



ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release

9 October 2013

Placement Positions AdEffective for Growth

AdEffective Limited (**AdEffective** or the **Company**) is pleased to advise that the Company has received commitments from professional and sophisticated investors for a share placement of 31.2 million ordinary shares (**New Shares**) at 2.7 cents per New Share to raise approximately \$0.84 million before costs (the **Placement**).

The funds raised through the Placement will provide additional working capital to position the Company for anticipated further e-commerce growth opportunities.

The Placement will be conducted via a single tranche utilising the Company's available 15% placement capacity under ASX Listing Rule 7.1. Investors in the Placement will, subject to shareholder approval, receive one ABNO listed option exercisable at 1.5 cents on or before 30 June 2014 for every 2 New Shares subscribed under the Placement.

Patersons Securities Limited acted as the Lead Manager in securing the Placement for the Company.

Andrew Plympton, Chairman of the Company said: "The Company is delighted by the strong response to the Placement, which was oversubscribed. Applications were scaled back to the Company's available 15% capacity. The Placement was well supported by existing substantial shareholders, and I am also pleased to welcome a number of new shareholders to the Company. The funds raised place the Company in a strong position to accelerate growth of its e-commerce platform".

The Company will release an Appendix 3B and a notice in accordance with section 708A (5)(e)(i) of the Corporations Act 2001 following completion of the issue, which is expected to occur on or around Tuesday 15 October 2013.

-END

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>