



Media Release

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## Facilitate Digital lists on the ASX

Leading Australian provider of digital marketing technology, Facilitate Digital lists on the ASX today under the code FAC, following a reverse takeover of the energy exploration company, Purus Energy.

As the only Australian company competing directly with US company DoubleClick, which has recently been acquired by Google for \$US3.1 billion, this listing gives Australian investors the opportunity to invest in the high growth digital marketing sector, the fastest growing sector of the advertising industry with per annum growth currently tracking at 60 per cent.

Digital media advertising represents more than \$1 billion in Australia alone and is now equivalent to radio spend and is greater than outdoor and cinema advertising combined.

Facilitate Digital develops software that enables, tracks and optimises all forms of digital marketing and its clients include some of the world's largest media and advertising agencies, corporations and publishers including Universal McCann, Starcom, Zenith-Optimedia, ACP, Yahoo, Google, Commonwealth Bank, Foxtel, Sensis and Virgin.

It is the dominant market player in the key media buyer segment in Australia with 50 per cent plus market share.

The company was founded in January 2000 by three media industry professionals looking to provide tools for marketers and their agencies that would provide greater simplicity and flexibility in the digital advertising process. Due to this industry experience, Facilitate Digital's products are all very client focussed rather than technology driven and have found strong market acceptance in every country they have entered. Presently Facilitate Digital operates in Australia, New Zealand, Singapore and Europe. This listing will boost the company's offshore growth strategy.

Facilitate Digital's stable management team has established a strong track record of profitable growth over a number of years and has operated debt-free having funded both market development and an innovative research and development agenda via internal resources.

Facilitate Digital's CEO, Ian Lowe is very excited about the prospects for the company: "This listing marks an important milestone in the ongoing development of Facilitate Digital. It provides greater impetus to our offshore growth strategy where we aim to replicate our market leadership position in Australia throughout the Asia Pacific region and build strong market share in the UK and Europe.

"We have achieved our position in the Australian market by providing products that are simpler to use, have greater flexibility and integrate the processes required in digital marketing. We look forward to continuing the strong growth of this business in a financially prudent manner and sharing the results with Australian investors."

For further information:

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