



Sydney 26 March 2013

## **RIGHTS ISSUE & COMPANY TO REMAIN LISTED ON ASX**

Facilitate Digital, a global provider of technology used to buy and measure digital media advertising, today announced that it would conduct an underwritten Rights Issue to raise approximately \$2,000,000, after offer expenses.

Shareholders will be entitled to subscribe for 8 new shares for every 13 shares they presently hold, at a price of \$0.025 for each new share. The Rights Issue will be fully underwritten by an associated entity of one of the directors.

The Company also announced it would remain listed on the ASX and would not be proceeding with its previously announced intention to delist.

Announcing the decisions, Company Founder and Acting CEO Ben Dixon said these were major steps which had been taken after careful deliberation by the Company's Board. "The Company has a bright future and the additional funds will enable it to more rapidly unlock the considerable revenue potential of existing contracts for the Symphony digital media and workflow trading solution," Mr Dixon said.

"The Company plans to add additional software development and project management resources" Mr Dixon said.

Mr Dixon said this additional investment in commercialisation follows a period of considerable momentum in Symphony deployment and adoption globally.

Over the past nine months the Company has:

- Successfully deployed Symphony to new clients in a number of markets including China, Japan, Australia, Hong Kong, Singapore and Malaysia;
- Had its Symphony technology mandated by one of the largest agency groups in Australia for electronic trading and sign off with its media partners;
- Continued investment in new product features including further internationalisation and the Company's recently released Electronic Insertion Order module;
- Furthered its partnership agreements with complementary technology sets globally.

The Company had previously announced its intention to delist from the Australian Securities Exchange and successfully sought shareholder approval for this action at an Extraordinary General Meeting held on February 1, 2013.

Mr Dixon said that given the directors belief that a capital raising of this size is most appropriately conducted as a listed company, the Company has decided not to proceed with delisting at this time. After consultations with ASX, the Company has agreed that a formal application would be made to the ASX again prior to any potential delisting. At this time the Company has no plans to make such an application.



Further details will be provided in the Offer Document to Shareholders which it is anticipated will be lodged on Tuesday March 26.

### **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, 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).

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