



Sydney 28 November 2012

## **DELISTING OF COMPANY FROM AUSTRALIAN SECURITIES EXCHANGE**

As detailed in the Chairman's address to the company's Annual General Meeting held yesterday, Facilitate Digital Holdings Limited, a global provider of technology used to buy and measure digital media advertising, has announced its intention to delist from the Australian Securities Exchange (ASX).

The Company has sought and received approval from ASX for the delisting. ASX has notified that it resolves to remove the Company from the official list of ASX pursuant to listing rule 17.11, on a date to be decided by ASX in consultation with the Company, subject to compliance with the following conditions –

- i. The request for removal of the Company from the official list of ASX be approved by ordinary resolution of ordinary shareholders of the Company;
- ii. A notice of general meeting seeking shareholder approval to request the removal of the Company from the official list must include a statement to the effect that the removal will take place no earlier than one month after the approval is granted; and
- iii. The Company releases the full terms of this decision to the market immediately upon the Company's directors resolving to seek removal of the Company from the official list of ASX

The Company has also noted the following points in advising of its rationale to proceed with this course of action;

1. There has been extremely limited liquidity in the shares of the company for some time. Where parties have sought to sell small parcels it has resulted in significant falls in the share price seriously impacting the value to all shareholders.
2. The current price does not represent fair value for the company. A delisted Facilitate Digital should be able to support a valuation more commensurate with global peers.
3. The ASX listed structure has been a disincentive to a number of corporate discussions the company has and continues to have.
4. There is significant cost associated with the ASX listing.

Upon delisting the company will become an unlisted public company. An update on the company's positive business outlook is also contained in yesterday's Chairman's address.

### **About Facilitate Digital**

Facilitate Digital creates digital advertising and direct marketing solutions that emphasise simplicity, integration and flexibility for agencies and marketers worldwide. We are the provider of *Symphony* - the world's leading digital workflow and trading platform for agencies. Our clients include global agencies and holding companies such as Mediabrand, Publicis, Omnicom, GroupM and Aegis; in the process servicing large scale brands and advertisers including Citibank, Johnson & Johnson, Mitsubishi, Nestle, Westpac,

**Facilitate Digital Holdings Limited ABN 84 093 823 253**

**P** PO Box 1721 Darlinghurst NSW 1300

**A** Level 6, 241 Commonwealth Street Surry Hills NSW 2010

**T** +61 2 9690 3900 **F** +61 2 9690 3901 **W** [www.facilitatedigital.com](http://www.facilitatedigital.com)



Colgate, Paramount, Honda, Canon and St. George Bank. Our proven products and expertise in workflow & trading, display advertising, search marketing and lead generation empower clients to drive efficiency whilst producing measurable results that increase their return on investment. With offices in Australia, Asia, United Kingdom, Europe, and USA, Facilitate Digital works across cultures as well as digital marketing channels.

For more information on the company's digital marketing solutions or the global office locations, visit [www.facilitatedigital.com](http://www.facilitatedigital.com).

**Contact:**

Ben Dixon – Acting CEO

Australia: +61 (0)2 9690 3900

Email: [ben.dixon@facilitatedigital.com](mailto:ben.dixon@facilitatedigital.com)