

Webfirm Group Limited Annual General Meeting

30 November 2010

adslot™

WEBFIRM™
Group

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AGM Agenda

1. Chairman's Introduction & Report
2. CEO's Operational Report
3. Adslot Product Demonstration
4. Questions
5. Formal Resolutions

Engaged Board with Proven Track Record

Executive
Chairman



**Adrian
Giles**

Co Founder -
Hitwise

Executive
Director



**Andrew
Barlow**

Co Founder –
Hitwise
Co Founder -
adslot

MD /
CEO



**David
Burden**

Founder –
Legion
Interactive

Executive
Director



**Anthony
Du Preez**

Co Founder -
adslot

Non-Exec
Director



**Dr Adrian
Vanzyl**

Former
CTO/Executive –
Sausage Software,
Looksmart &
Microsoft

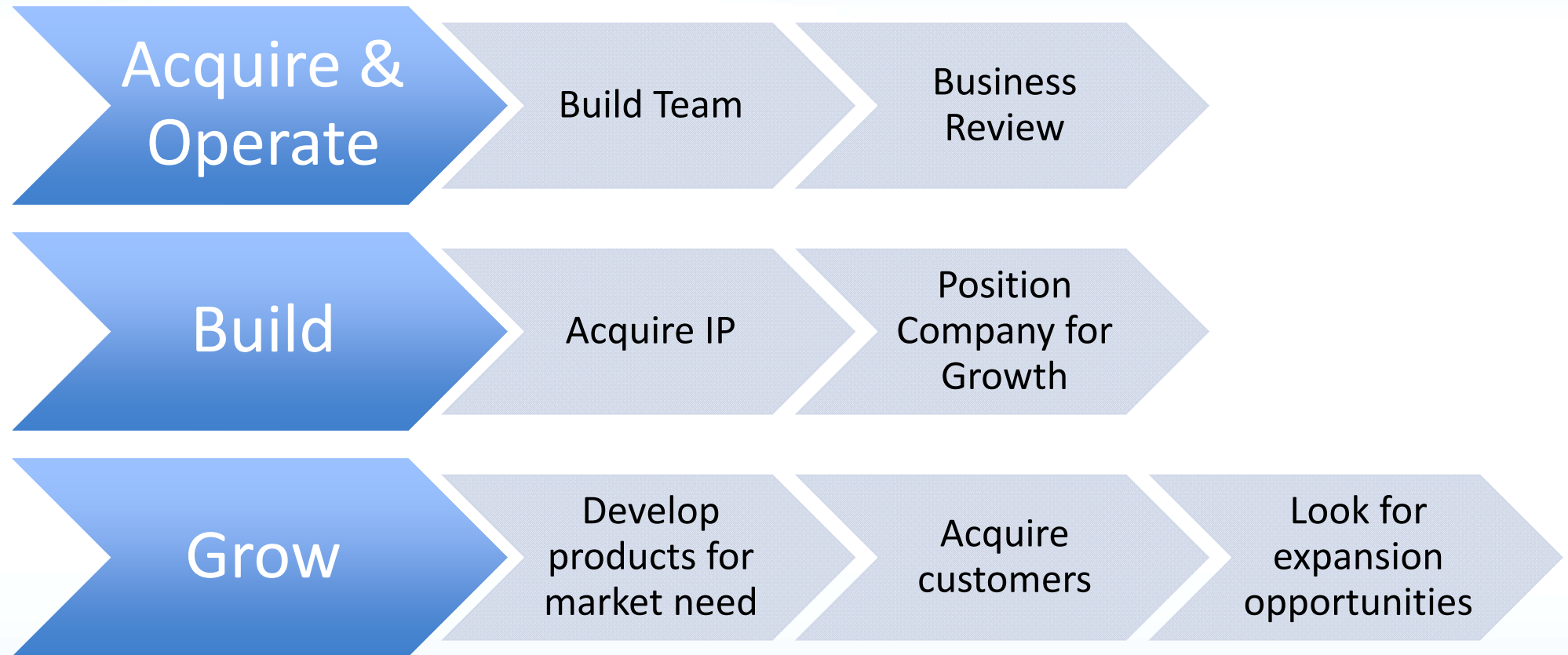
Non-Exec
Director



**Chris
Morris**

Founder &
Chairman
Computershare

Webfirm Group's Evolution



CEO REPORT

Cornerstone Customers



Realestate.com.au

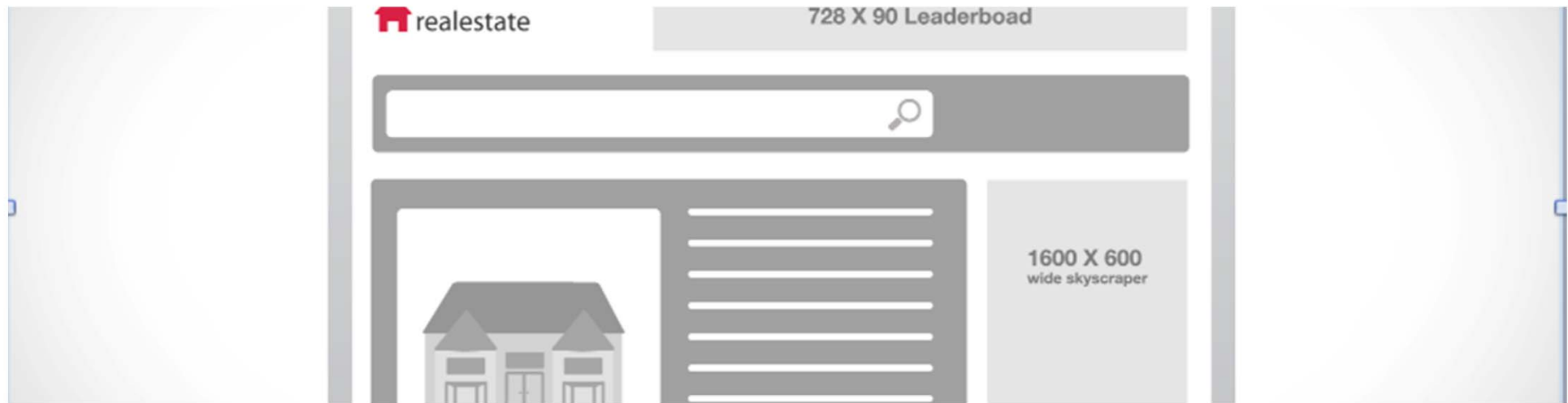
- Negotiating commercial agreement
- Commercial launch Q3 FY2011
- Initial Products - Suburb sponsorship and sales process automation



carsales.com.au

- Platform live - \$M's processed
- Initial Products – Search keyword sponsorship & Premium inventory sales

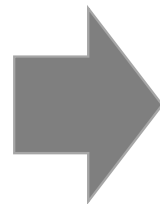
Adslot Intro Sales Video



[Youtube.com/watch?v=Uv5BKyDBFgA](https://www.youtube.com/watch?v=Uv5BKyDBFgA)

Auction Engine

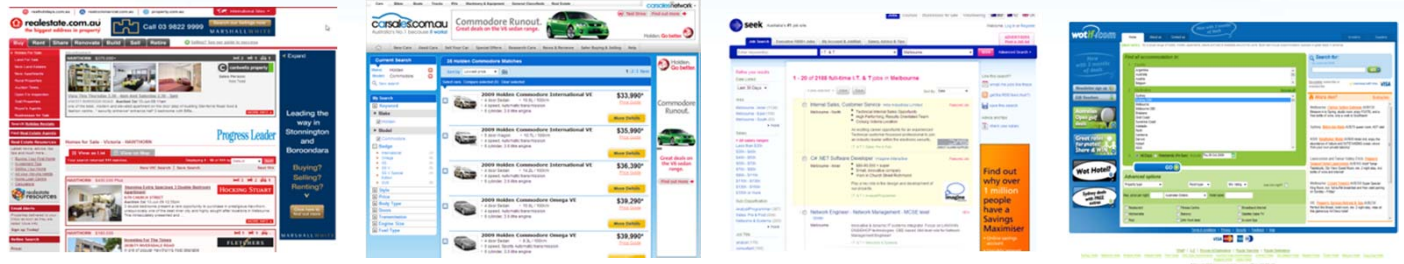
Optimisation Engine



Value Proposition:

- ✓ Revenue Lift *
- ✓ Cost of Sales Reduction

* Revenue Lift of 12 -17% resulted from using conditional bidding in other industries. e.g Forestry, \$500M transaction value, audited by Dept Treasury



Three Key Products Generating Interest in Europe

Keyword

- Sponsorship of advertising related to keyword searches. Core product for key trade customers.

Premium Listings

- Sale of preferred position within classifieds listings. Sold as a display ad, including flash animation and ability to place listing as an ad on external networks

Self Serve

- New advertising revenue through self serve advertisers. Local market tool.

Adslot European Target Customers



PRODUCT DEMONSTRATION

Do For Premium Display Ad Sales What Google Did For Search Related Text Ad Sales



Publisher Network	Google Network
Sponsorship, CPM, CPA, Hybrid	CPC Only
Book & Bid By Keyword + Search Criteria	Bid By Keyword(s) Only
Quality Score + Discounts	Quality Score
Real-Time Bid Feedback	Post Campaign Bid Feedback
Multiple Conditional Bids	Only Condition is Daily Budget
Premium Display ad market	Search ad market

QUESTIONS

Webfirm Group Limited Annual General Meeting Resolutions

30 November 2010

Resolution # 1

That the Remuneration Report as set out in the Annual Report of the Company for the financial year ended 30 June 2010 be adopted.

In favour	173,631,589	92.6%
Against	2,236,440	1.2%
Abstain	1,084,018	-
At Proxy's Discretion	11,736,246	6.2%

Resolution # 2

That Mr Adrian Giles, a director retiring by rotation in accordance with clause 58.1 of the Company's constitution, and being eligible, be re-elected as a director of the Company.

In favour	176,672,279	93.7%
Against	85,000	0.1%
Abstain	144,384	-
At Proxy's Discretion	11,786,630	6.2%

Resolution # 3

That Mr Andrew Barlow, a director appointed during the year to fill a casual vacancy, and being eligible, be re-elected as a director of the Company.

In favour	119,510,960	91.0%
Against	85,000	0.1%
Abstain	57,305,703	-
At Proxy's Discretion	11,786,630	8.9%

Resolution # 4

That Mr Chris Morris, a director appointed during the year to fill a casual vacancy, and being eligible, be re-elected as a director of the Company.

In favour	176,521,093	93.6%
Against	93,386	0.1%
Abstain	157,184	-
At Proxy's Discretion	11,916,630	6.3%

Resolution # 5

That Mr Anthony Du Preez, a director appointed during the year to fill a casual vacancy, and being eligible, be re-elected as a director of the Company.

In favour	174,709,315	92.7%
Against	113,075	0.1%
Abstain	156,196	-
At Proxy's Discretion	13,709,707	7.2%

Resolution # 6

For the purposes of ASX Listing Rule 10.1 of the ASX Listing Rules and for all other purposes, subject to the approval of Resolution 7, the acquisition by Adslot Pty Ltd, a wholly owned subsidiary of the Company, of all of the issued shares in QDC IP Technologies Pty Ltd is approved

In favour	113,848,175	91.4%
Against	143,881	0.1%
Abstain	199,845	-
At Proxy's Discretion	10,554,996	8.5%

Resolution # 7

For the purposes of Listing Rule 7.1 and 10.11 of the ASX Listing Rules and for all other purposes, subject to the approval of Resolution 6 and completion of the QDC Acquisition, the issue of up to 29,309,091 Shares by the Company to the shareholders of QDC IP Technologies Pty Ltd is approved.

In favour	113,146,440	91.3%
Against	270,054	0.2%
Abstain	820,791	-
At Proxy's Discretion	10,554,996	8.5%

Webfirm Group Limited Annual General Meeting Thank You!

30 November 2010

