

## FACILITATE DIGITAL ANNOUNCE RIGHTS ISSUE, APPOINTMENT OF ADVISOR AND TRADING UPDATE

Sydney, Australia Tuesday 24<sup>th</sup> May, 2011

### Rights Issue

Facilitate Digital Holdings Limited (ASX: FAC), a global provider of technology used to buy and measure digital media advertising, today announced an offer to shareholders to participate in a pro-rata, non renounceable rights issue (Rights Issue) to raise capital of approximately \$700,000.

The Rights Issue is one new share for every 14 shares held at the Record Date at the price of \$0.08 for each new share, and is fully underwritten by certain Directors and professional investors. Full details of the Rights Issue will be available in an offer document to be released shortly.

### Appointment of Advisor

The Company has previously stated that interest has been growing in its technologies and products from a number of global groups.

In recent months Facilitate Digital has received informal and incomplete approaches from a number of parties regarding the company's interest in being acquired or being party to a merger. Discussions are ongoing and no formal offer has been made.

The Company has decided to seek advice as to how best to progress these discussions, and to consider all available scenarios. To this end the Company has appointed M H Carnegie & Co as Advisor.

### Trading Update

By way of a trading update, the Company notes:

- Sustained currency pressure and timing of revenue commencement for (already secured) major contracts will have some impact on the full year result. The Company now anticipates the following:
  - FY11 revenues of \$7.5m (previous guidance being 'circa \$8.0m'). This would represent a small increase over the prior year and a 12 per cent increase after adjustment for the currency impact.
  - FY11 Net Loss Before Tax of approximately \$0.25m (previous guidance being 'circa break even'). This would represent a Net Profit Before Tax of \$0.35m after adjustment for the currency impact, versus a Net Profit Before Tax of \$0.04m in FY10.
- Strong progress has been made in recent weeks on major deployment projects for international contracts including GroupM and Mediabrands. Revenue from these contracts will be substantially realised in the FY12 year and ongoing.
- Significant progress in the April/May period with regard to major sales opportunities in North America, Europe, North Asia and APAC.

**Australia**  
Facilitate Digital Holdings Limited  
Sydney (Headquarters)  
A 6/241 Commonwealth Street  
Surry Hills  
Australia, NSW 2010  
P PO BOX 1721 Darlinghurst  
Australia, NSW 1300  
T +61 (0) 2 9690 3900  
F +61 (0) 2 9690 3901

**United States**  
A 1040 Avenue of the Americas  
40th Street, 24th Floor  
New York, NY 10018  
United States  
T +1 (917) 331 0088

**United Kingdom**  
A 31 - 35 Kirby Street  
London, EC1N8TE  
United Kingdom  
T +44 (0)20 7492 1844  
F +44 (0)20 7492 1803

**Europe**  
A Hamburg Business Center  
Poststrasse 33, 20354 Hamburg  
Germany  
T +49 (0)40 1817 0758  
F +49 (0)40 4921 9061

**China**  
A Room 503  
175 Xiang Yang Road South  
Shanghai 200031  
China  
T +86 21 6467 9909

**New Zealand**  
A Level 3, Cathedral House  
48 Wyndham Street, Auckland  
New Zealand  
T +64 (0) 9374 1450  
F +64 (0) 9374 1441

- Continued investment in product development has resulted in a number of major enhancements to the Symphony platform recently released. These enhancements will ensure Symphony remains the global industry leader, including:
  - Translating the entire platform into Chinese (in time for May 2011 China rollout to all four GroupM agencies);
  - Management of complex taxation and multiple discount levels;
  - Campaign performance forecasting;
  - Electronic trading - purchase (insertion) order generation and sign-off;
  - Integration of campaign audit data and performance reporting for all major international adservers.

Ian Lowe, Facilitate Digital CEO, said “the Company has made considerable progress in recent months with both the large international agency groups and tier two prospects in markets such as North America and Europe.

“The global agency community is on the cusp of a rapid uplift in the adoption of process and workflow automation technology, of which the *Symphony* platform is an undisputed market leader.

“Designed and developed by the Company’s team of ex-agency professionals, *Symphony* stands alone as the only global, open architected and proven technology of its kind, and with the unique benefit of having been in market and continuously developed since 2005.

“This increasing urgency from industry for workflow automation solutions combined with the Company’s best-in-market technology and global footprint, and a significantly developed sales pipeline, means the Company is well positioned for FY12 and beyond”.

Mr Lowe said the capital raised via the Rights Issue will assist the Company to offset pressures arising from currency movement, and assist with cashflow requirements from ongoing operations, while underwriting the Company’s significant growth potential in key global markets.

#### About Facilitate Digital

Facilitate Digital creates digital advertising solutions that emphasise simplicity, integration and flexibility for agencies, web publishers and marketers worldwide. We are the only global provider that offers a purpose built single platform solution across both marketing and business intelligence. Our clients include global agencies such as Universal McCann, Zenith Optimedia, Starcom, OMD and GroupM and; large-scale advertisers including Citibank, Johnson & Johnson, Mitsubishi, Nestle, Foxtel, Westpac, Colgate, Paramount, Honda, Canon and St. George Bank. Our proven products and expertise in display advertising, search marketing, site analytics, agency workflow and lead generation empower clients to produce measurable results that increase their return on investment. With offices in Australia, Asia, United Kingdom, Europe, and USA, Facilitate Digital works across cultures as well as digital marketing channels.

For more information on the company's digital marketing solutions or the global office locations, please visit [www.facilitatedigital.com](http://www.facilitatedigital.com).

#### Contacts:

Ian Lowe – CEO  
Australia: +61 (0) 412 243 544  
Email: [ian.lowe@facilitatedigital.com](mailto:ian.lowe@facilitatedigital.com)

Jodi Stanton – M.H.Carnegie & Co  
Australia: +61 (0) 421 582 587  
Email: [jodi@mhcarnege.com](mailto:jodi@mhcarnege.com)

**Australia**  
Facilitate Digital Holdings Limited  
Sydney (Headquarters)  
A/6/241 Commonwealth Street  
Surry Hills  
Australia, NSW 2010  
P PO BOX 1721 Darlinghurst  
Australia, NSW 1300  
T +61 (0) 2 9690 3900  
F +61 (0) 2 9690 3901

**United States**  
A 1040 Avenue of the Americas  
40th Street, 24th Floor  
New York, NY 10018  
United States  
T +1 (917) 331 0088

**United Kingdom**  
A 31 - 35 Kirby Street  
London, EC1N8TE  
United Kingdom  
T +44 (0)20 7492 1844  
F +44 (0)20 7492 1803

**Europe**  
A Hamburg Business Center  
Poststrasse 33, 20354 Hamburg  
Germany  
T +49 (0)40 1817 0758  
F +49 (0)40 4921 9061

**China**  
A Room 503  
175 Xiang Yang Road South  
Shanghai 200031  
China  
T +86 21 6467 9909

**New Zealand**  
A Level 3, Cathedral House  
48 Wyndham Street, Auckland  
New Zealand  
T +64 (0) 9374 1450  
F +64 (0)9 374 1441

For personal use only