

## ASX ANNOUNCEMENT

11 OCTOBER 2011

### Adslot extends Carsales offering with self-serve ad sales platform

Webfirm Group Limited (ASX:WFM) today announced Adslot Pty Ltd has entered into a further commercial agreement with carsales.com Limited to implement Adslot's new self-serve ad sales platform.

The Adslot self-serve platform will provide carsales.com with a low-cost, direct sales channel through which it's car dealer customers can buy and build display advertising on the carsales.com website.

Anthony Saines, Advertising Director of carsales.com Limited said "We have successfully used Adslot's technology to enhance how we sell our premium display inventory to our major brand advertisers. We are now very excited to be implementing Adslot's self-serve platform, which allows us to offer the benefits of online branding and display advertising to all our car dealer advertisers in a cost-effective way."

Andrew Barlow, Chief Executive Officer of Webfirm Group Limited, said: "Carsales is a recognised world-leader in the classifieds industry, and is constantly innovating to provide better services and more effective advertising opportunities to its customers. We are delighted that carsales.com will be the first customer in the Asia Pacific region to implement Adslot's self-serve platform, and we look forward to continuing to work with carsales.com to grow their display ad revenue."

Adslot's initial solution for carsales.com released in 2010 was a yield optimisation platform designed to assist carsales.com's existing ad sales team to provide a more transparent solution for forward-selling display inventory to its existing **manufacturer** advertisers.

The new self-serve "dealer" platform allows carsales.com to offer display advertising directly to its **dealer** customers at low cost.

This will further increase Adslot's revenue on platform from carsales.com, and provide carsales.com with a further channel through which to drive its display ad revenue – the fastest growing source of revenue for carsales.com Ltd for the past two years.

The Adslot Direct platform for carsales.com will be the second implementation of Adslot's self-serve ad sales platform, following the recent successful launch of this product with SeLogger in France last week.

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