



ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release

7 November 2013

Approval of extension of time to hold 2013 Annual General Meeting

Further to its announcement dated 1 November 2013, AdEffective Limited (**AdEffective** or the **Company**) confirms that it has received approval from the Australian Securities and Investments Commission (**ASIC**) to the Company's request for an extension of time to hold its Annual General Meeting for the financial year ended 30 June 2013 (**2013 AGM**).

The Company submitted an application to ASIC for an extension of time to hold the 2013 AGM, in order to enable AdEffective to finalise the details of and propose to shareholders at the AGM a resolution concerning the potential issue of options pursuant to AdEffective's recent capital raising. For further information on the capital raising, refer to the Company's announcement dated 9 October 2013.

The Directors considered that it was important to provide shareholders with the opportunity to vote on the issue of options, and that it would be more cost efficient for the Company to apply for an extension of time to hold its 2013 AGM, instead of calling a separate extraordinary general meeting for the purposes of proposing the relevant resolution.

In response to the Company's application, ASIC has extended the period within which AdEffective must hold its 2013 AGM from 30 November 2013 to 15 December 2013.

The Company confirms the details of its 2013 AGM as follows, and advises that a Notice of Meeting, Explanatory Memorandum and proxy form will be dispatched to all shareholders and lodged with ASX on Friday 8 November 2013.

Time: 11.00am (Melbourne time)
Date: Thursday 12 December 2013
Venue: HWL Ebsworth Lawyers
Level 26, 530 Collins Street
Melbourne Victoria 3000

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About AdEffective Limited

AdEffective is an online advertising and online shopping business focussing on the distribution of advertising to publishers and publisher networks and the retail sale of consumer goods.

<http://www.adeffective.com>