



adcorp

5 February 2016

Market Update, Earnings guidance to 31 December 2015

Adcorp Australia Ltd today announced that it would post a loss of approximately \$500,000 for the July-December 2015 period, subject to management and audit review.

The company said the result could be attributed to a number of restructuring activities aimed at reducing costs and driving revenue growth as foreshadowed in our recent Capital Raising program. In addition the result includes an impairment of work in progress associated with some television productions. This restructuring was set against a weakening economy that saw a decline in property and employment advertising from existing clients, coupled with a slower rate of new business conversions and protracted negotiations with international broadcasters for our completed television series. In addition to this, The Western Australian Government announced a recruitment advertising freeze in December.

The company continues to focus on cost rationalization and revenue growth through both our current activities and with the identification and review of strategic investment opportunities designed to introduce new products and services to our portfolio.

Ends

Adelaide
Auckland
Brisbane
Canberra
Christchurch
Darwin
Melbourne
Perth
Sydney
Tauranga
Wellington

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Starting conversations

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