

**ADEFFECTIVE LIMITED**

(ASX: ABN)

**To:** Australian Securities Exchange Limited

**Filed by:** AdEffective Limited  
Ref: Sophie Karzis  
Tel: (03) 9286 7500

**Notice Pursuant to Section 708A(5)(e) of the Corporations Act**

AdEffective Limited ACN 085 545 973 (**the Company**) gives notice under section 708A(5)(e) of the Corporations Act as follows:

- (a) On 15 October 2013, the Company issued 31,185,288 fully paid ordinary shares in the Company.
- (b) The shares were issued without disclosure to the investors under Part 6D.2 of the Corporations Act.
- (c) As at the date of this notice the Company has complied with:
  - (1) the provisions of Chapter 2M of the Corporations Act as they apply to the Company; and
  - (2) Section 674 of the Corporations Act.
- (d) As at the date of this notice there is no excluded information required to be disclosed under section 708A(6)(e) of the Corporations Act.

Dated: 16 October 2013

Signed for AdEffective Limited



**Sophie Karzis**  
Company Secretary