



Webfirm Group Limited Annual General Meeting

27th November 2012



Adslot

Company Overview

Webfirm Group Limited (ASX:WFM)
Currently has two operating divisions

 Adslot

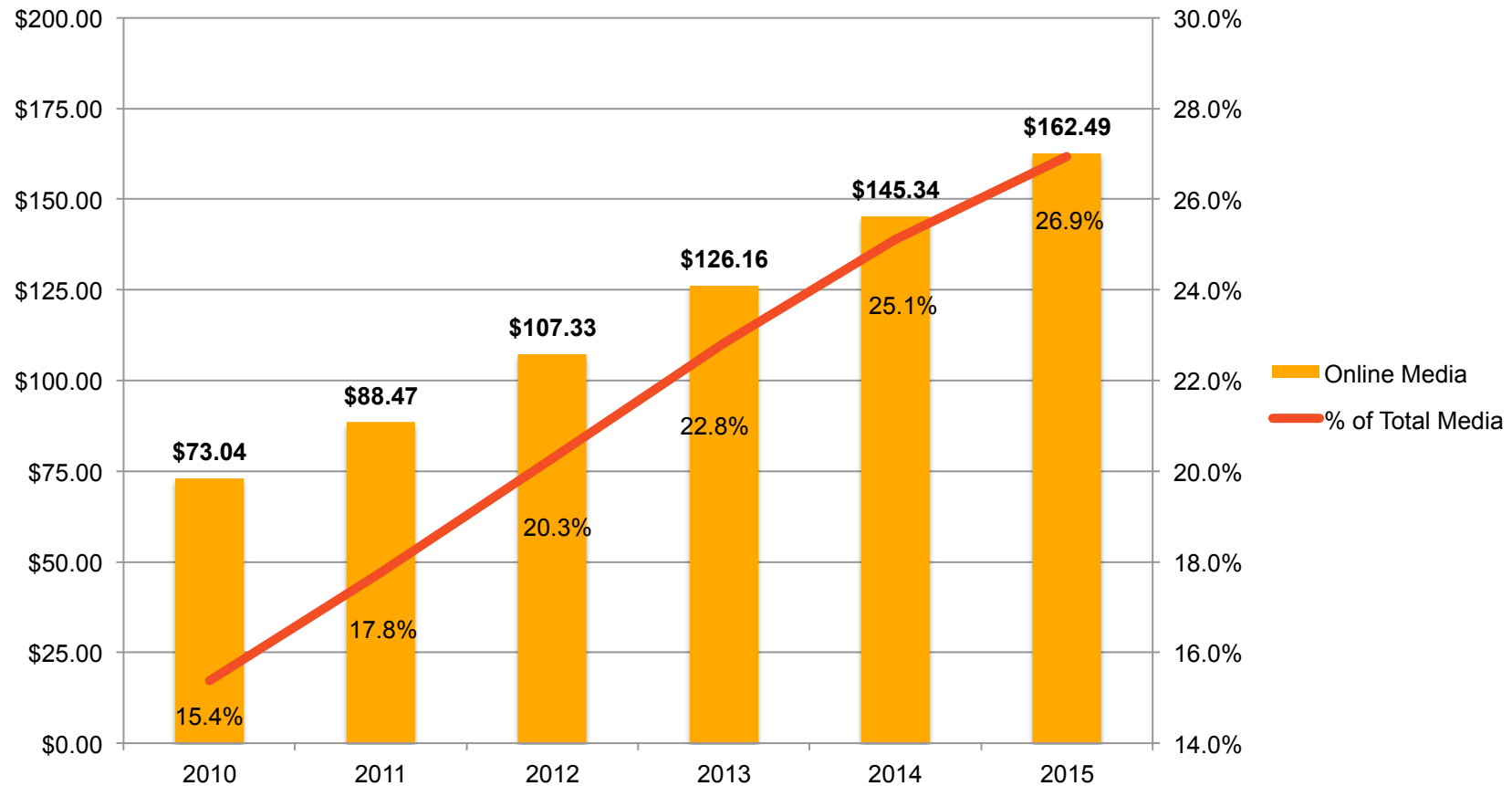
Changing the way that
advertising is *bought*
and *sold*

 WEBFIRM™

Online marketing solutions
for small to medium
businesses

Large and Growing Market Opportunity

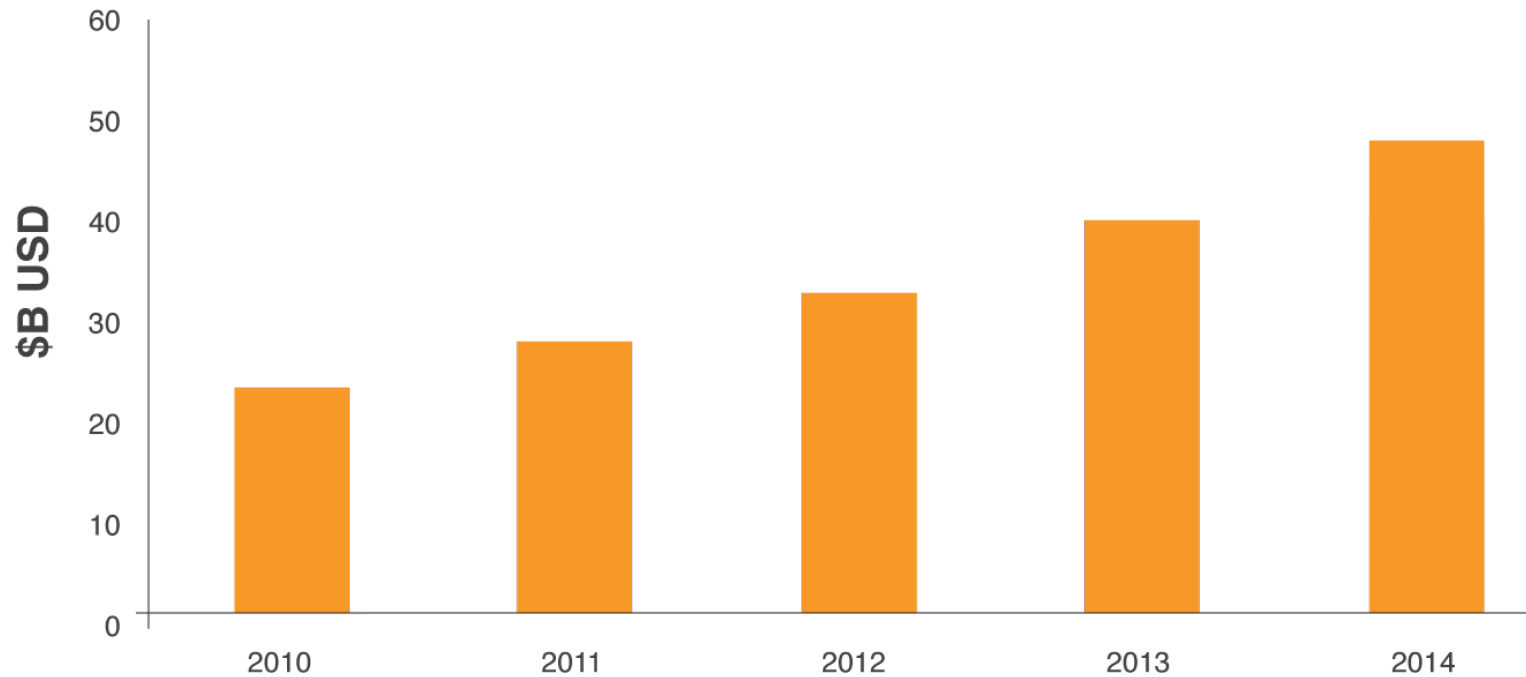
Global Online Media Spend as % of Total Media Spend



Source : eMarketer, July 2012

The Online Display Segment Is Also Large & Growing

Global Display Market \$B



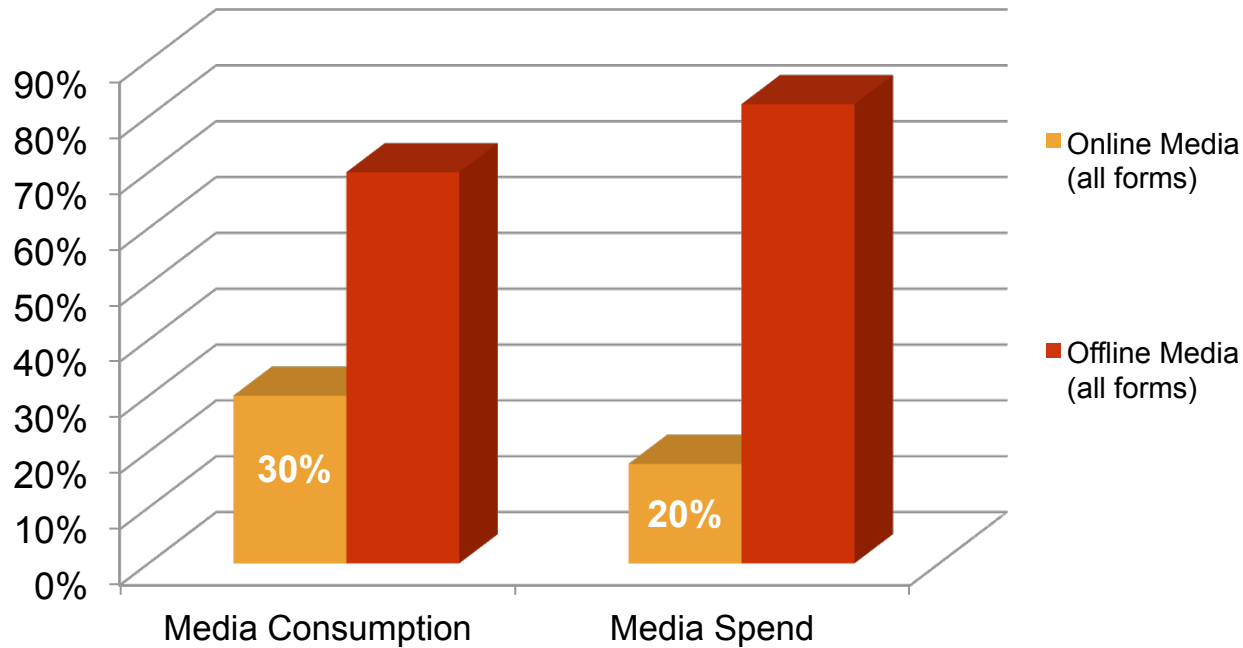
Global Online Display advertising

2010 : \$22B
2014E : \$48B
CAGR 2010 – 2014 : 15.11% pa.

Zenith OptiMedia. June 2012

With \$20B of Further Growth Potential in Display Alone

Online Media Consumption vs Spend

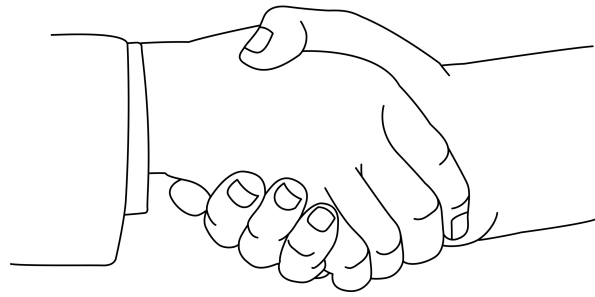


Consumption versus Spend:

- Is a **\$20B** gap
- The result of structural inefficiencies in the way display is bought and sold

88% of Display Revenue Is Generated from Premium Inventory

Premium



**88% Display
Revenue**

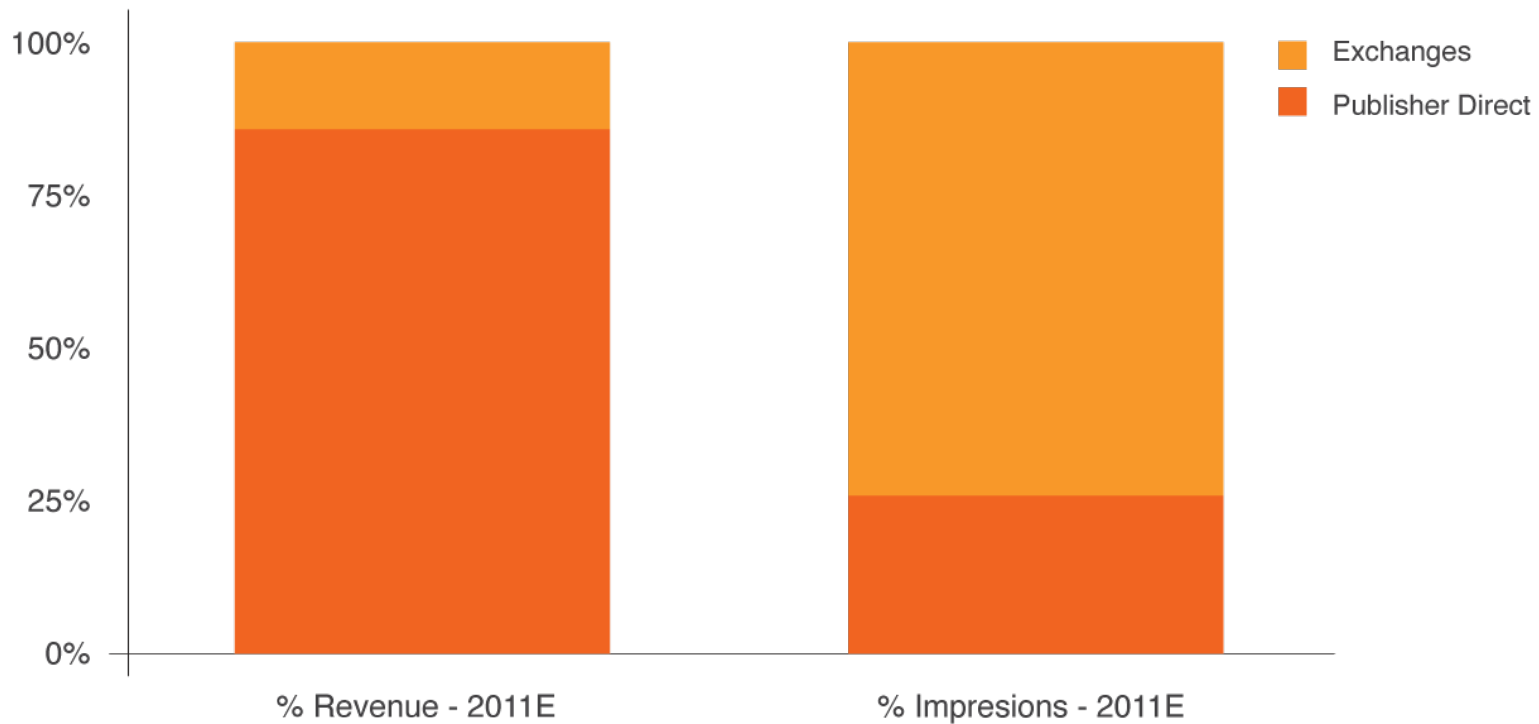
Remnant



**12% Display
Revenue**

88% of Display Revenue Is Derived From 26% Of Impressions

Global Revenue and Impressions by Channel - 2011



Evercore Partners May 2011

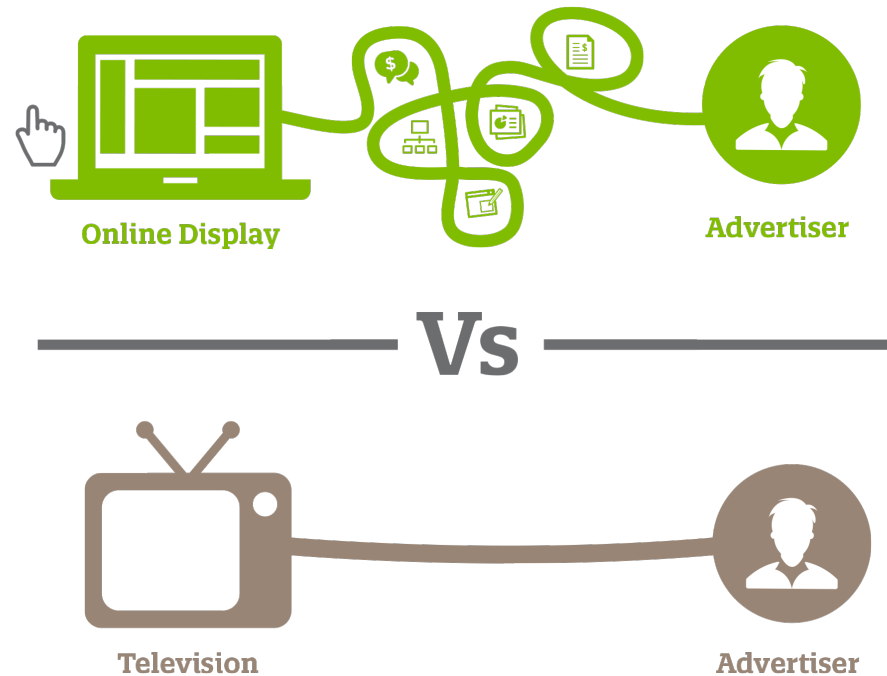
Problems Confronted By Publishers...

1. The sales process for online display is hugely inefficient

28% of Media Spend is lost on Administrative Costs (COGS)

Selling online display advertising is expensive, labour intensive and executed via multiple manual processes

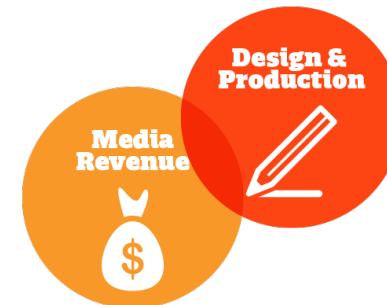
2% for Television



Problems Confronted By Publishers...

2. As a result, the barrier to entry for advertisers is high

- a) Publishers are turning away SME advertisers whilst significant volumes of inventory go unsold
- b) The cost to design & produce ad content often exceeds the media revenue itself



Demand exists that cannot be serviced under current-state market economics

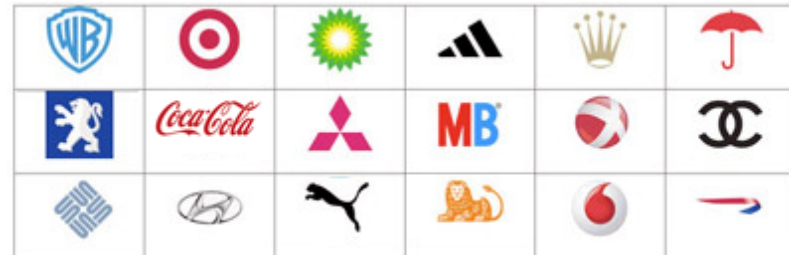
Problems Confronted By Publishers...

3. Establishing margin and economies of scale is difficult

a) The publisher toolset for managing the administration of sales & delivery is slow and unscalable



b) For many publishers, only larger advertisers generate margin



The Publishers growth opportunity is being defined by flawed processes and tools, not the existence of and access to demand

The Opportunity

- The online display advertising market is large and growing
- 88% of this market comes from the sale of premium inventory (versus unsold or remnant)
- The publisher toolset is hugely inefficient and un-scalable
- Investment & innovation has focused almost entirely on the remnant segment (12% of revenue)

Adslot publisher

Changing the way advertising is
bought and sold

What is Adslot Publisher?

Adslot Publisher is a purpose built technology platform through which premium online display advertising is bought and sold

Achievements of The Last 6 Months

- Progressed implementations and signed new contracts with foundation clients
- Launched Adslot Direct product
- Beta tested Adslot Create
- Appointed new CEO
- Established US operations
- Built out marketing capability



Building The Business



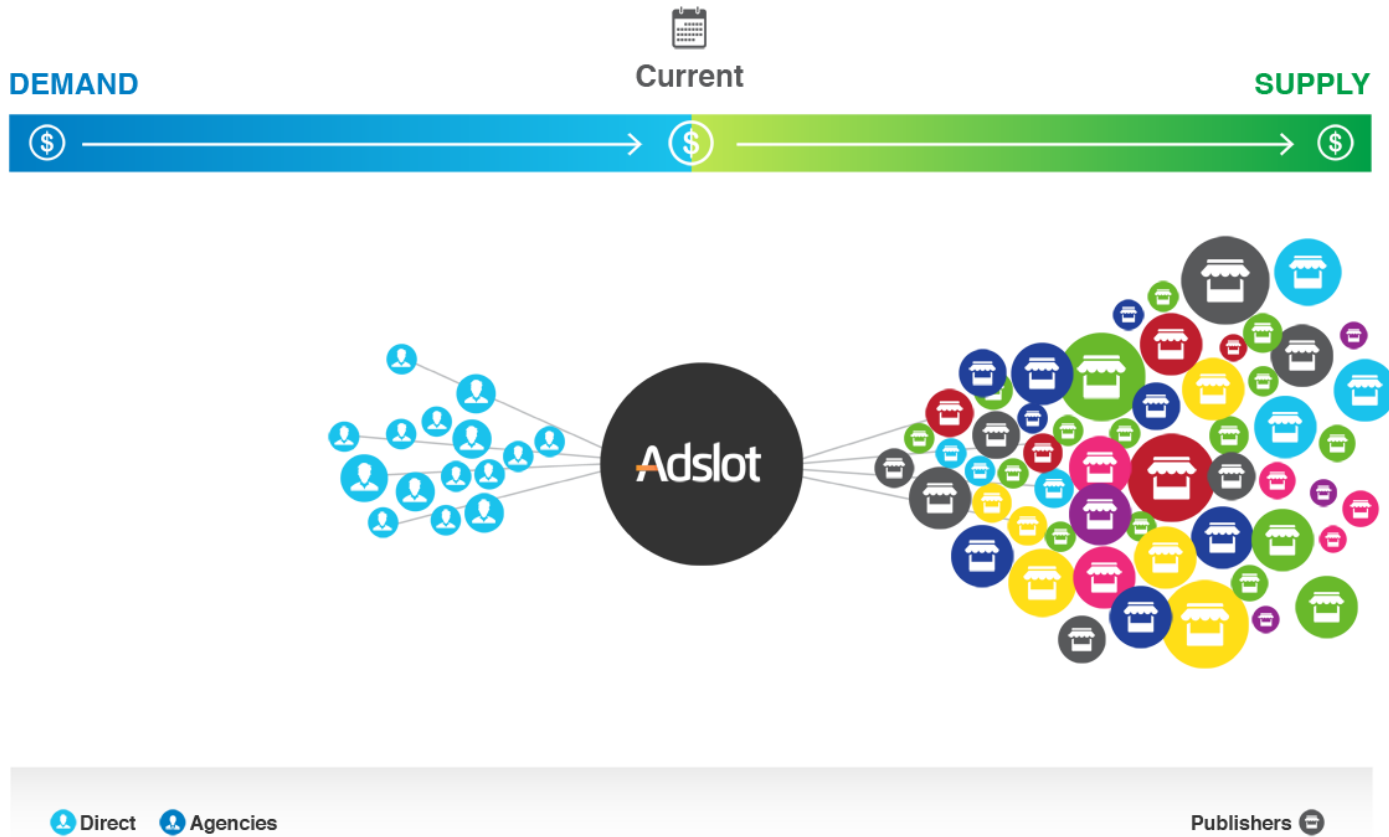
- Global launch of Adslot Publisher in September 2012 (release of *Adslot Direct*)
- In December 2012 the Company will publish a progress report by disclosing the number of publishers signed to the *Publisher* platform

Building The Business



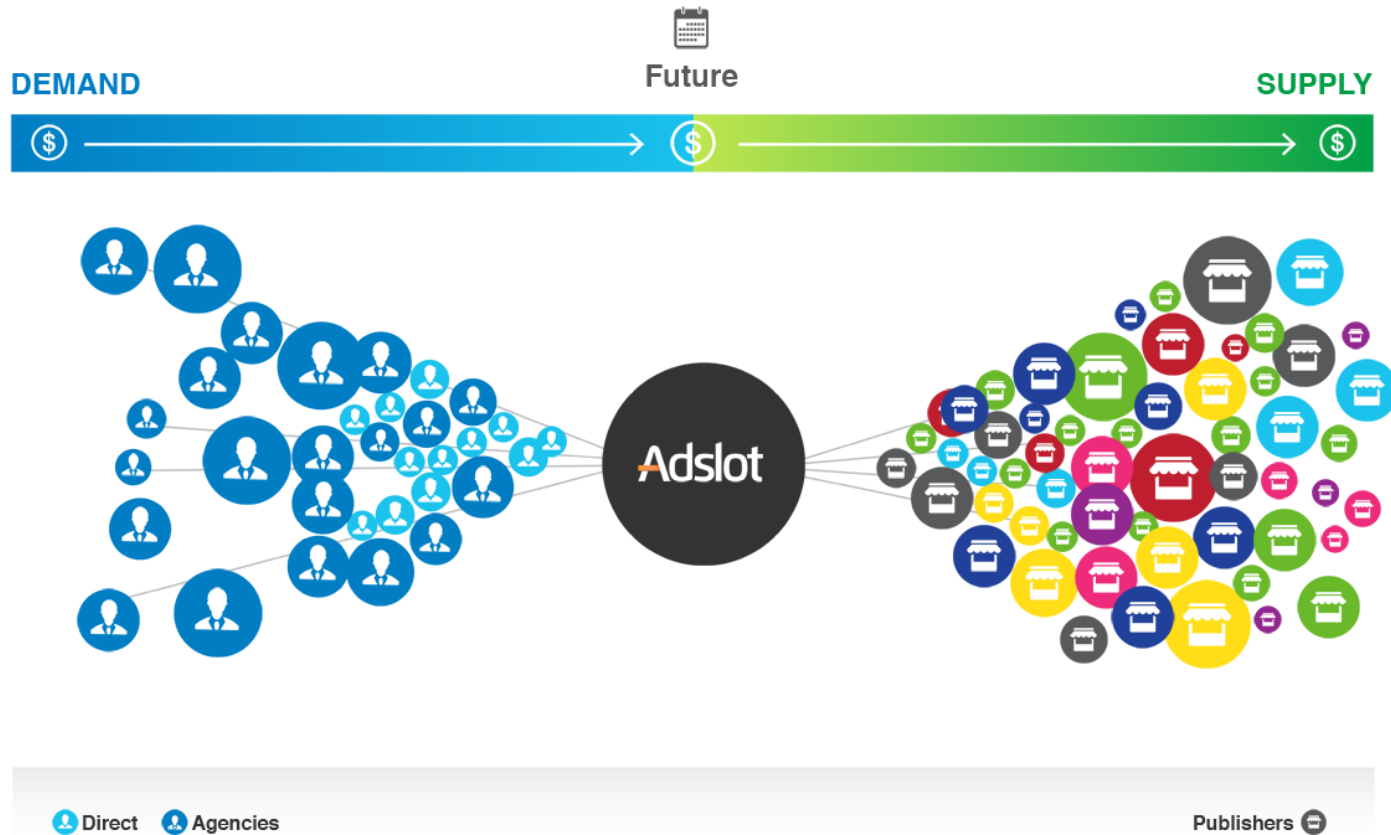
Making advertisers and publishers more accessible to each other...

Building The Business



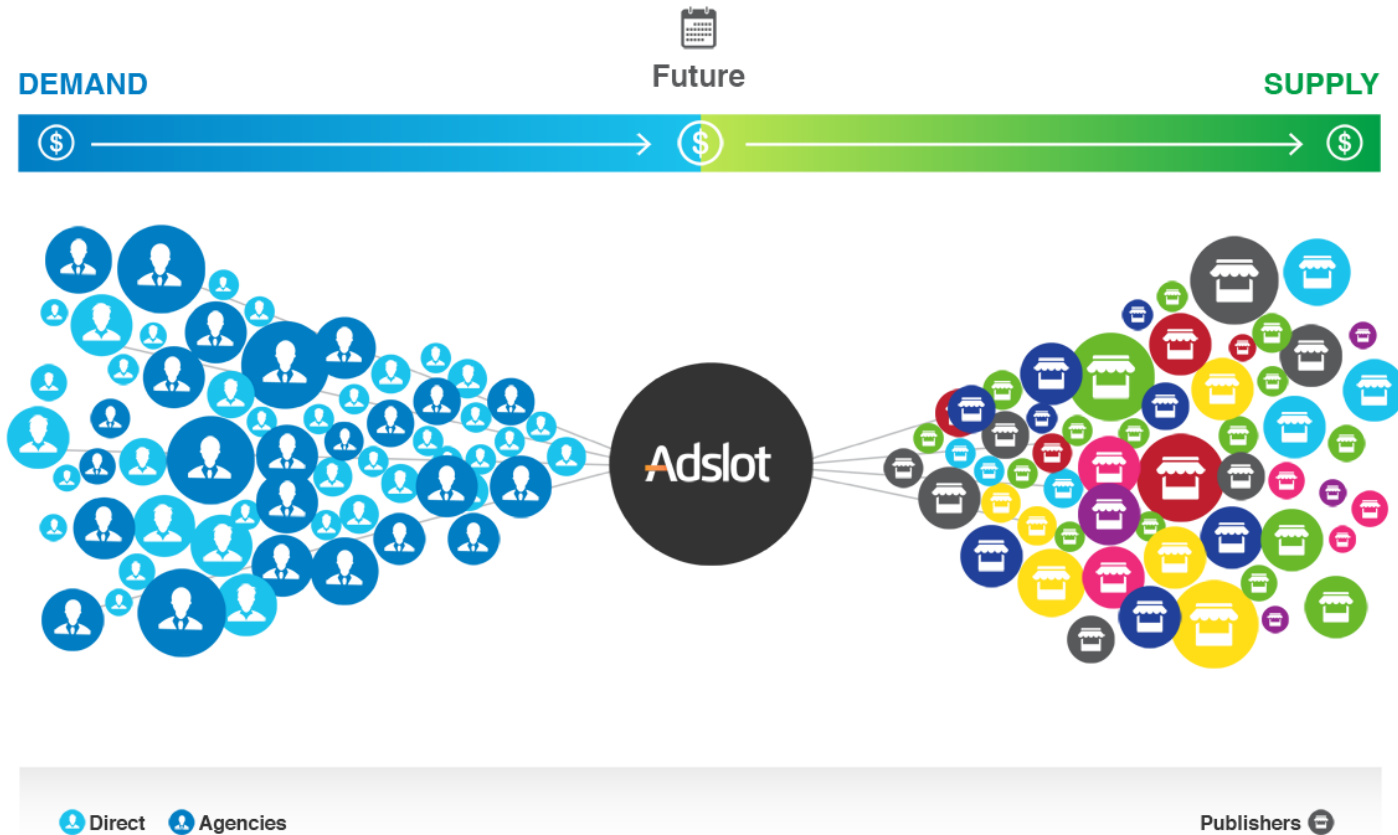
Grow the publisher community...

Building The Business



Allow advertisers to buy from multiple publishers simultaneously...

Building The Business



Build transaction volumes...

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