26 March 2015

The Manager
ASX Market Announcements
Australian Securities Exchange Limited
Sydney NSW 2000

By e-lodgement

ASIA PACIFIC DIGITAL ANNOUNCES COMPLETION OF @CCOMPLICE ACQUISITION, BRANDING UPDATE, COMMENTS ON SECOND HALF OUTLOOK

Completion of @ccomplice acquisition

Asia Pacific Digital (ASX: DIG) announces that it has completed the acquisition of @ccomplice, bolstering its presence in Singapore. The @ccomplice and Asia Pacific Digital teams have already moved into common premises. The acquisition was announced on 16 February 2015 and will be funded from funds raised under the current capital raising programme.

Rebranding

The Company also confirms that its rebranding will take place on 30 April. The parent company name will be unchanged, while all operating subsidiaries will adopt the new ***apd*** brand, replacing Next Digital, dgm, Empowered Communications and Jericho.

apd will operate as an integrated, 360 degree services business in China, Southeast Asia and Australasia. The company's mission is to grow its clients' businesses through integrating and simplifying the digital value chain. It will create digital strategies, build technology to enable those strategies, drive traffic to the web assets it builds, convert traffic, implement retention strategies, and provide analytics to measure the performance of its clients' digital ecosystems. ***apd***'s ability to offer a 360 degree digital service is evidenced by its preparedness to enter risk and reward sharing eCommerce ventures such as Advintage and Supps R Us.

Second Half Performance

Finally, the company notes that some equity market commentators have assumed that ***apd***'s FY15 full year result will reflect a simple doubling of first half EBITDA. The Company advises investors to take account of the regular seasonal impact of holiday periods in the third quarter (Christmas/New Year, Chinese New Year, Easter), as well as the completion of the group-wide rebranding process, all of which will impact on third quarter run rates. The Company therefore advises that a simple doubling of earnings run rates from the first half is overly simplistic. The full year outcome will therefore be driven by a combination of a lower run rate in the third quarter and the run rate ultimately achieved in the fourth quarter. It is currently too early to predict the likely fourth quarter run rate, which is subject to the outcome of a range of current growth initiatives.

For more information:

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