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ASX ANNOUNCEMENT

Webfirm Group appoints new CEO

4 September 2012

Webfirm Group Limited ('Webfirm Group' or 'the Company') today announced the appointment of Ian Lowe as Chief Executive Officer of the Company.

Mr Lowe will commence as Chief Executive Officer on 8 October 2012. It is intended that Mr Lowe will also join the Webfirm Group Board.

Acting Chief Executive Officer and founder of Adslot, Andrew Barlow, shall continue as Executive Director and continue to provide strategic guidance, mentorship and product oversight to the executive leadership team.

Webfirm Group Chairman, Adrian Giles welcomed the appointment saying, "Ian is one of Australia's most experienced digital media executives, having built and run a number of successful global media technology companies from Australia. He has also forged an impeccable reputation in the advertising, media and technology community both here and internationally, and has a deep understanding of both the agency (demand-side) and publisher (supply-side) of the business."

"The Company would also like to thank Mr Barlow for his significant contribution as Acting CEO over the past twelve months. During that time Mr Barlow continued to evolve a strong vision for the company and oversaw significant new product development and expansion of the management team. With the imminent launch of two new products, it is perfect timing to bring a seasoned sales-driven CEO into the business to commercialise those products and execute on our international roll-out strategy."

Acting CEO, Andrew Barlow, said: "I am thrilled to have someone of Ian's calibre and experience join the business at this exciting time for the Company. The last 12 months have been all about getting this business right from an internal process, product and people point of view. The next 12 months are all about getting traction with our extended product suite globally. Ian is perfectly-credentialed to execute our global roll-out strategy, and deliver on the Company's vision."

Mr Lowe said, "Webfirm has achieved a great deal in a short period of time, in particular advances in the productisation of the Adslot platform. I'm enormously excited to be a part of the opportunity this creates and the team that have created it. I look forward to executing on the Company's strategy and leading this business through its next phase of growth."

Mr Lowe previously held the role of Chief Executive Officer of Facilitate Digital Ltd since 2003, and prior to that, worked for and managed numerous other media and media technology businesses including Traffion, Red Sheriff, PMP Limited, and George Patterson Bates.

A summary of Mr Lowe's executive services agreement with Webfirm Group is attached.

-ends-

Contact:

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Acting CEO
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Webfirm Group Limited
Summary of key terms of Mr Lowe's Employment Agreement

Commencement Date	8 October 2012																		
Term	Ongoing (i.e. no fixed term)																		
Remuneration	\$300,000 plus statutory superannuation. The first review date is July 2013.																		
Short Term Incentive	The amount of short term incentive will be assessed by the Board based on performance against financial and non financial KPI's. The short term incentive potential for any full performance year is up to \$125,000 which includes superannuation.																		
Sign On Shares	Upon commencement Mr Lowe will be allocated the right to be provided with 3,000,000 shares at no consideration, 50% of which become exercisable after a period of 12 months from commencement, and the remaining 50% become exercisable after a period of 24 months from commencement. Mr Lowe is required to remain an employee of the Company to be allocated any shares under this provision.																		
Long Term Incentive	<p>Upon commencement Mr Lowe will be granted the right to receive the following shares after the share price of the Company trades above a 30 day VWAP as per the following table:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>30 Day VWAP</th> <th>Right to # of Shares</th> <th>Escrow Period</th> </tr> </thead> <tbody> <tr> <td>\$0.10c</td> <td>3,000,000</td> <td>2 Years</td> </tr> <tr> <td>\$0.20c</td> <td>3,000,000</td> <td>2 Years</td> </tr> <tr> <td>\$0.30c</td> <td>4,000,000</td> <td>None</td> </tr> <tr> <td>\$0.40c</td> <td>5,000,000</td> <td>None</td> </tr> <tr> <td>\$0.50c</td> <td>5,000,000</td> <td>None</td> </tr> </tbody> </table> <p>Mr Lowe is required to remain an employee of the Company to be allocated any shares under this provision.</p>	30 Day VWAP	Right to # of Shares	Escrow Period	\$0.10c	3,000,000	2 Years	\$0.20c	3,000,000	2 Years	\$0.30c	4,000,000	None	\$0.40c	5,000,000	None	\$0.50c	5,000,000	None
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Relocation	The Company has agreed to pay up to \$10,000 in relocation expenses and commuting expenses involved in relocating Mr Lowe and his family from his current home in Sydney to take up the Chief Executive Officer role for the Company in Melbourne.																		
Termination Provisions	Mr Lowe may terminate his employment at any time by giving 12 weeks notice. The Company may terminate Mr Lowe's employment within the first 3 months by giving 1 months notice. After 3 months the Company may terminate Mr Lowe's employment by giving 12 weeks notice. In all cases the Company may elect to make a payment in lieu of the notice period. The Company may terminate Mr Lowe's employment with immediate effect for cause (for example wilful misconduct, serious negligence and breach of duty or agreement).																		