



ADEFFECTIVE LIMITED
(ASX: ABN)

ASX and Media Release

30 July 2012

AdEffective Limited – Quarterly Cash Flow Statement (Appendix 4C) for quarter ended 30 June 2012

AdEffective Limited (**ABN** or the **Company**) presents its consolidated Quarterly Cash Flow Report for the period ended 30 June 2012.

Cash flows for the June 2012 quarter were in line with the previous quarter, and expenses reflect the costs associated with the Company's renounceable rights issue. Proceeds from the Rights Issue were used predominantly to repay debt, with the balance being used for working capital purposes. The increase in staff costs from the previous quarter relates predominantly to payment of deferred directors fees and staff commissions.

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About AdEffective Limited

AdEffective is an online advertising business focusing on the distribution of advertising to publishers and publisher networks and more recently, on the design and development of innovative new platforms and technologies in the online advertising space to help improve advertiser ROI and generate more revenue for its publisher partners. AdEffective served more than ½ a Billion Ad Units in May 2011 through its partner syndication network.

Ad units served through AdEffective's partner syndication network include search (ads based on keyword input), contextual (ads based on the content of a page) and Footar ads (ads which appear fixed to the bottom of a web page).

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Appendix 4C

Quarterly report for entities admitted on the basis of commitments

Introduced 31/3/2000. Amended 30/9/2001, 24/10/2005.

Name of entity

AdEffective Limited

ABN

93 085 545 973

Quarter ended ("current quarter")

30 June 2012

Consolidated statement of cash flows

Cash flows related to operating activities	Current quarter \$A'000	Year to date (12 months) \$A'000
1.1 Receipts from customers	603	2,297
1.2 Payments for (a) staff costs	(249)	(733)
(b) advertising and marketing	-	(10)
(c) research and development	-	-
(d) leased assets	-	-
(e) other working capital	(663)	(2,104)
1.3 Dividends received	-	-
1.4 Interest and other items of a similar nature received	9	11
1.5 Interest and other costs of finance paid	(26)	(88)
1.6 Income taxes paid	-	-
1.7 Other (provide details if material)	-	-
Net operating cash flows	(326)	(627)

+ See chapter 19 for defined terms.

Appendix 4C
Quarterly report for entities
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	Current quarter \$A'000	Year to date (12 months) \$A'000
1.8 Net operating cash flows (carried forward)	(326)	(627)
1.9 Cash flows related to investing activities		
Payment for acquisition of:		
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.10 Proceeds from disposal of:		
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.11 Loans to other entities	-	-
1.12 Loans repaid by other entities	-	-
1.13 Other (provide details if material)	-	-
Net investing cash flows	-	-
1.14 Total operating and investing cash flows	(326)	(627)
Cash flows related to financing activities		
1.15 Proceeds from issues of shares, options, etc.	1,631	1,631
1.16 Proceeds from sale of forfeited shares	-	-
1.17 Proceeds from borrowings	-	487
1.18 Repayment of borrowings	(794)	(1,018)
1.19 Dividends paid	-	-
1.20 Other (provide details if material)		
Capital raising costs	(253)	(253)
Net financing cash flows	584	847
Net increase (decrease) in cash held	258	220
1.21 Cash at beginning of quarter/year to date	97	135
1.22 Exchange rate adjustments to item 1.20	-	-
1.23 Cash at end of quarter	355	355

+ See chapter 19 for defined terms.

Payments to directors of the entity and associates of the directors

Payments to related entities of the entity and associates of the related entities

		Current quarter \$A'000
1.24	Aggregate amount of payments to the parties included in item 1.2	88
1.25	Aggregate amount of loans to the parties included in item 1.11	-

1.26 Explanation necessary for an understanding of the transactions

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Non-cash financing and investing activities

2.1 Details of financing and investing transactions which have had a material effect on consolidated assets and liabilities but did not involve cash flows

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2.2 Details of outlays made by other entities to establish or increase their share in businesses in which the reporting entity has an interest

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Financing facilities available

Add notes as necessary for an understanding of the position. (See AASB 1026 paragraph 12.2).

		Amount available \$A'000	Amount used \$A'000
3.1	Loan facilities: Equity & convertible note facility	5,000	-
3.2	Credit standby arrangements	-	-

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Reconciliation of cash

Reconciliation of cash at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts is as follows.	Current quarter \$A'000	Previous quarter \$A'000
4.1 Cash on hand and at bank	355	97
4.2 Deposits at call	-	-
4.3 Bank overdraft	-	-
4.4 Other (provide details) (cash held in a separate bank account to secure a bank guarantee in respect of leased office accommodation)	-	-
Total: cash at end of quarter (item 1.23)	355	97

Acquisitions and disposals of business entities

	Acquisitions (Item 1.9(a))	Disposals (Item 1.10(a))
5.1 Name of entity	-	-
5.2 Place of incorporation or registration	-	-
5.3 Consideration for acquisition or disposal	-	-
5.4 Total net assets	-	-
5.5 Nature of business	-	-

Compliance statement

- 1 This statement has been prepared under accounting policies which comply with accounting standards as defined in the Corporations Act (except to the extent that information is not required because of note 2) or other standards acceptable to ASX.
- 2 This statement does give a true and fair view of the matters disclosed.

Authorised for electronic lodgement by **Damian London, Chief Executive Officer**
30 July 2012

+ See chapter 19 for defined terms.

Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity wanting to disclose additional information is encouraged to do so, in a note or notes attached to this report.
2. The definitions in, and provisions of, *AASB 1026: Statement of Cash Flows* apply to this report except for the paragraphs of the Standard set out below.
 - 6.2 - reconciliation of cash flows arising from operating activities to operating profit or loss
 - 9.2 - itemised disclosure relating to acquisitions
 - 9.4 - itemised disclosure relating to disposals
 - 12.1(a)- policy for classification of cash items
 - 12.3 - disclosure of restrictions on use of cash
 - 13.1 - comparative information
3. **Accounting Standards.** ASX will accept, for example, the use of International Accounting Standards for foreign entities. If the standards used do not address a topic, the Australian standard on that topic (if any) must be complied with.

+ See chapter 19 for defined terms.