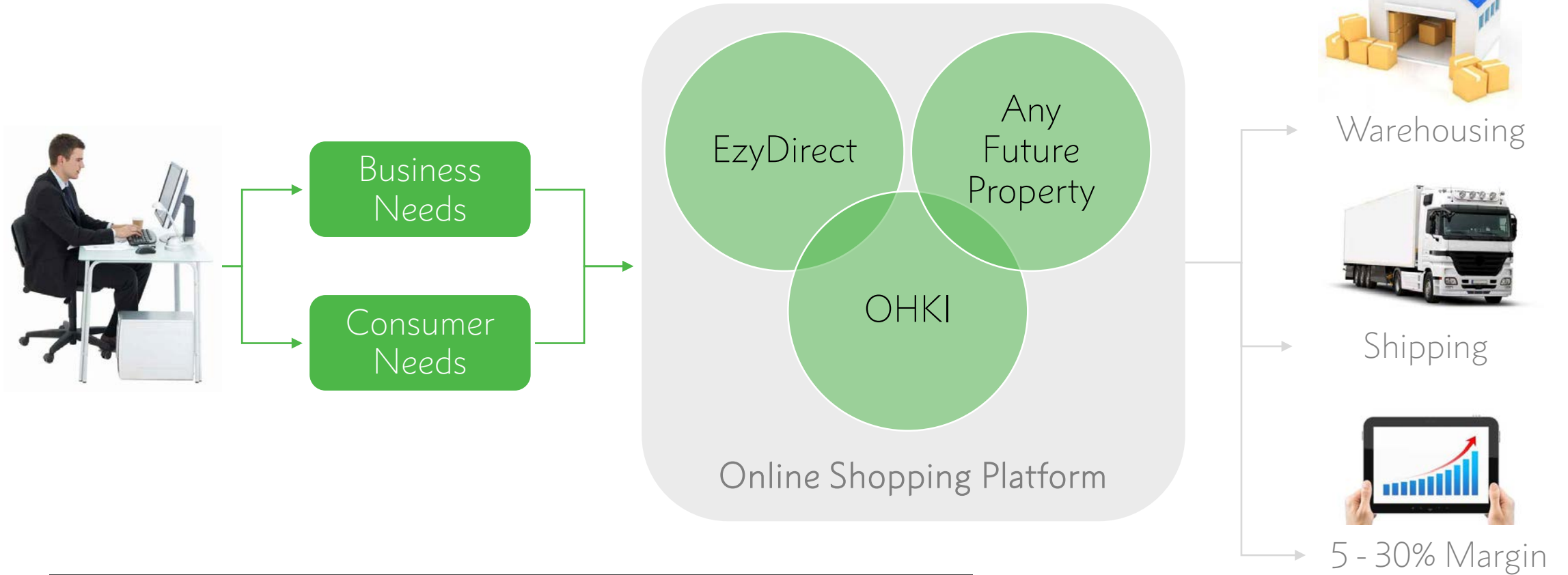


- Up to \$14.1 billion
- Growing at 13.1% pa
- Equivalent to 6.3% of traditional retail spend (and growing)

Source: Nab, Frost & Sullivan, 2013



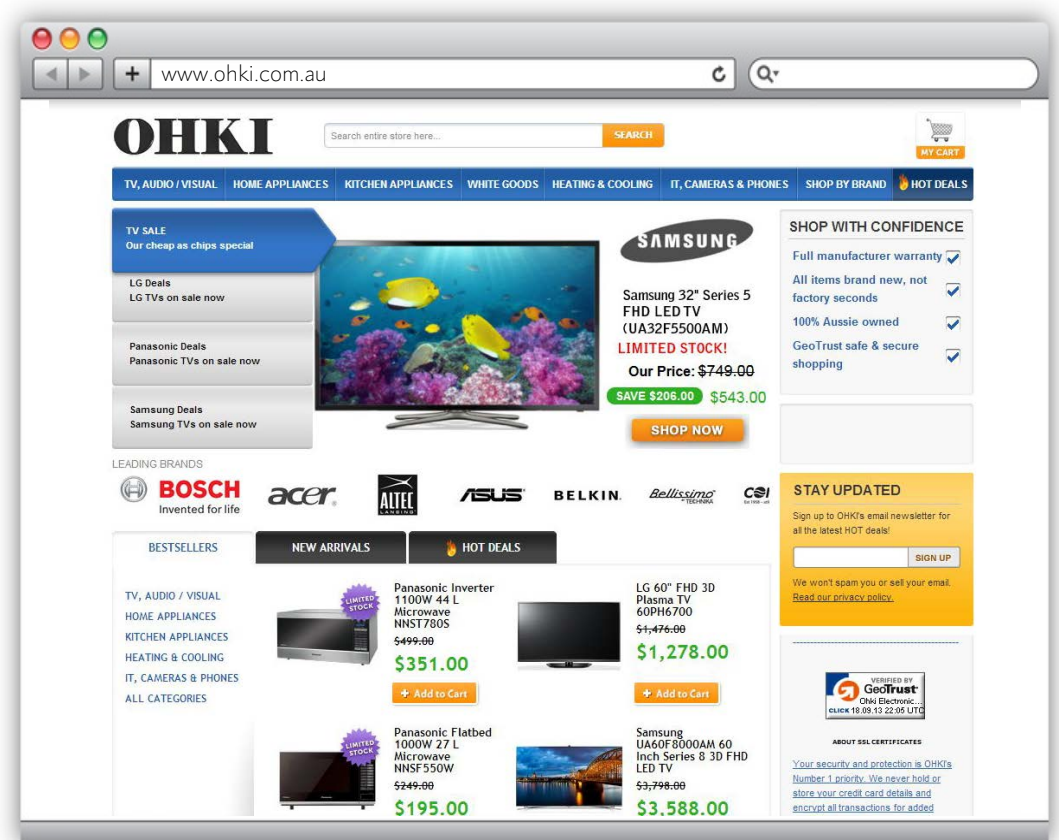
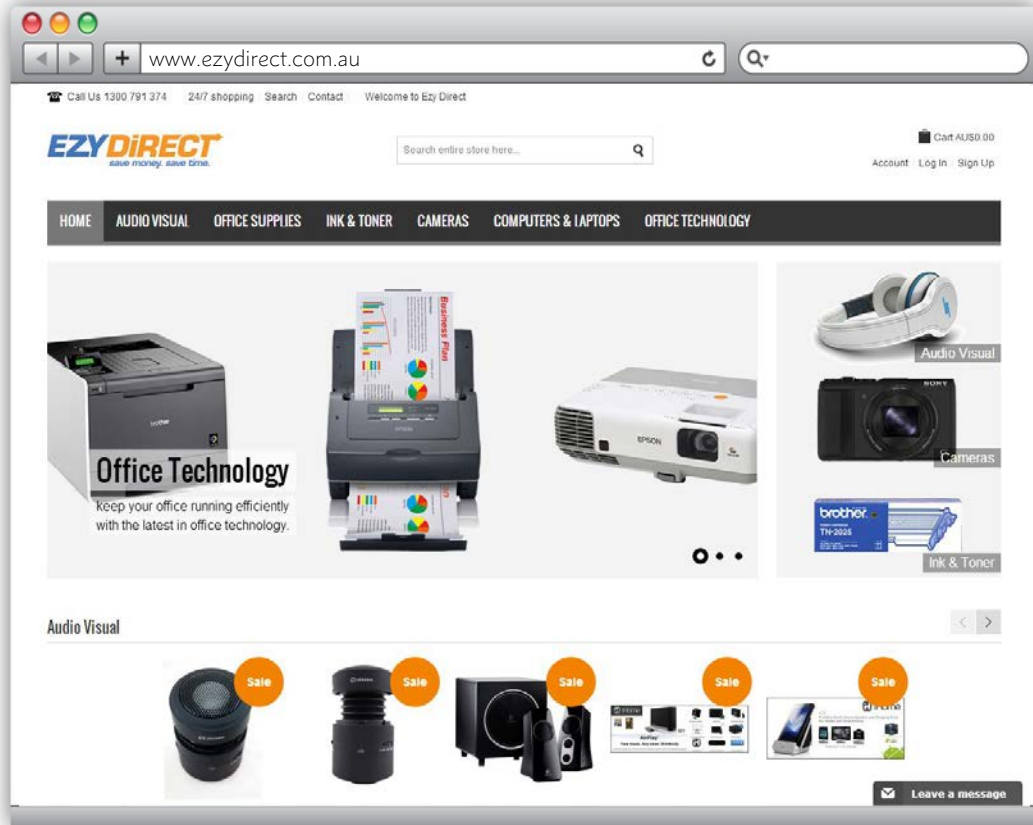
Online Shopping Model



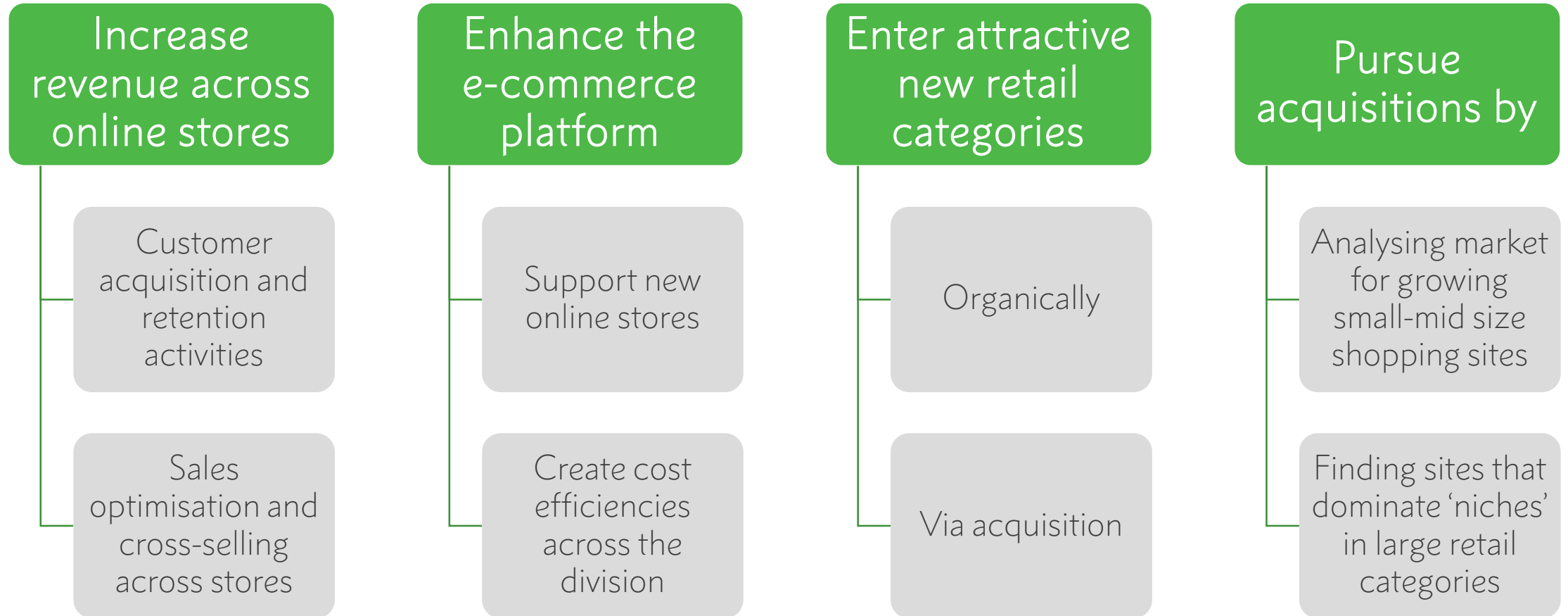
AdEffective has an online shopping platform that is versatile, robust & scaleable



EzyDirect & OHKI



Strategic Priorities

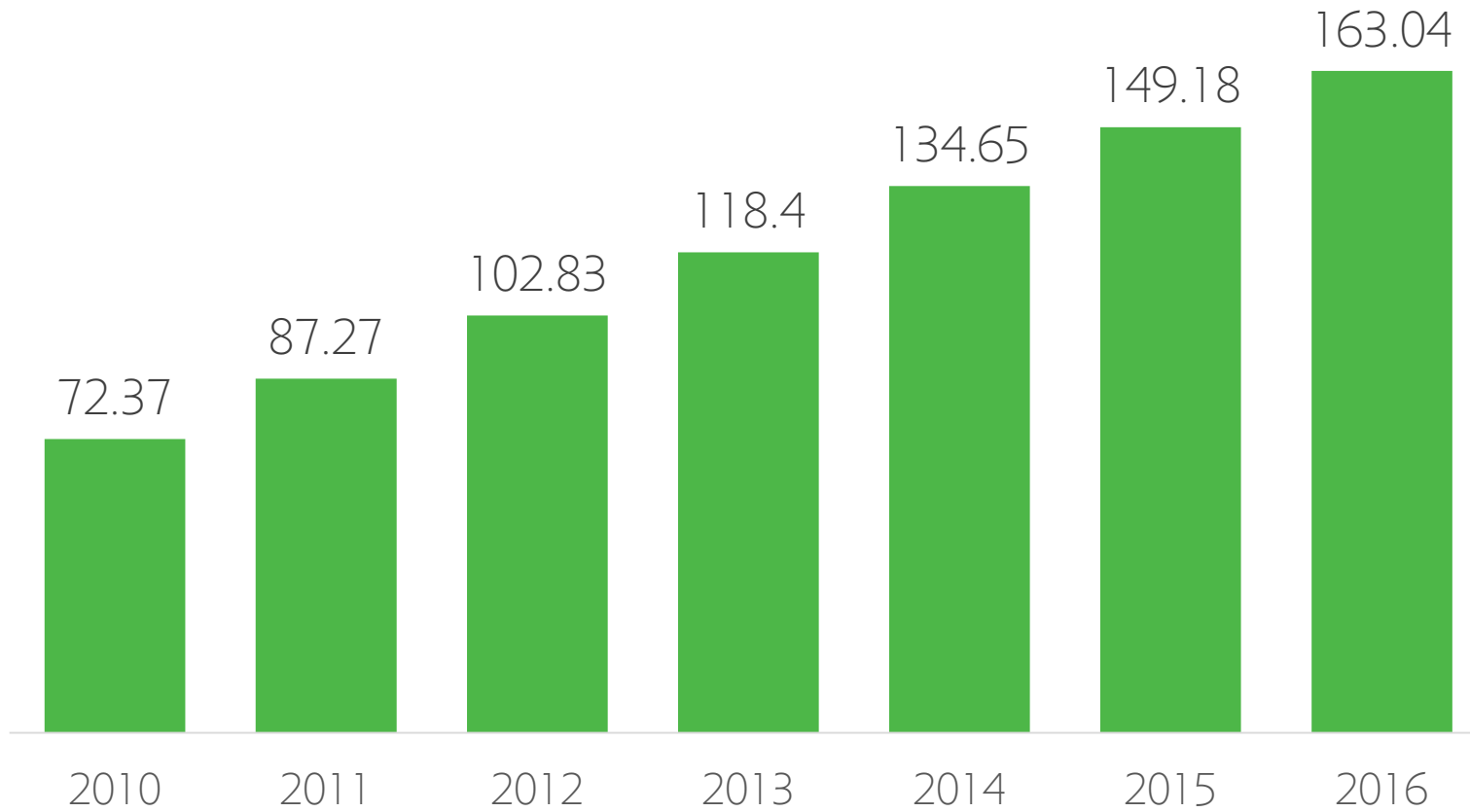


Online Advertising Division



Global Online Advertising Market

Digital Ad Spending Worldwide \$BN (2010-2016)

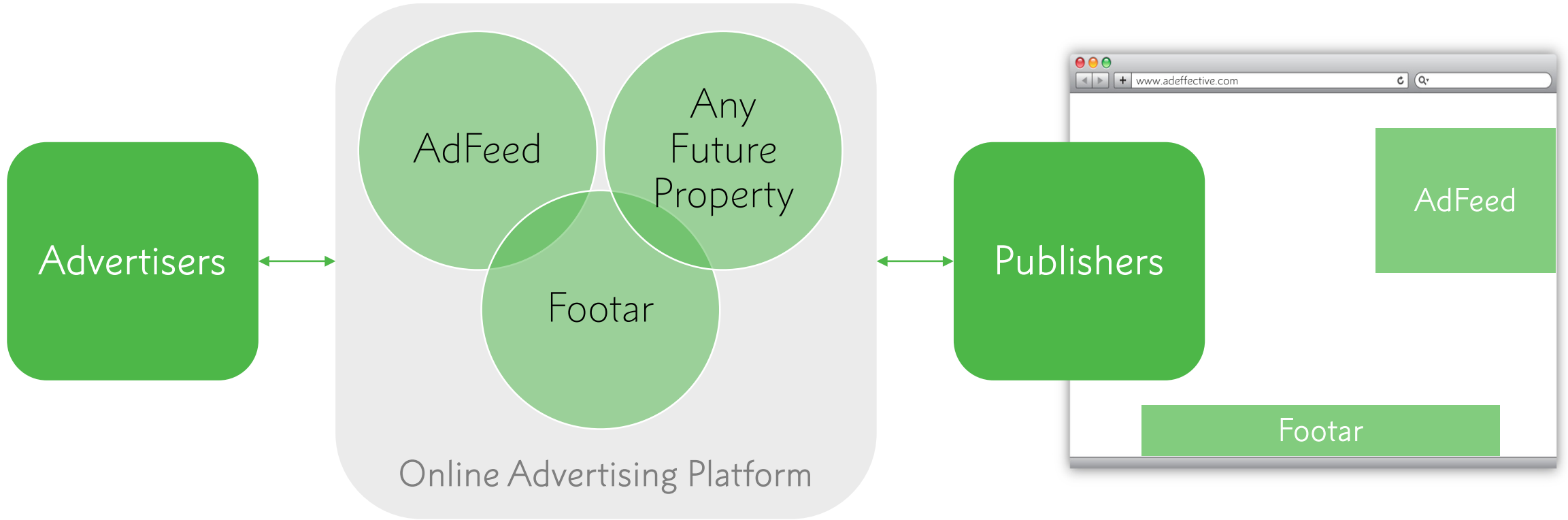


Global online advertising spend projected to reach \$163BN in 2016

Source: eMarketer, December 2012



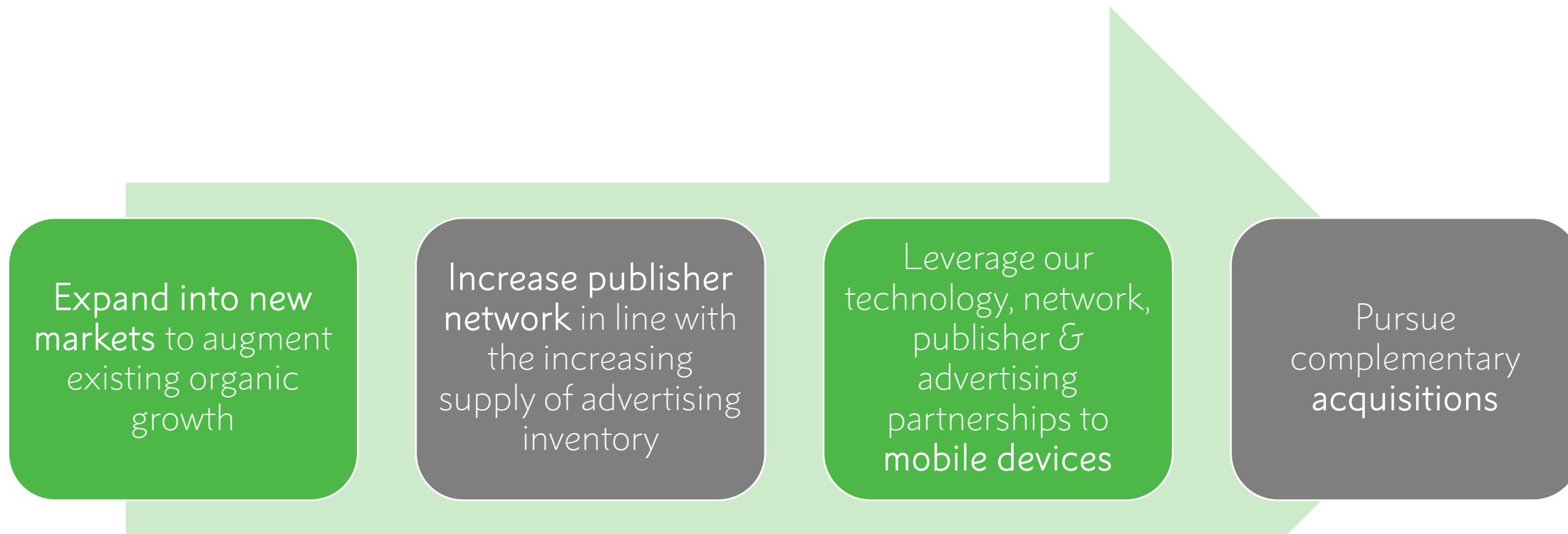
Online Advertising Model



AdEffective online advertising products are proven revenue generators at ~40% margin



Strategic Priorities



Board of Directors



Andrew Plympton
Non-Executive Chairman

- Brings considerable financial management skills to the Board
- Director of a number of ASX listed companies



Damian London
Non-Executive Director

- 16 years' experience in software, search engine marketing and online advertising
- Strong technical background



Sophie Karzis
Non-Executive Director

- Practising lawyer with 20 years' experience
- Corporate counsel for a number of public companies



Mark Goulopolous
Non-Executive Director

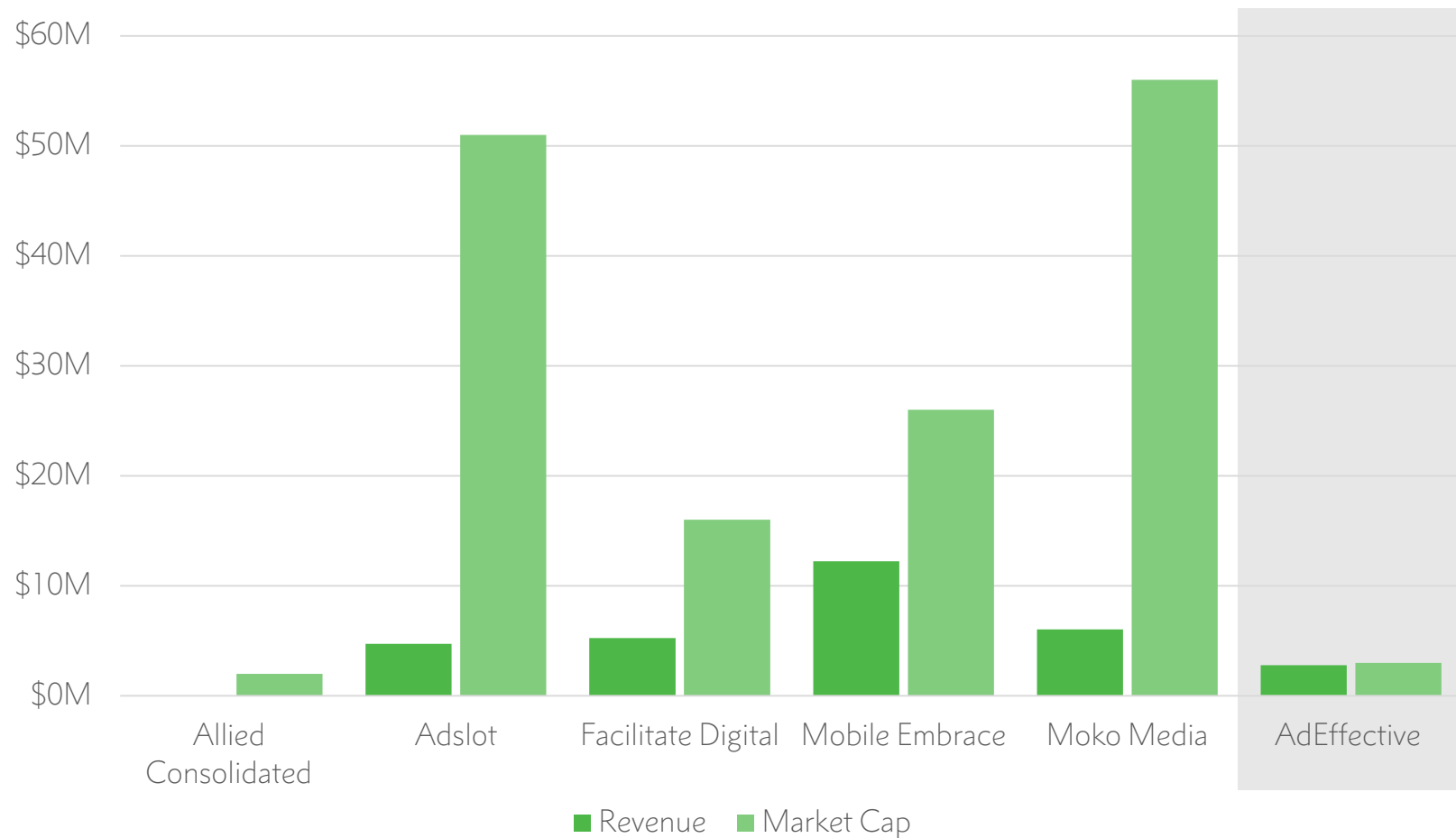
- Associate Director at Patersons Securities
- 15 years' experience in equity capital markets and investments



Domenic Carosa
Non-Executive Director

- Chairman of the Future Capital Fund
- Co-founded and listed destra Corporation growing to revenues of \$100M

ASX Small Cap Media Comparables



AdEffective trades at a low revenue to market cap multiple for the sector

FY13 revenue derived from Online Advertising only. Online shopping revenues commence FY14



Investment Highlights

The only
online
shopping
company to
be publically
traded

High growth
opportunities
in both
Online
Shopping &
Advertising

Profitable
and growing
company
with over
\$2.8M in
revenues

Undervalued
based on
market
comparables

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