

## ASX ANNOUNCEMENT

4 OCTOBER 2011

### Adslot launches SeLogger self-serve ad sales platform

Webfirm Group Limited (ASX:WFM) today announced the successful launch of Adslot's end-to-end, self-serve ad sales platform with SeLogger in France.

SeLogger is the largest real estate portal in France with over 17,000 registered real estate agents.

The Adslot self-serve display advertising platform allows SeLogger to service its existing advertisers via a low-cost direct sales channel, while also reaching new advertisers - thereby increasing revenue and maximising profit from display advertising.

Display advertising is the fastest-growing source of revenue for other leading real estate portals around the world, such as Realestate.com.au in Australia.

Roland Trippard, Chief Executive Officer of SeLogger.com said, "We are very excited to be the first real estate portal anywhere in the world to offer agents an easy to use self serve display advertising solution that can really help them build their online brand. We look forward to an exciting and rewarding partnership with Adslot as we roll-out the technology across the business."

David Labrosse, Chief Marketing Officer of SeLogger.com, said "Self-serve platforms have allowed banks and airlines to provide better service to their customers at a fraction of the cost via the Internet for many years. Using Adslot's self-serve platform, advertisers can now buy, build, serve and measure display advertising campaigns on the SeLogger website simply and easily anytime of the day. We can now offer the benefits of display advertising and online branding to all our agents cost-effectively."

Andrew Barlow, Chief Executive of Webfirm Group Limited, said "Adslot is very excited to launch the first international deployment of its end-to-end, self-serve platform with such a progressive company as SeLogger; one of the world's leading classifieds portals.

"SeLogger is the first Adslot customer to utilize all three technologies acquired by Webfirm in the past eighteen months; including the Adslot booking and yield optimisation platform, the QDC do-it-yourself banner ad builder, and the Adimise ad server and analytics engine."

"This is an endorsement of Adslot's ability to deliver a full end-to-end solution, and in another language. This is a product we have great confidence in selling to a range of other classifieds portals and other major publishers around the world in the months and years to come."

SeLogger is the latest classifieds category leader to join Adslot's growing client list, which includes the leading real estate portals in Australia and New Zealand (Realestate.com.au and Realestate.co.nz), and Australia's leading automotive portal (Carsales.com.au).

Under the commercial terms with SeLogger, Adslot collects a share of all revenue transacted via the Adslot platform.

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