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## ASX ANNOUNCEMENT

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### **Adslot enters Commercial Agreement with carsales.com following successful trial**

- **Adslot completes successful technology trial with carsales.com**
- **Adslot technology proves that advertising revenue uplift is achievable.**
- **carsales.com and Adslot enter into commercial agreement.**

Webfirm Group Limited (ASX:WFM) today announced that its Adslot division had successfully completed a technology trial with carsales.com Limited (ASX:CRZ), and the parties have now entered into a formal commercial agreement.

The technology trial simulated an opportunity to increase internal efficiencies in the ad sales process and lift advertising yield. In both cases positive changes were measured, that if replicated commercially will assist carsales.com to achieve revenue growth and yield enhancement through display advertising.

Carsales.com has now entered into a confidential commercial agreement with Adslot.

Anthony Saines, carsales.com's Advertising Director said, "We have been very impressed by the Adslot technology. It has the capability to add efficiencies to our internal and external sales processes whilst enhancing the way we approach the sale of our premium inventory and keywords. We have agreed to partner with Adslot and to place premium inventory through Adslot carsales.com customised platform.

We think that Adslot offers a win-win for both carsales.com and our advertisers. We believe that our advertising partners will welcome the increased visibility that they will now have in booking our most premium inventory and they will benefit from the enhanced targeting options that we intend to roll out."

Webfirm's Executive Chairman, Adrian Giles said "contracting Australia's largest automotive classifieds publisher as Adslot's second key client is an important milestone and hints at the future possibilities for this exciting technology when applied globally. Adslot's founder Anthony Du Preez and his team have built a solid solution that provides carsales.com with the opportunity for revenue improvement and cost saving advantages."

Adslot's standard business model comprises an annual licence fee and a share of the revenue that is transacted through the platform.

David Burden, Webfirm Group CEO said, "We planned to sign two Australian classifieds publishers onto the Adslot platform this calendar year and we are delighted to have achieved this outcome in just over 8 months of acquiring Adslot. Not only does this highlight the potential for further customers in Australia, it also allows us to turn our attention to some classifieds publishers in Europe and the US".

## Adslot Technology Overview

The Adslot Platform sets out to achieve three primary goals:

1. Increase Publisher Revenue - using Adslot's patented auction technology to drive competitive tension for premium advertising inventory.
2. Sales Process Efficiency - as an internal tool to provide visibility and better management of advertising inventory, thereby increasing the amount of sales at the optimal price for the publisher.
3. Attract New Advertisers - by creating an 'end-to-end' automated platform that allows publishers to easily and cost effectively attract smaller advertisers without today's inherent ad creation and purchasing barriers.

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### About the Webfirm Group

Webfirm Group Limited (ASX: WFM) is an innovative Internet technology and marketing company that maximises online profitability for its customers. The company operates two main divisions.

The Adslot division provides patented advertising sales automation services that reduce selling costs and increase premium advertising revenue for its publisher clients.

The company's Webfirm division offers the complete spectrum of online marketing services including web design and development, website optimisation, hosting, search and social marketing and e-commerce services; the division also delivers premium quality search monetisation solutions.

With more than 60 staff across Melbourne, Sydney and Perth, the Webfirm Group continues to develop innovative products and services aimed at helping customers maximise their online investment.

More information at [www.webfirmgroup.com](http://www.webfirmgroup.com)

