



ADEFFECTIVE LIMITED
(ASX: ABN)

12 December 2013

Manager Companies
Company Announcements Office
Australian Securities Exchange Limited
Level 4, Stock Exchange Centre
20 Bridge Street
SYDNEY NSW 2000

Dear Sir

Results of 2013 Annual General Meeting
AdEffective Limited

In accordance with Listing Rule 3.13.2 and section 251AA of the Corporations Act, we advise details of the resolutions and the proxies received in respect of each resolution are set out in the attached proxy summary.

Yours faithfully

Sophie Karzis
Company Secretary

AdEffective Limited
2013 Annual General Meeting

Proxy Summary
Thursday, 12 December 2013

2) Adoption of Remuneration Report

The instructions given to validly appointed proxies in respect of the resolution were as follows:

For	Against	Abstain	Proxy's discretion
50,223,483	359,317	0	114,488

The motion was carried as an ordinary resolution on a unanimous show of hands.

3) Re-election of Damian London

The instructions given to validly appointed proxies in respect of the resolution were as follows:

For	Against	Abstain	Proxy's discretion
58,018,590	354,210	33	424,455

The motion was carried as an ordinary resolution on a unanimous show of hands.

4) Election of Mark Gouloupoulos

The instructions given to validly appointed proxies in respect of the resolution were as follows:

For	Against	Abstain	Proxy's discretion
58,018,870	353,930	0	424,488

The motion was carried as an ordinary resolution on a unanimous show of hands.

5) Election of Domenic Carosa

The instructions given to validly appointed proxies in respect of the resolution were as follows:

For	Against	Abstain	Proxy's discretion
58,026,870	345,963	0	424,455

The motion was carried as an ordinary resolution on a unanimous show of hands.

6) Approval of Long Term Incentive Plan

The instructions given to validly appointed proxies in respect of the resolution were as follows:

For	Against	Abstain	Proxy's discretion
49,905,540	367,293	0	72,683

The motion was carried as an ordinary resolution on a unanimous show of hands.

7A) Approval of issue of Options to Andrew Plympton

The instructions given to validly appointed proxies in respect of the resolution were as follows:

For	Against	Abstain	Proxy's discretion
48,912,638	360,195	1,000,000	72,683

The motion was carried as an ordinary resolution on a unanimous show of hands.

7B) Approval of issue of Options to Domenic Carosa

The instructions given to validly appointed proxies in respect of the resolution were as follows:

For	Against	Abstain	Proxy's discretion
48,912,605	360,195	1,000,000	72,683

The motion was carried as an ordinary resolution on a unanimous show of hands.

7C) Approval of issue of Options to Mark Gouloupoulos

The instructions given to validly appointed proxies in respect of the resolution were as follows:

For	Against	Abstain	Proxy's discretion
48,904,485	368,195	1,000,010	72,683

The motion was carried as an ordinary resolution on a unanimous show of hands.

7D) Approval of issue of Options to Sophie Karzis

The instructions given to validly appointed proxies in respect of the resolution were as follows:

For	Against	Abstain	Proxy's discretion
48,912,485	360,195	1,000,010	72,683

The motion was carried as an ordinary resolution on a unanimous show of hands.

7E) Approval of issue of Options to Damian London

The instructions given to validly appointed proxies in respect of the resolution were as follows:

For	Against	Abstain	Proxy's discretion
48,912,485	360,195	1,000,010	72,683

The motion was carried as an ordinary resolution on a unanimous show of hands.

8) Ratification of issue of Shares

The instructions given to validly appointed proxies in respect of the resolution were as follows:

For	Against	Abstain	Proxy's discretion
33,918,202	23,600	310	424,598

The motion was carried as an ordinary resolution on a unanimous show of hands.

9) Approval of issue of listed options

The instructions given to validly appointed proxies in respect of the resolution were as follows:

For	Against	Abstain	Proxy's discretion
33,574,202	367,600	310	424,598

The motion was carried as an ordinary resolution on a unanimous show of hands.

10) Approval of 10% placement capacity

The instructions given to validly appointed proxies in respect of the resolution were as follows:

For	Against	Abstain	Proxy's discretion
58,004,858	367,522	310	424,598

The motion was carried as a special resolution on a unanimous show of hands.

11) Change of Company Name

The instructions given to validly appointed proxies in respect of the resolution were as follows:

For	Against	Abstain	Proxy's discretion
58,351,880	19,710	1,100	424,598

The motion was carried as a special resolution on a unanimous show of hands.