



AdEffective Limited – Annual General Meeting 2013

Simon Crean – Chief Executive Officer



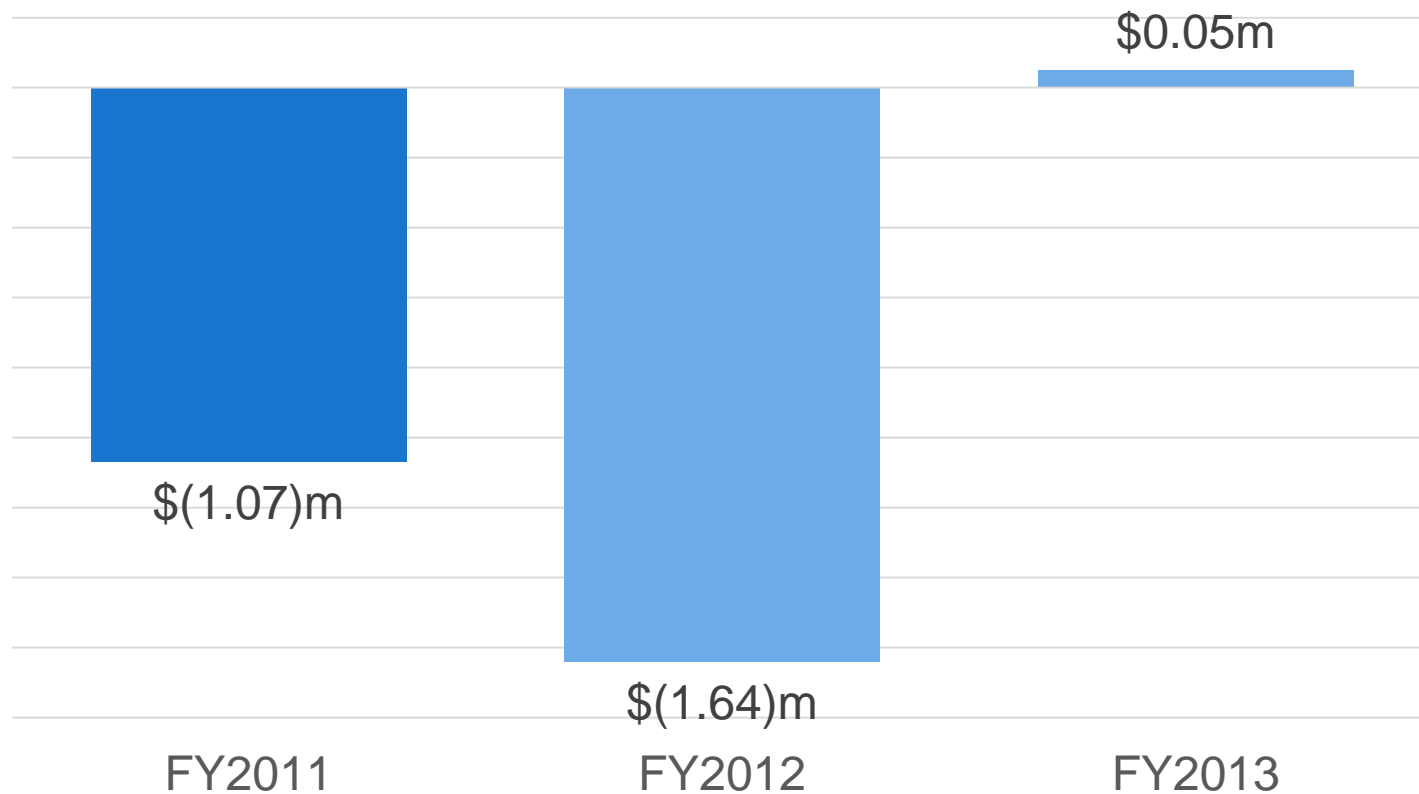
Company Repositioning



An Online Shopping and Online Advertising Company
Shoply Ltd (ASX:SHP)



Operating Highlights FY13



Shoply Ltd generated its maiden profit in FY13 2013

Focused on capitalising on the growth of Ecommerce

Financial Summary FY13



Shoply Ltd financial highlights included:

Revenue
\$2.77M

Gross Profit Margin
43%

Net Profit
\$0.05M

Up
6%

Up
7%

Up
102%

Company Overview



Shoply Ltd (ASX:SHP) has two operating divisions



AdEffective
Online Advertising



AdEffective works with a network of Advertisers and Publishers.

AdEffective delivers value to Advertisers by increasing customer reach through publisher partnerships.

AdEffective delivers value to Publishers by increasing their revenue.



Shoply
Online Shopping



Shoply currently owns three Online Shopping destinations.

Shoply delivers value to consumers by providing great products at great prices.

Operating Summary 2013



Shoply Ltd operational highlights included:

Maiden profit in
FY13 of \$45k,
turnaround from
a \$1.6m loss in
FY12



The
establishment of
an Online
Shopping
division

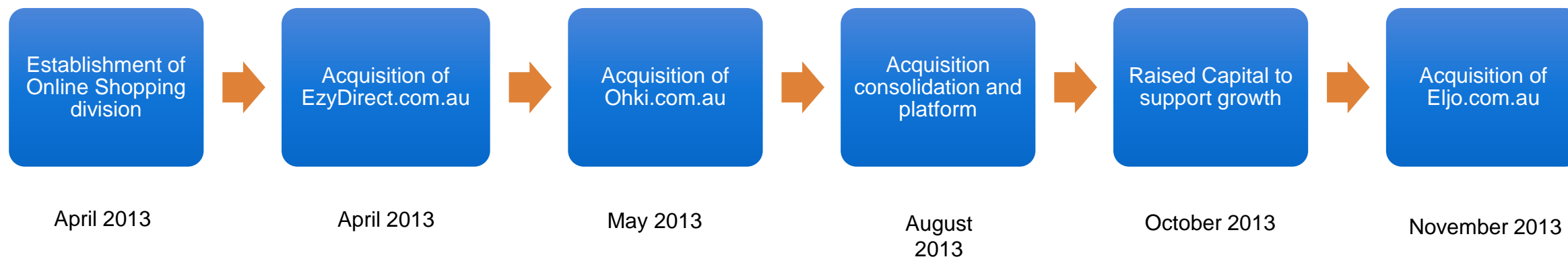


Capital for
acquisitions and
growth support

Operating Timeline 2013



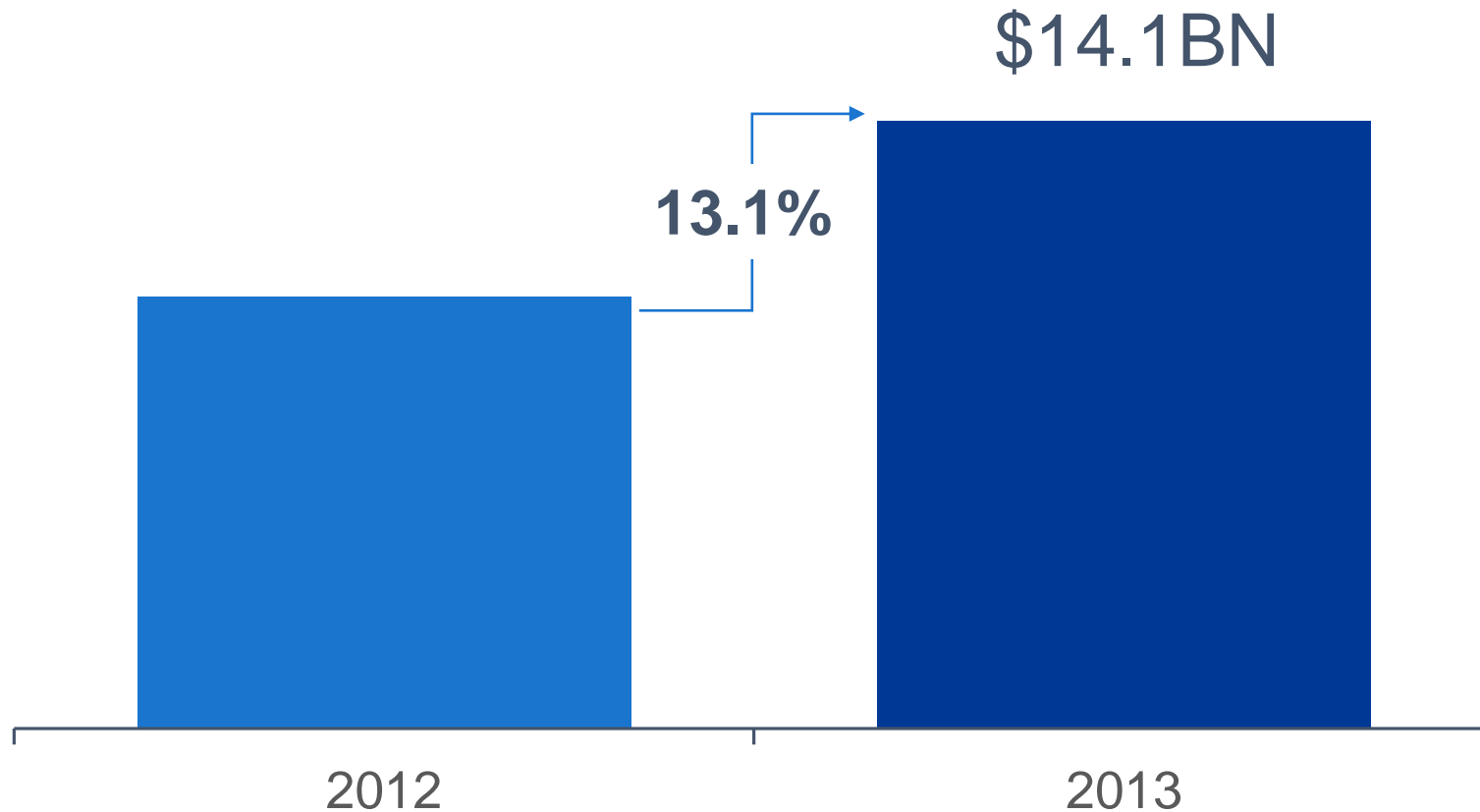
Shoply Ltd operational milestones:





Online Shopping Division
A platform for growth

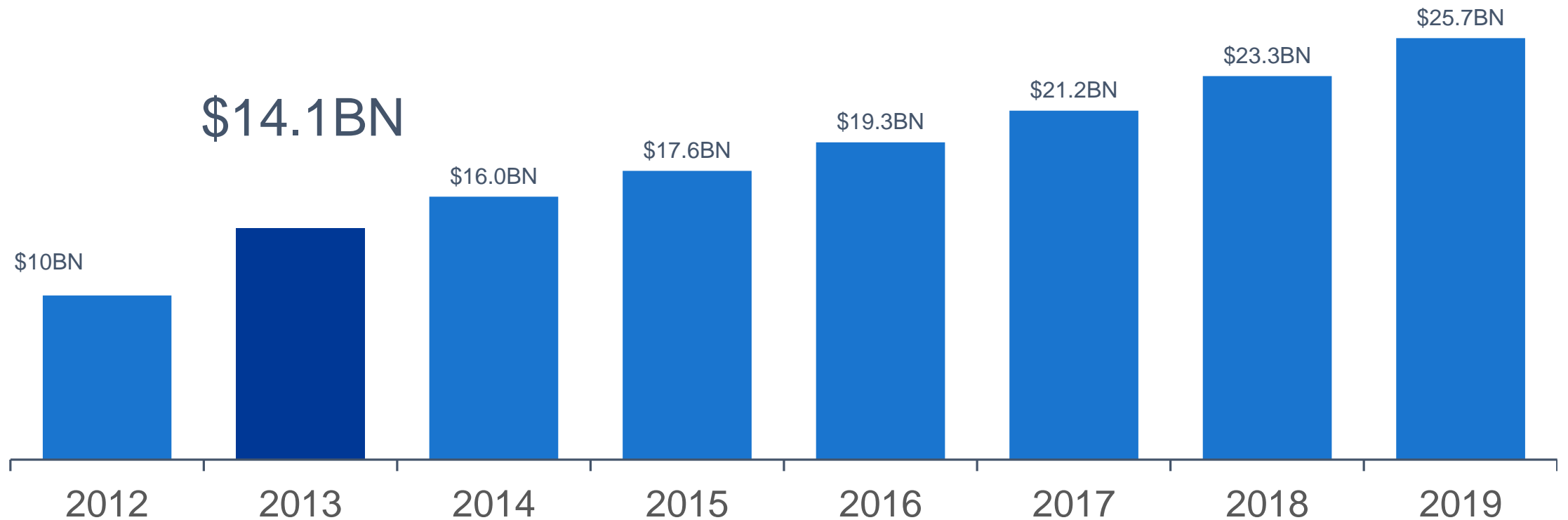
Australian Online Shopping Market



- Up to \$14.1BN
- Growing at 13.1% pa
- Equivalent to 6.3% of traditional retail spend (and growing)
- US Online Shopping Growth rate of 18%

Source: Nab, Frost & Sullivan, 2013

Australian Online Shopping Market Projections



Source: Nab, Frost & Sullivan, IBIS World 2013

Online Shopping Model



Business Needs

Consumer Needs



Warehousing



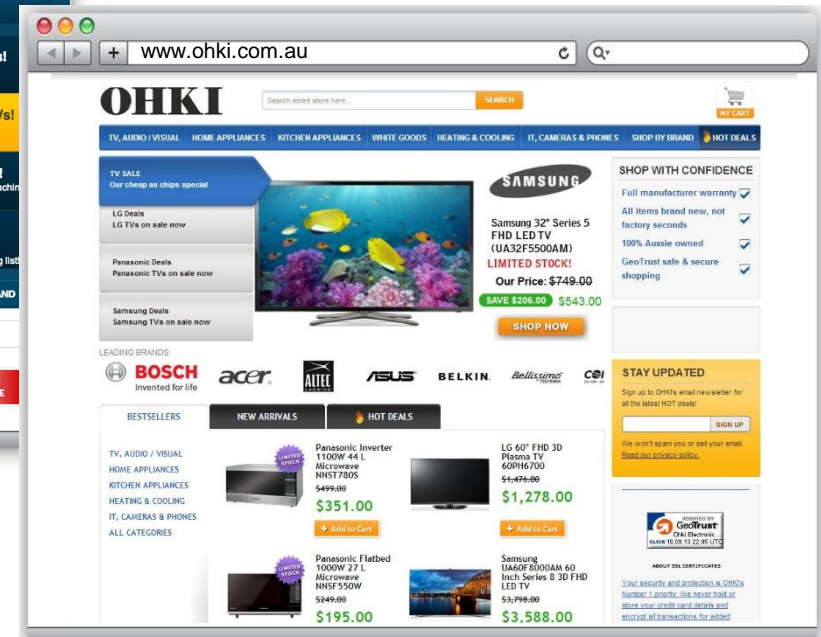
Shipping



5 - 30% Margin

Shoply has an online shopping platform that is versatile, robust & scalable

EzyDirect, Eljo & OHKI



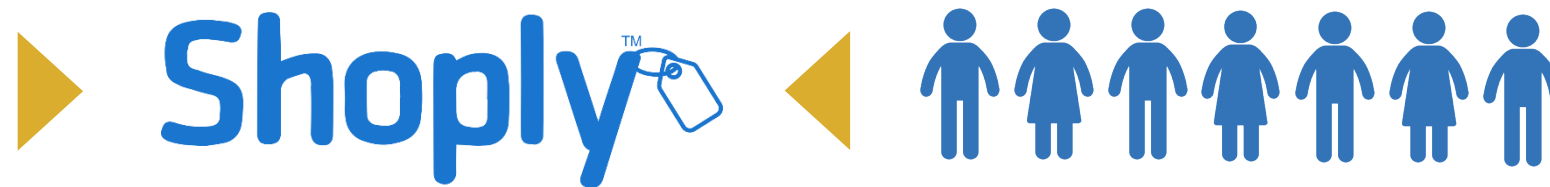
Growth Plan Current



Online Stores



Shoppers



Growth Plan Projected

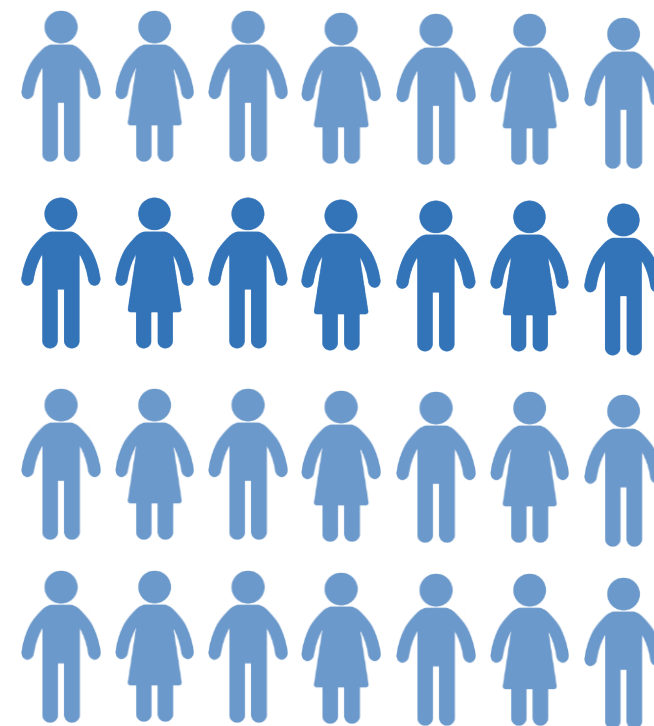


Online Stores



Target 4 x increase in properties and users

Shoppers

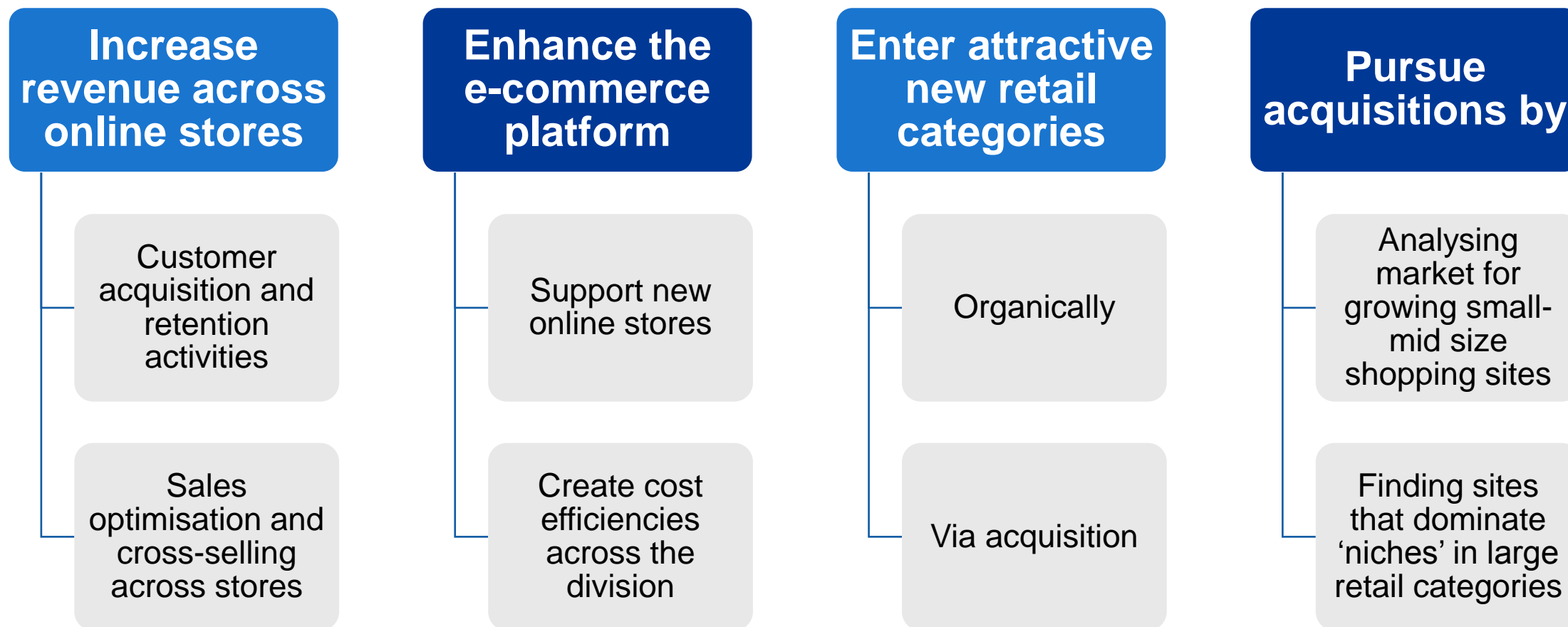


Market Verticals



consumer electronics, fashion, baby/kids, medical, consumables

Strategic Priorities



Acquisition Profile



▶ Must have attributes

- ▶ Operating revenue
- ▶ Scalable revenue
- ▶ Low acquisition multiples
- ▶ Significant market opportunity

▶ Desired attributes

- ▶ Profitable
- ▶ International application
- ▶ Technology/platform synergies
- ▶ Customer segment synergies
- ▶ Operating cost efficiencies
- ▶ No or limited inventory

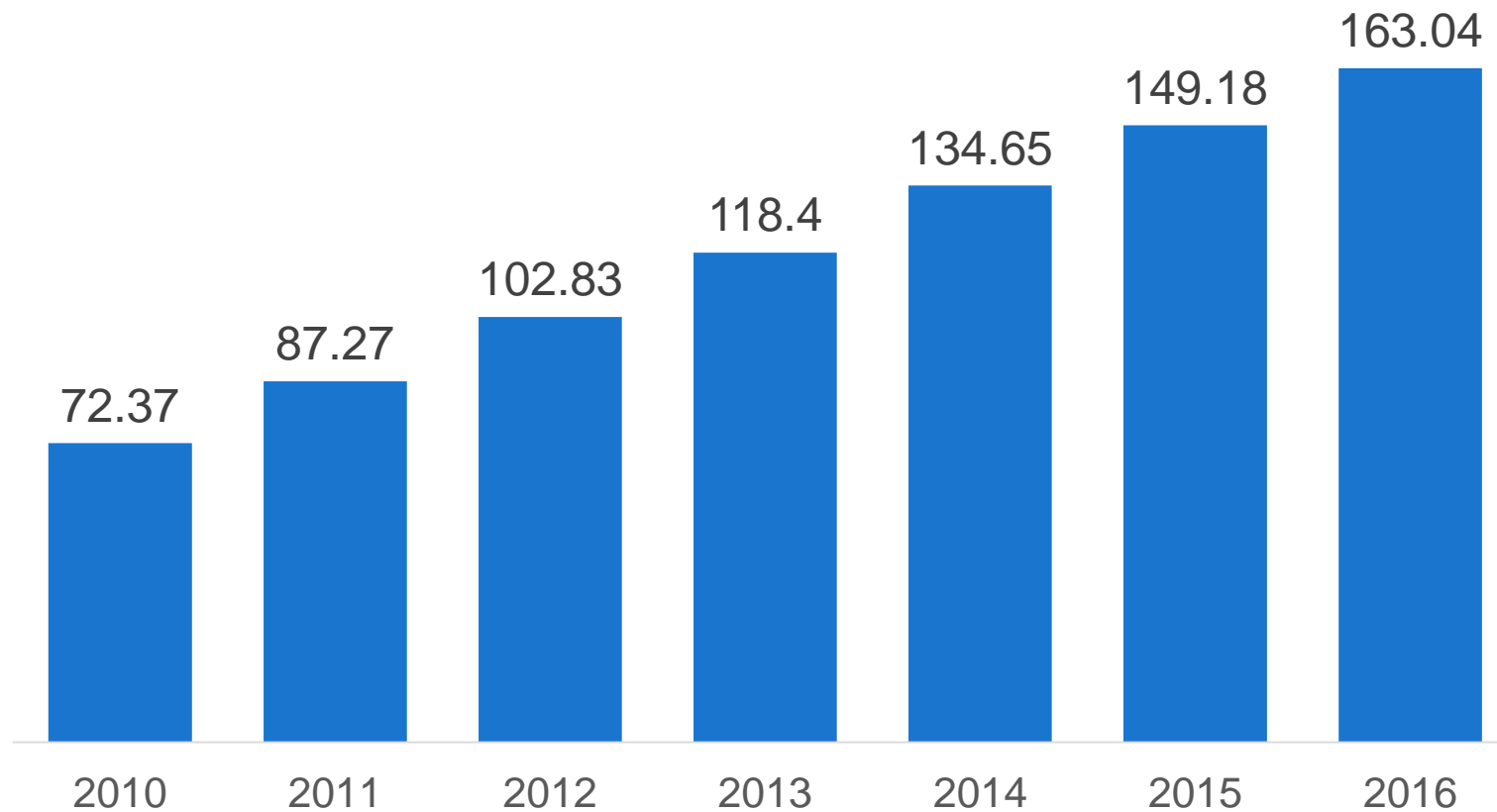


Online Advertising Division
A proven performer

Global Online Advertising Market



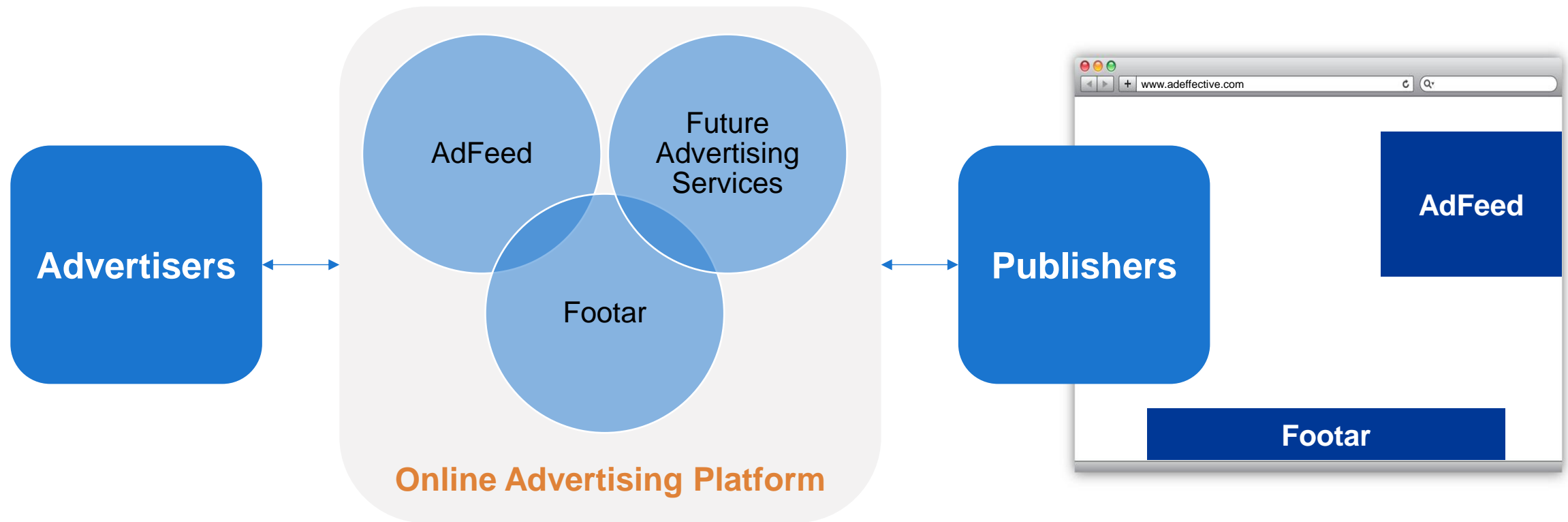
Digital Ad Spending Worldwide \$BN (2010-2016)



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

Source: eMarketer, December 2012

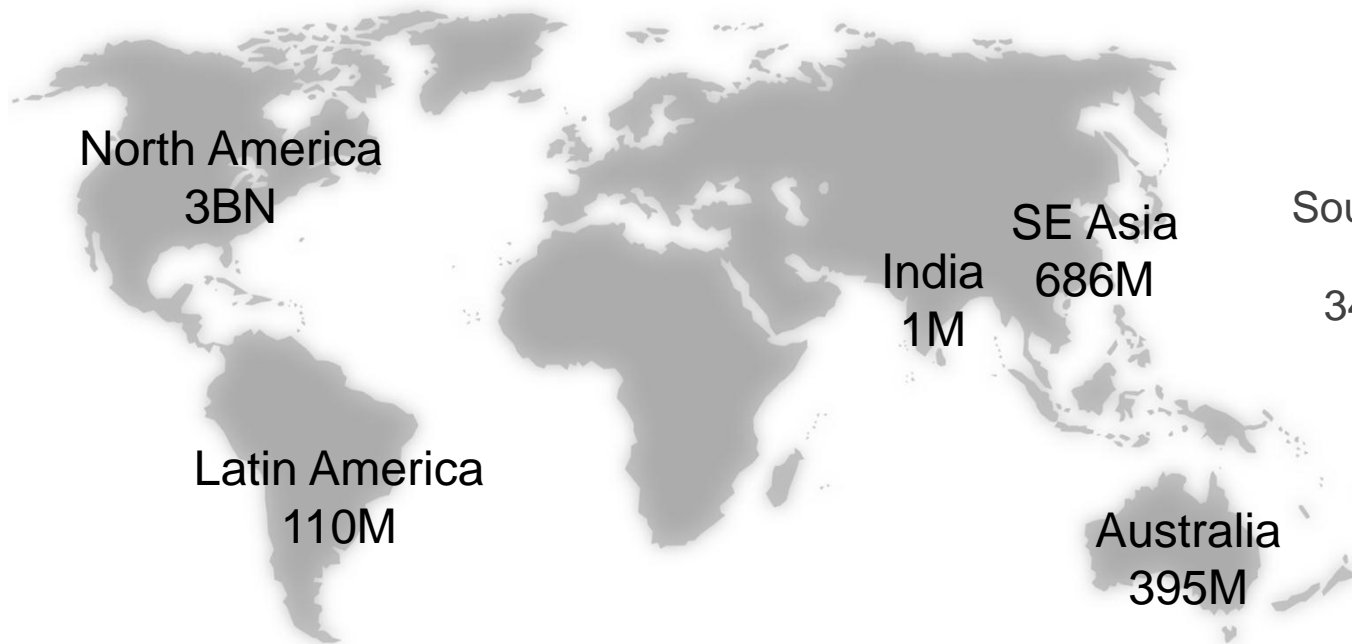
Online Advertising Model



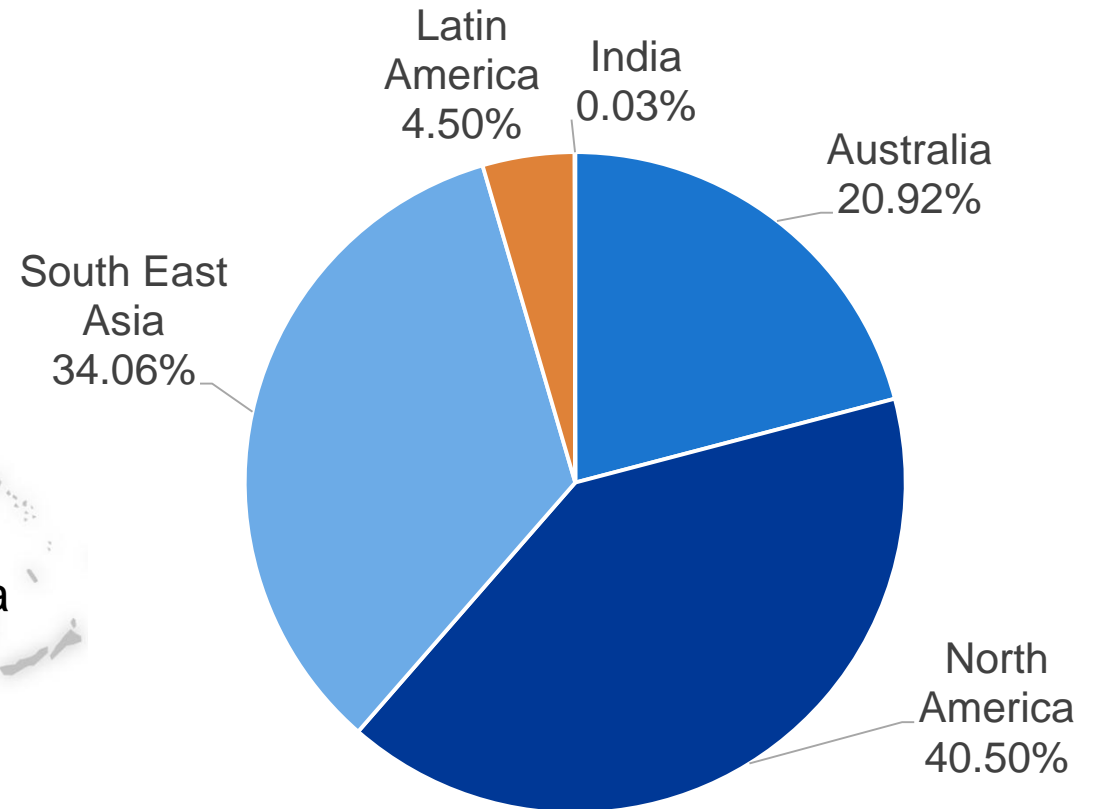
AdEffective online advertising products are proven revenue generators at ~40% margin

Online Advertising Markets & Revenue

Markets (No. of Ads Served)



Revenue by Market (%)



Business Current



Advertisers



Publishers



Strategic Priorities



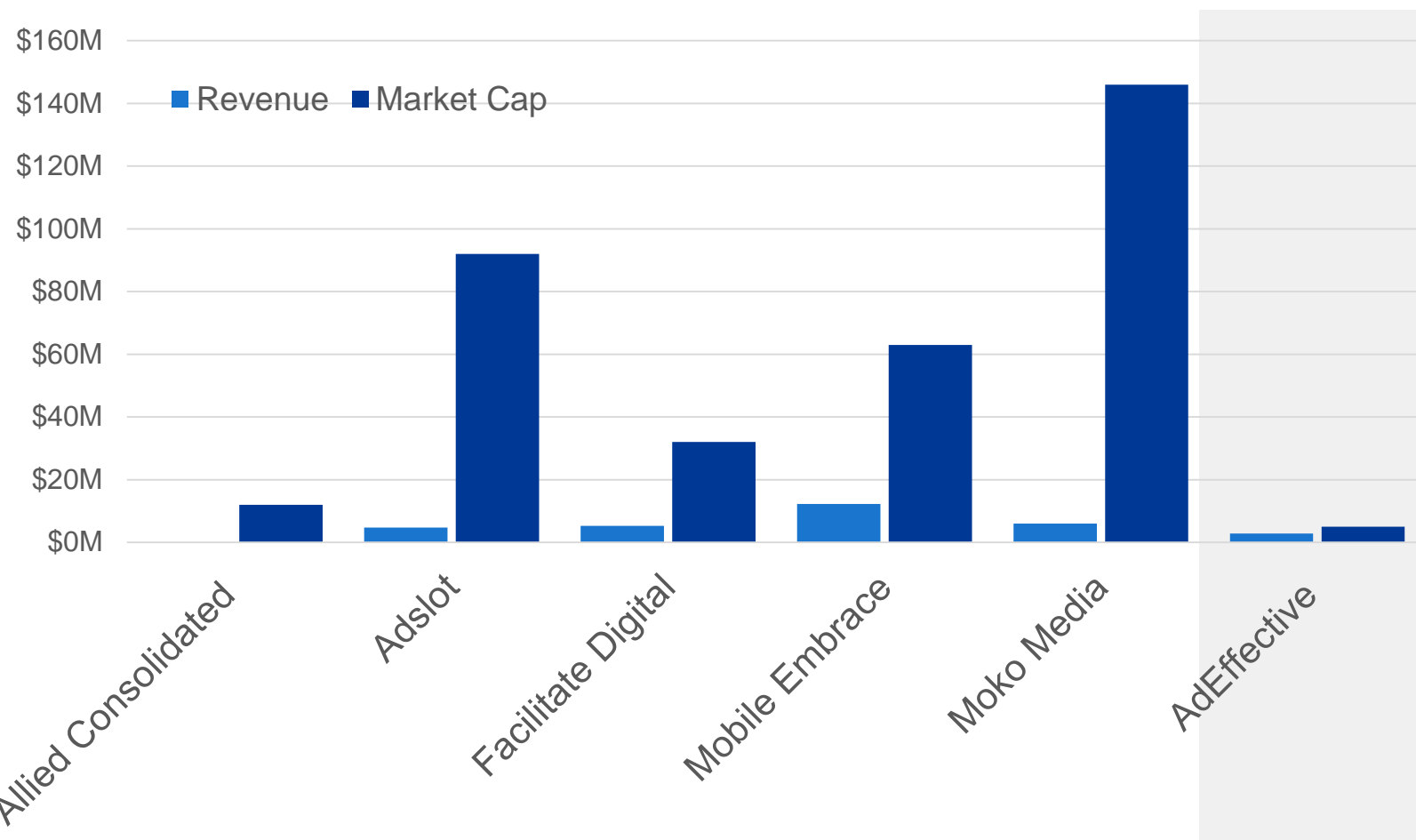
Expand into new markets to augment existing organic growth

Increase publisher network in line with the increasing supply of advertising inventory

Leverage our technology, network, publisher & advertising partnerships to **mobile devices**

Pursue complementary **acquisitions**

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

As of December 6, 2013

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 Goulopoulos
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 development fund Ltd
- Co-founded and listed destra Corporation growing to revenues of \$100M

Summary



One of the only
online shopping
companies to be
publicly traded



Operating in two
high growth
markets
(Online
Shopping &
Online
Advertising)

Disclaimer



The material herein is a presentation of non-specific background information about the Company's current activities. It is information given in summary form and does not purport to be complete. Investors or potential investors should seek their own independent advice. This material is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of a particular investor. These should be considered when deciding if a particular investment is appropriate.



Annual General Meeting 2013

