



Q Ltd  
ABN 13 083 160 909

Level 5 Bank House  
11 Bank Place  
Melbourne Vic 3000 Australia

ACN 083 160 909

Telephone +61-3 9691 4900  
Facsimile +61-3 9600 1500  
Website [www.qxq.com.au](http://www.qxq.com.au)

## ASX Release

24th January 2008

Mr Ben Donovan  
Australian Stock Exchange Limited  
20 Bridge Street  
Sydney NSW 2000

Dear Sir

### **Q Ltd (ASX: QXQ): Nokia Appoints Axis Media – Media Release**

Please find attached a Press Release from Axis Media, a wholly owned subsidiary of the Q Limited group of companies.

We also take this opportunity to confirm that the revenue forecast of \$12m for the Q group for the first half year 2007, which was disclosed in our October 2007 Investor Presentation, will be achieved.

Yours faithfully,

**P G CHOISELAT**  
Managing Director



## About Q Ltd (ASX: QXQ)

Q Ltd consists of a group of leading Australasian companies that provide services within the interactive advertising and digital marketing sector.

The Q Ltd group facilitates interaction between a client's brand and its target audiences via email, list marketing, mobile devices, permission marketing, search engine marketing and websites.

Each Q Ltd company brings a specific area of service expertise to the group, providing clients with direct access to dedicated digital advertising and marketing experts.

Collectively, the members of the Q Ltd group complement their respective offerings to provide a full sphere of targeting, capturing and interactive services.

Member companies of the Q Ltd group include 3D interactive, Axis Media Communications, Clear Blue Day, First Rate, Freestyle Media, List Marketing Australasia, Market United, Mosaic Traffic and The Great Aussie Survey.

For further information please contact:

**Kevin V Campbell**  
Chairman  
Q Ltd

kvcampbell@bigpond.com  
**Mobile** +61 418 277 777

**Paul G Choiselat**  
Managing Director  
Q Ltd

pchoiselat@beconwood.com.au  
**Mobile** +61 414 232 143  
**Telephone** (613) 9691 4900  
**Facsimile** (613) 9600 1500

**May Chuah**  
Company Secretary  
Q Ltd

mchuah@beconwood.com.au  
**Telephone** (613) 9691 4900  
**Facsimile** (613) 9600 1500

**Mark Halstead**  
Chief Executive Officer  
Q Ltd

mark@qxq.com.au  
**Mobile** +61 413 154 784  
**Telephone** (612) 9339 6784  
**Facsimile** (612) 9475 4364

**MEDIA RELEASE**

24<sup>th</sup> January, 2008

## **AXIS MEDIA TO REPRESENT NOKIA AD BUSINESS EXCLUSIVELY IN AUSTRALIA AND NEW ZEALAND**

Q Ltd wholly owned subsidiary, Axis Media Communications, Australia's leading mobile marketing and advertising company, today announced that it has gained the exclusive rights to sell and market Nokia Ad Business solutions for mobile through Nokia.mobi to advertisers in Australia and New Zealand.

Nokia.mobi is a worldwide, 'off-deck' portal, providing access to more than 100 million visitors per month globally. The site offers a device-optimised Internet experience to Nokia handset owners, including device support, recommended mobile links, shopping links and a device-specific download section featuring wallpapers, ringtones and video.

This is the Australian debut of Nokia Ad Business, which represents a network of mobile publishers available to advertisers through a sophisticated ad service platform that deploys, manages and optimizes mobile advertising campaigns. Under this agreement, Axis Media will represent Nokia.mobi ad space to advertisers in Australia and New Zealand.

"Axis Media is a proven enabler in the new media realm in Australia and New Zealand and will provide valuable strategy for the marketing and sales of Nokia Ad Business in those countries," said Mike Baker, VP and head of Nokia Ad Business. "We're excited to be entering this growing market and look forward to continued growth globally."

Nokia Ad Business delivers an end-to-end solution for advertisers and publishers, incorporating advertising into mobile internet applications, and has served hundreds of live campaigns on the mobile Internet, incorporating a range of mechanics that enable brands to connect with consumers, such as branded content downloads, location finder, and mobile coupons.

"With access to hundreds of thousand of consumers in the Australian and New Zealand markets plus millions throughout the Asia Pacific region, the innovative Nokia.mobi property of Nokia Ad Business provides a new opportunity for brands to develop one-to-one connections with today's mobile consumers. It means advertisers can now reach more consumers on their mobile device," Axis Media Communications Managing Partner Leigh Monti said.

For further information, please contact: Rochelle Burbury, Access Public Relations  
[Rochelle@accesspr.com.au](mailto:Rochelle@accesspr.com.au) or T: 02 9375 3824 or M: 0408 774 577

### **About Axis Media**

Axis Media Communications is a strategically led media communications company that works to commercialise emerging media opportunities for the Australian and Asian markets. It has been heavily involved in the development of mobile applications for the marketing sector and the aggregation of mobile content for consumers in both Australia and Asia. Axis Media's Managing Partners, Leigh Monti and Karen Potter, bring to the company a wealth of media experience from both a client and media perspective.

### **About Nokia Ad Business**

Nokia Ad Business combines the recently acquired Enpocket together with Nokia Ad Service and Nokia Advertising Connector, to build the world's largest open marketplace for mobile advertising. Nokia Ad Business offers advertisers unrivalled reach to global audiences through advertising on premium advertising network and provides brands with end-to-end, turnkey solutions that make marketing to the personal device simple and effective. With an award-winning platform and worldwide partner network of mobile operators and publishers, Nokia Ad Business delivers high return-on-investment (ROI) mobile advertising experiences.

### **About Q Ltd [ASX:QXQ]**

Q Ltd consists of a group of leading Australasian companies that provide services within the interactive advertising and digital marketing sector.

The Q Ltd group facilitates interaction between a client's brand and its target audiences via email, list marketing, mobile devices, permission marketing, search engine marketing and websites.

Each Q Ltd company brings a specific area of service expertise to the group, providing clients with direct access to dedicated digital advertising and marketing experts.

Collectively, the members of the Q Ltd group complement their respective offerings to provide a full sphere of targeting, capturing and interactive services.

Member companies of the Q Ltd group include 3D interactive, Axis Media Communications, Clear Blue Day, First Rate, Freestyle Media, List Marketing Australasia, Market United, Mosaic Traffic and The Great Aussie Survey.