

**Form 603**  
Corporations Act 2001  
Section 671B

**Notice of initial substantial holder**

To Company Name/Scheme Adslot Ltd

ACN/ARSN 001 287 510

**1. Details of substantial holder (1)**

Name Geoffrey James Dixon

ACN/ARSN (if applicable)

The holder became a substantial holder on 23/12/2013

**2. Details of voting power**

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

Class of securities (4)	Number of securities	Person's votes (5)	Voting power (6)
Fully paid ordinary shares (Shares)	86,252,015	86,252,015	8.79%

**3. Details of relevant interests**

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
Dawnie Dixon Pty Ltd AFT Dixon Family Superannuation Fund	Issue of Shares as consideration under the scheme of arrangement between Facilitate Digital Holdings Limited (Facilitate) and its shareholders under which all of the shares of Facilitate will be acquired by Adslot Ltd (Scheme)	72,452,688 Shares
G & D Dixon Investments Pty Ltd AFT Dixon Family Investment Trust	Issue of Shares as consideration under Scheme	12,302,184 Shares
Dawn Dixon (wife of Geoffrey James Dixon)	Issue of Shares as consideration under Scheme	1,497,143 Shares

**4. Details of present registered holders**

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
Dawnie Dixon Pty Ltd	Dawnie Dixon Pty Ltd	N/A	72,452,688 Shares
G & D Dixon Investments Pty Ltd	G & D Dixon Investments Pty Ltd	N/A	12,302,184 Shares
Dawn Dixon	Dawn Dixon	N/A	1,497,143 Shares

**5. Consideration**

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash	Non-cash	
Dawnie Dixon Pty Ltd	23 December 2013	Consideration under Scheme		72,452,688 Shares

G & D Dixon Investments Pty Ltd	23 December 2013	Consideration under Scheme	12,302,184 Shares
Dawn Dixon	23 December 2013	Consideration under Scheme	1,497,143 Shares

## 6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
Dawnie Dixon Pty Ltd	Geoffrey James Dixon controls Dawnie Dixon Pty Ltd
G & D Dixon Investments Pty Ltd	Geoffrey James Dixon controls G & D Dixon Investments Pty Ltd
Dawn Dixon	Wife of Geoffrey James Dixon

## 7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Geoffrey James Dixon	Level 9, 60 CASTLELEIGH STREET, SYDNEY NSW 2000
Dawnie Dixon Pty Ltd	LEVEL 9, 60 CASTLELEIGH STREET, SYDNEY NSW 2000
G & D Dixon Investments Pty Ltd	Level 9, 60 CASTLELEIGH STREET, SYDNEY NSW 2000
Dawn Dixon	Level 9, 60 CASTLELEIGH STREET, SYDNEY NSW 2000

## Signature

print name Geoffrey James Dixon

capacity

sign here



date 23/12/2013

## DIRECTIONS

- (1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 7 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The total number of votes attached to all the voting shares in the company or voting interests in the scheme (if any) that the person or an associate has a relevant interest in.
- (6) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (7) Include details of:
  - (a) any relevant agreement or other circumstances by which the relevant interest was acquired. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
  - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.
- (8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown."

- (9) Details of the consideration must include any and all benefits, moneys and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.