

ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release

13 May 2013

Acquisition of ohki.com.au

- **Acquires ohki.com.au – Consumer Electronics Online Retailer**
- **Calendar Year 2012 Website Sales Income \$350K+**
- **30,000 user subscriber base**

AdEffective Limited (**ABN** or the **Company**) is pleased to announce it has signed a Letter of Intent and Term Sheet to acquire online retail business ohki.com.au (**Ohki**) from Global Internet Ventures Pty Ltd.

Ohki is an online ecommerce store established in 2010, specialising in electronics products. Ohki generated over \$350,000 sales via its website in Calendar year 2012, which included the sales of over 2000 items. Ohki has a subscriber base of over 30,000 users but ceased trading in December 2012.

The Letter of Intent and Term Sheet contemplates the parties entering into a formal asset purchase agreement, which is currently being documented. The proposed acquisition will take effect on completion of the formal agreement and finalising terms stated in the Letter of Intent and Term Sheet. Ohki is owned by Global Internet Ventures Pty Ltd; a company associated with Domenic Carosa, a substantial shareholder of the Company, and will be acquired for an undisclosed sum. The Company confirms however that the consideration for the acquisition is not substantial and represents less than 5% of the Company's equity interests as set out in the Company's financial report for the half-year ended 31 December 2012.

The Company expect that maintenance work, sourcing of supply and the recommencement of operations for Ohki will take 1-2 months to complete. Ohki will be incorporated into the Company's new Ecommerce Division and will complement the previously acquired website EzyDirect.com.au.

Ecommerce Division

As announced on April 22, 2013 AdEffective has created an Ecommerce division to provide further diversification and sales growth to its existing core business. The combined acquisitions of both Ohki and EzyDirect will provide a significant base to commence operation and development of the new Ecommerce Division.

AdEffective has entered discussions with several other companies in the online retail sector with a view to further bolstering the Ecommerce Division and envisages concluding negotiations with at least one of these by the end of the financial year.

-ENDS

For further information contact:

Damian London
Chief Executive Officer
M: + 61 419 329 615

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>