

Ansearch Limited  
ABN 70 001 287 510  
Level 3, 95 Coventry Street  
South Melbourne Vic 3205  
Australia  
Phone + 61 3 8695 9199  
Fax + 61 3 9696 0700

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Manager of Company Announcements  
Australian Stock Exchange Limited  
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By: eLodgement

**INVESTOR PRESENTATION**

Ansearch Limited (ASX:ANH) is conducting a series of Investor Presentations in several states. The presentation given to its investors follows.



Damian Element  
Company Secretary

**Contacts – Ansearch Limited:**

**David Burden CEO**  
Ph: + 61 3 8695 9164; 0407 44 33 44  
Email: [david.burden@ansearch.com](mailto:david.burden@ansearch.com)

**Damian Element CFO/Company Secretary**  
Ph +61 3 8695 9104; 0416 286 642  
Email: [damian.element@ansearch.com](mailto:damian.element@ansearch.com)

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Welcome

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**ANSEARCH**   
better business online



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All figures are expressed in Australian dollars unless stated otherwise.

## Today's Agenda

1. Chairman's Introduction
2. Meet the team
3. CEO's Report
4. Financial Summary
5. Questions

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# Chairman's Introduction

## Mr Andrew Barlow

Non-Executive Director (October 2007)

Acting Chairman (from December 2007)

Entrepreneur and mentor capitalist. An industry veteran with 13 years business building experience in the internet and online media space. Founder of a number of successful online businesses, including co-founder of Hitwise (with Adrian Giles), the worlds leading online competitive intelligence service.

### **Focus at Ansearch: "Building strong foundations for future growth."**

Step 1: A new Board with significant and relevant industry expertise

Step 2: A seasoned Executive Team with strong business building capability

Step 3: A strategic review of the Company, leading to:

- streamlining the Company's key operating divisions
- consolidating the Company's key support functions for operational efficiency
- short-term focus on maintaining and protecting existing revenue streams
- medium-term focus on replacing unsustainable revenue and developing new revenue streams
- long-term focus on growing shareholder value via value accretive strategic acquisitions

# Meet the team

*A strong Board with significant and relevant industry expertise*

## **Mr Adrian Giles**

**Non-Executive Director – December 2007**

An entrepreneur, venture consultant and investor specialising in the internet and information technology industry. Adrian founded Australia's first SEO (Search Engine Optimisation) company with Andrew Barlow in 1997, which grew to become Hitwise, one of Australia's most successful global internet companies.

## **Dr Adrian Vanzyl**

**Non-Executive Director - April 2008**

Has recently returned to Australia after 11 years in Silicon Valley, working with Digital Media and technology companies. He has many years of experience as an international technology executive, working across the software, security, new media and venture investment sectors. With talents as both a deep technologist and a business development problem solver, Adrian has built organisations from the ground up as well as expanded operations into international markets. Adrian has held senior positions with Sausage Software, LookSmart, Microsoft, Eurekster and Blumberg Venture Capital.

# Meet the team

*A seasoned executive team with strong business building capability*

## **Mr David Burden**

Chief Executive Officer – February 2008

Mr Burden is one of the true pioneers of interactive marketing and services within Australia. David founded Australia's largest and best recognised interactive mobile service company Legion Interactive in 1994. During his time as CEO of Legion Interactive, he oversaw many market changing firsts including television voting on Big Brother and Australian Idol, and School VCE/HSC results delivered by SMS.

## **Mr Damian Element**

Chief Financial Officer and Company Secretary – November 2007

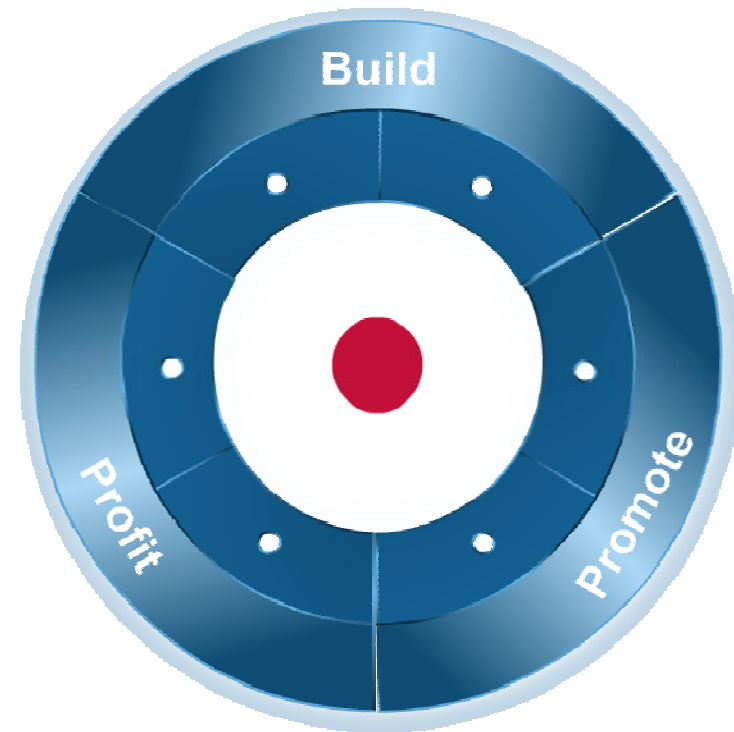
Mr Damian Element has over 10 years experience in the ICT industry and has held senior positions in a number of areas including communications, business administration, and strategic planning. A certified practicing accountant, most recently Mr Element was Chief Financial Officer and Company Secretary at Myinternet Limited. .

## CEO's Report

Ansearch is an exciting and innovative new media company, well positioned to play a major role in the online media space both regionally and globally.

Recognising that future growth in new media will be driven by significant online adoption by small to medium businesses (SME's), strategically our focus is helping those SME's do "better business online".

The unique and diverse skills within Ansearch allow our SME customers to build, promote and profit from their online activities.

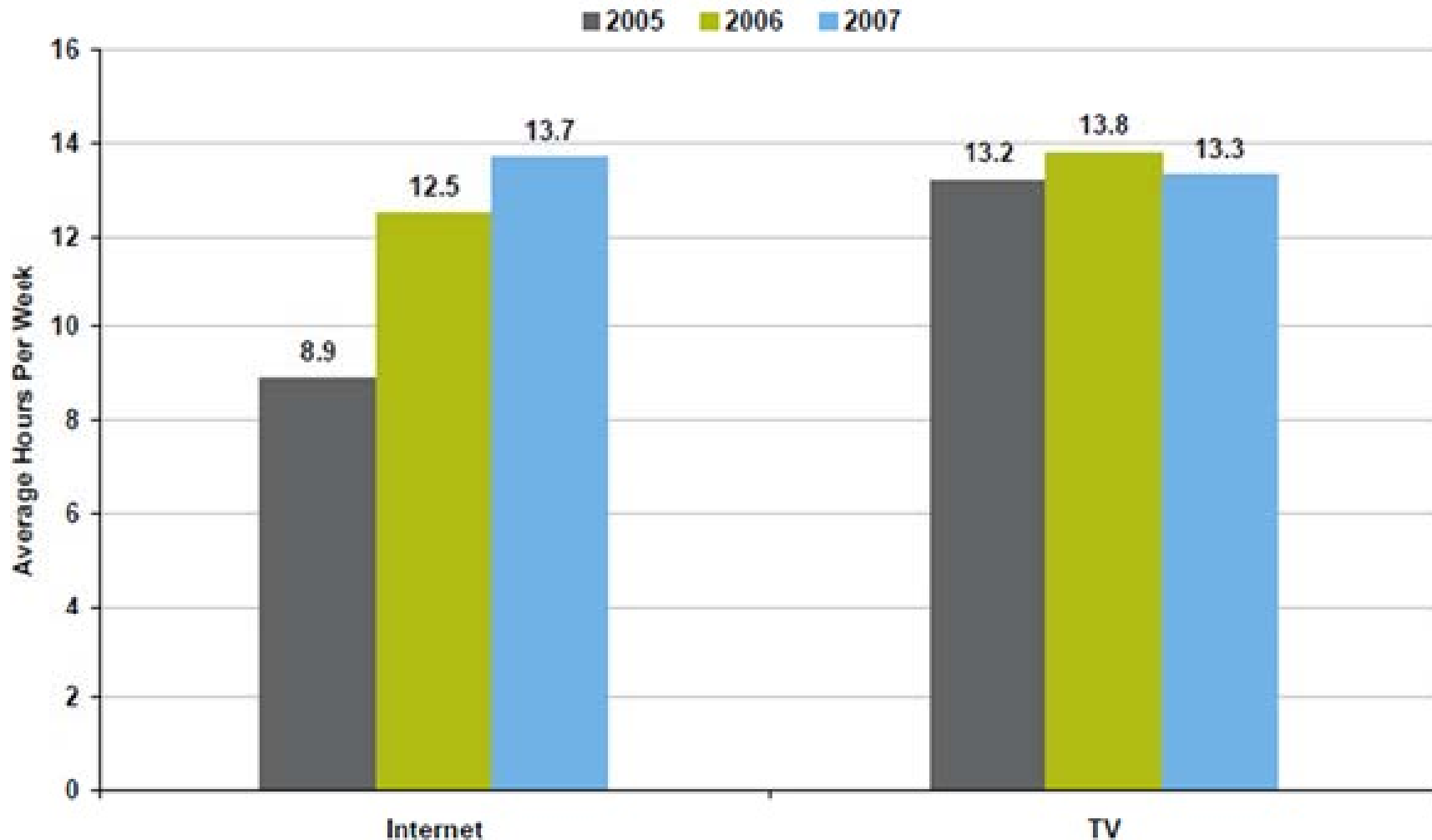


**better business online**



# CEO's Report

Media consumption Internet vs TV (hours per person per activity)



Source: Nielsen Online's 10th Australian Internet and Technology Report.

## CEO Summary

**The initial goal is to return the business to profit and positive cash flow as soon as possible. This is being achieved through:**

- A clear strategy for the business, re-defining our operational boundaries;
- The termination of projects and resources not considered as core to our strategy;
- A tight focus on operating cost reduction, assisted through the growth of operational efficiencies;
- To commence the development of additional products and relationships that have a long term sustainable revenue;
- Clean up the complex Corporate structure and the many outstanding matters from the past, and
- Continue to seek out opportunities that can add additional synergistic value to the operations of Ansearch; and
- To rebuild investor confidence and drive towards a realistic valuation.

## CEO Summary

- Re-structured and centralised Finance, HR and Administration team;
- Re-focused individual Management efforts to a single responsibility;
- Exited Consumer Portal project and associated team;
- Re-branded Soush, Ads-alliance and Searchtown to Ansearch Media;
- Commenced vital infrastructure projects for development, collaboration and website hosting;
- Cleaned up external infrastructure arrangements to save costs;
- Re-focused Webfirm strategy to focus on SME's;
- Re-structured Webfirm Sales team to deliver greater margin;
- Executed NAVTEQ agreement – new opportunity;
- Pushed ahead with expansion of Webfirm to Melbourne, and
- Appointed new General Manager for Ansearch Media.

# Business Units

The new Corporate structure clearly defines the roles of the operating units. It allows one Executive to solely focus on the growth of each unit. Additionally some duplicated cost centres are moved to a leaner Head Office Structure.



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## *Steve Jones - General Manager - Ansearch Media*

Steve has 7 years of media experience with 5 of those online. He joined Ansearch from Fairfax Digital where he was Group Sales Manager and prior to this he was instrumental to the exponential growth at Tempest Media.

## *Josh Edis - Global Head of Search*

Joining Ansearch in 2004, with over 12 years experience in the online media industry. He manages the Ansearch Media Search division on a global basis including the management of our many search partners including Yahoo and Google.

## *Andrew Beecher - Head Webfirm & Searchworld*

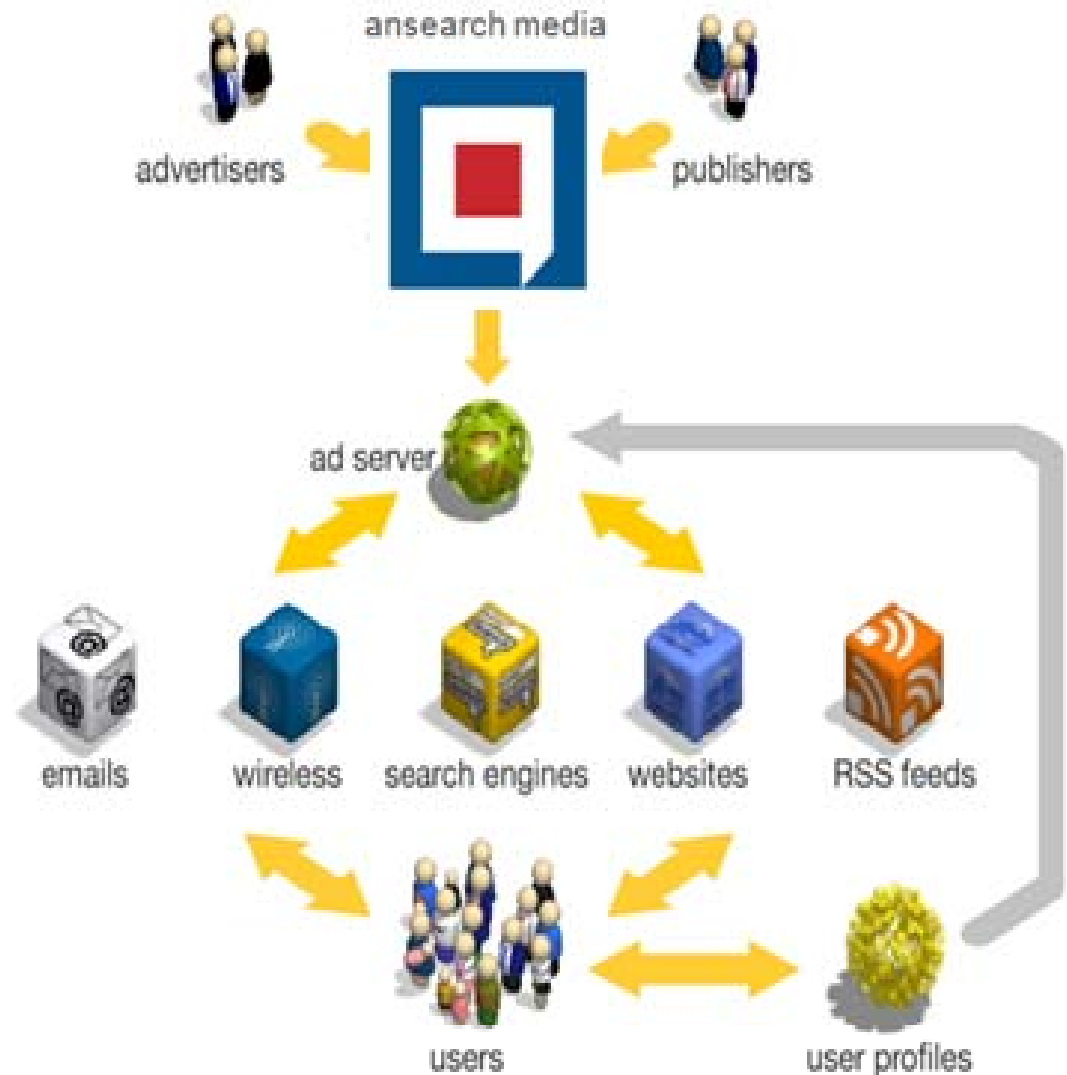
With over 11 years in the Australian online industry Andrew brings experience and depth in website development and online consumer marketing. He joined Ansearch after 4 years at carsales.com.au.

# Ansearch Media Display

**Ansearch Media** (Previously known as *Soush and ads-alliance*): this unit's focus is the representation of online publishers' advertising inventory to media buyers and agencies.

The Display strategy is to focus on representing the overseas websites that Australian Internet users visit, through continually building our portfolio of highly trafficked international websites and representing these to Australian Agencies.

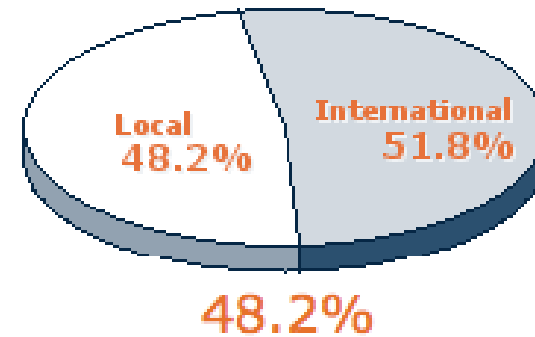
Our recently announced NAVTEQ Direct Access contract is also operated through this unit and represents digital maps as a new media opportunity to agency buyers.



## Why focus on overseas publishers?

One of the less spoken about statistics involving Australian internet users is just how regularly they tend to surf non-Australian websites.

In fact over half of all user sessions originating out of this country every month occur on overseas publishers websites.



of traffic to the 'All Categories' category was directed at local sites.

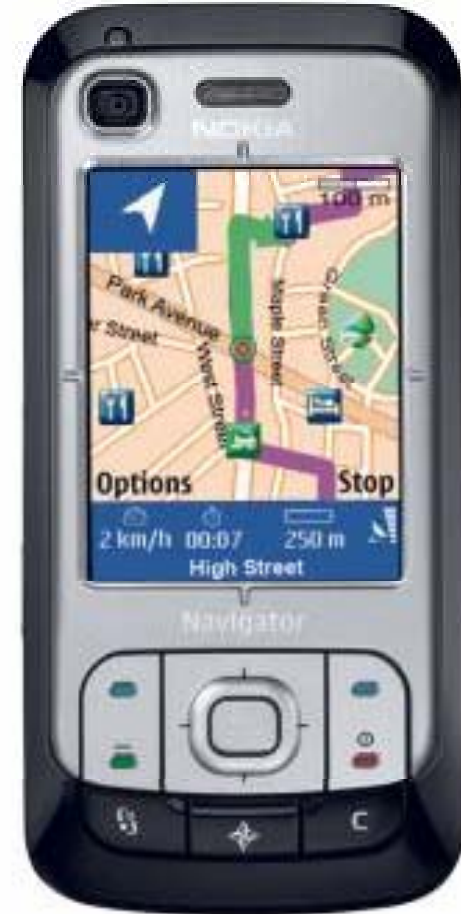
Source: Hitwise. Based on the 12 week rolling average for the period ending 19/4/08

# Mobile Opportunities

## Mobile Phone Saturation

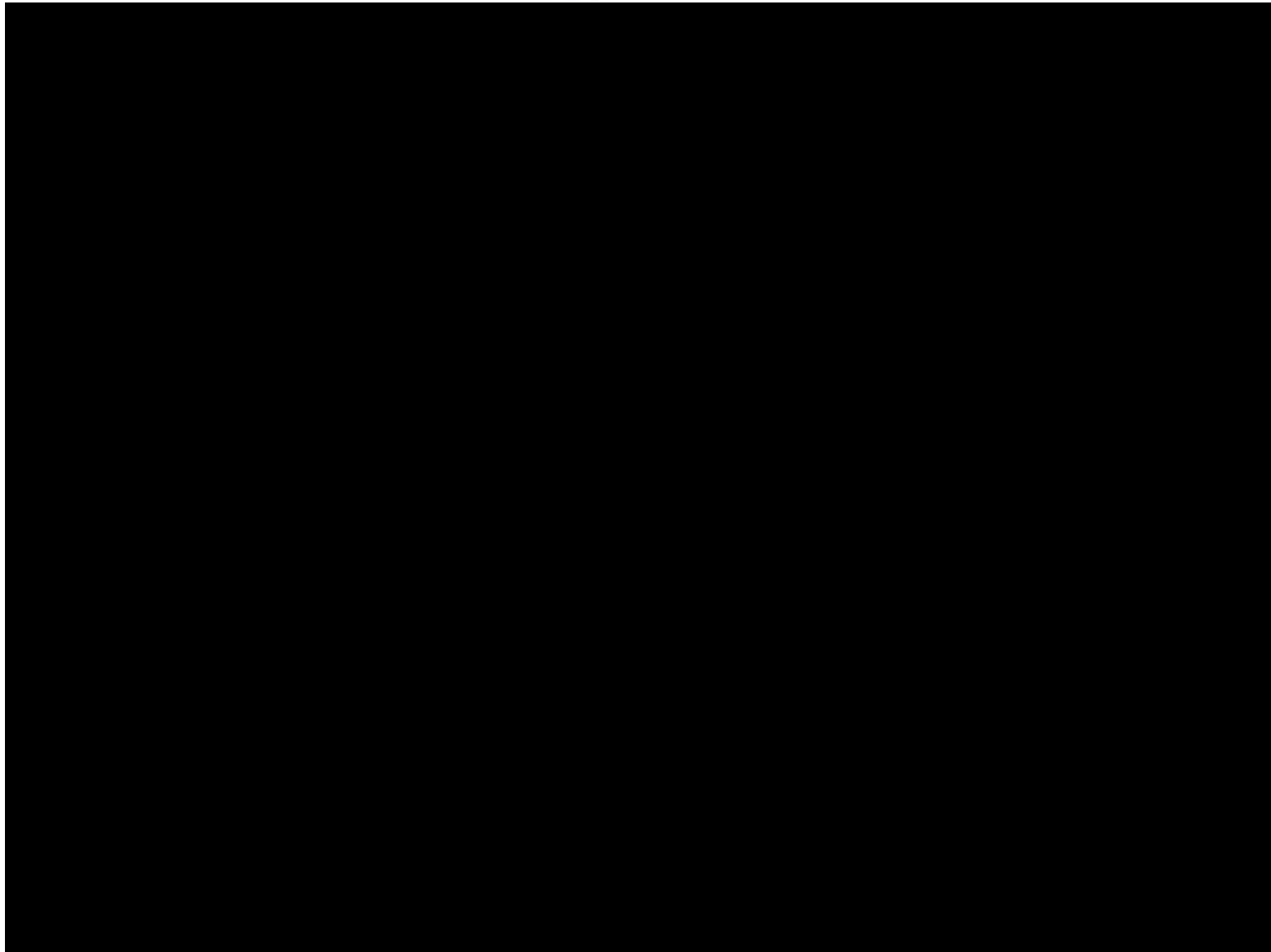
Mobile phone ownership is already reaching saturation levels - 92% of Australian internet users own a mobile phone - but despite the increase in mobile handset capabilities, actual use of functions still varies, Nielsen said:

- Just under half (45%) of those with a mobile internet-capable phone have used the device to go online.
- Camera functionality is widely used - by 84% of respondents.
- **Mapping/directions information access is the biggest area of mobile content access growth - Nielsen predicts 144% growth, reaching 39% of users by the end of 2008.**



# NAVTEQ – Introduction Video

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# Ansearch Media Search

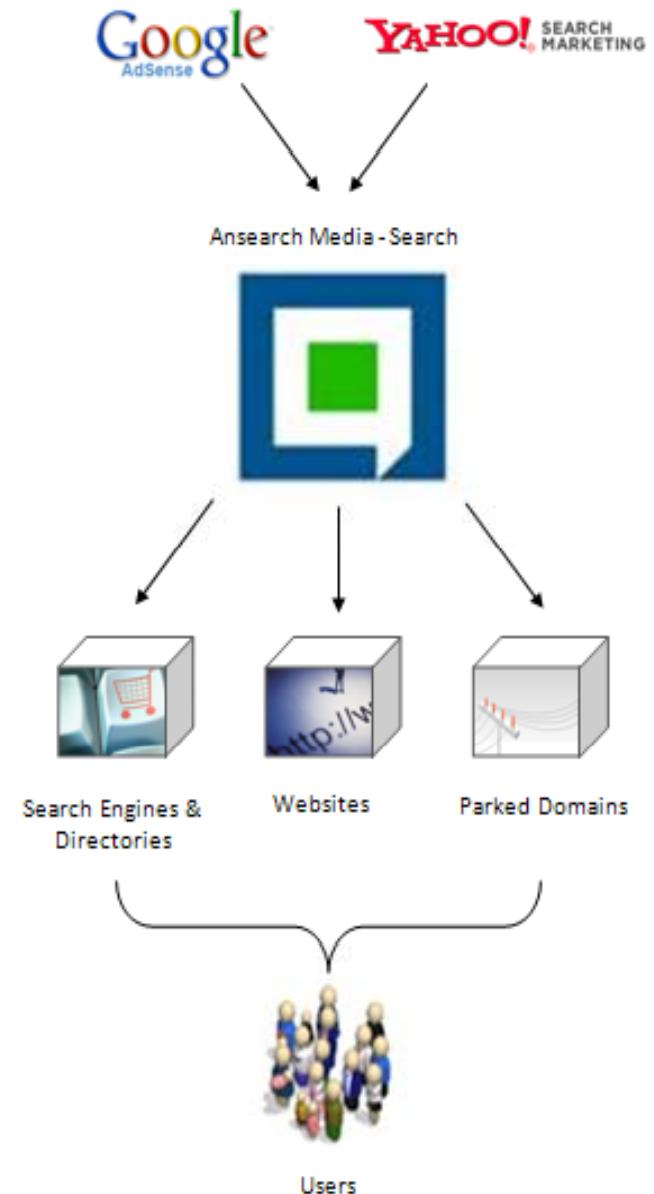
**Ansearch Media – Search:** one of the few Australian companies with the rights to distribute both Google and Yahoo Search Marketing advertising feeds globally.

We enable our publisher customers to monetise their websites by providing paid search advertising feeds for display on their websites.

Currently, this unit is under pressure due to the low rate of conversion of some of its traffic.

In the past 10 weeks we have completed the development of phase one of our new Domain Parking Platform. This will have immediate effective on revenue when launched in May 2008.

We continue to look for new global Partners with high quality, sustainable traffic that require website monetisation.



## Webfirm



**Webfirm:** provides small and medium size businesses with bespoke websites specifically designed to drive new customers and sales.

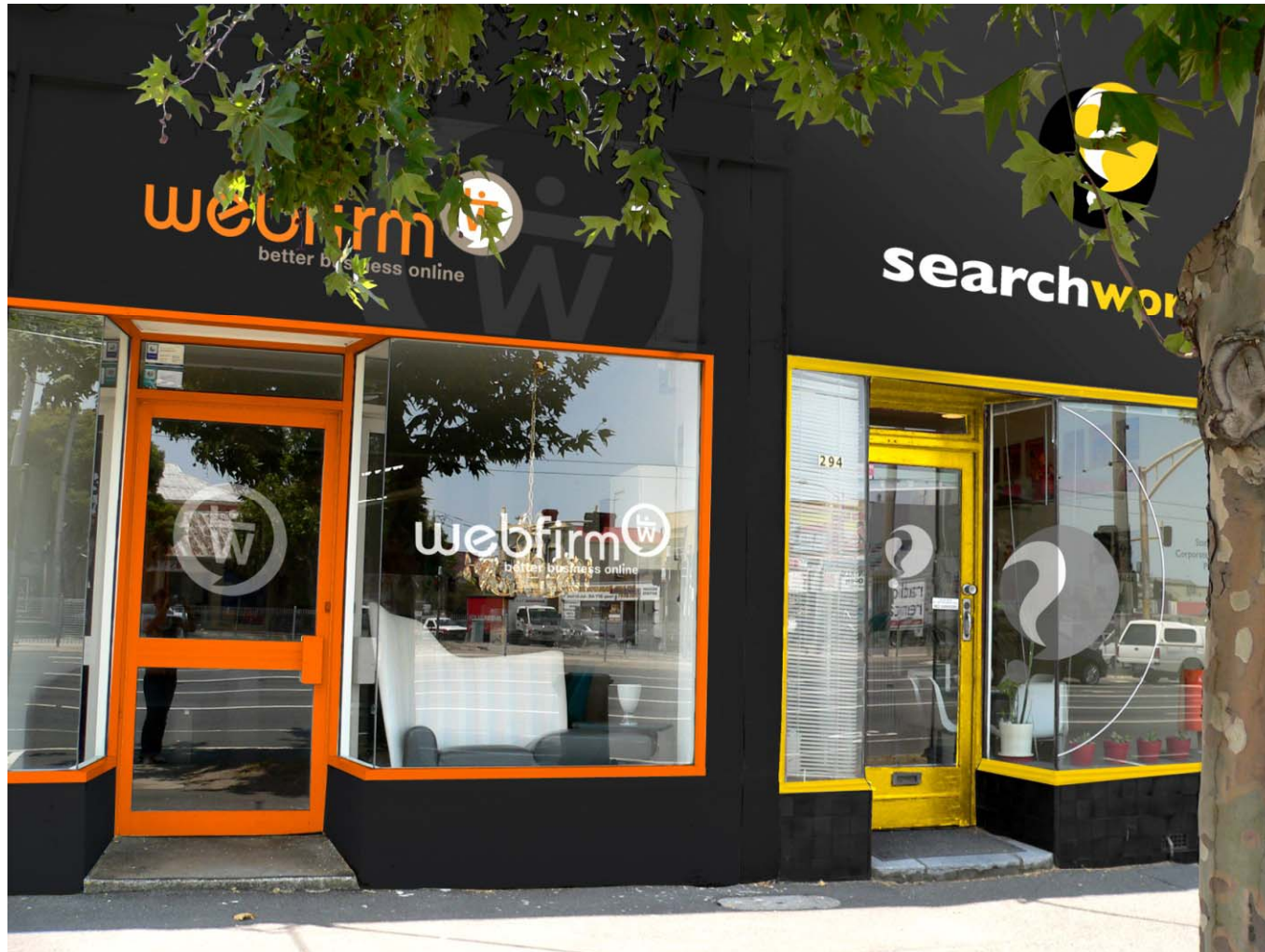
Other than the development fees charged Webfirm has a continuing long tail revenue stream from the ongoing hosting and management of these sites. Our recent re-contact program is generating site upgrades and SEM programs.

Over 95% of the current Webfirm revenue is from Perth based SME's. Huge growth is expected through future expansion of this business to Melbourne and other eastern States commencing in June 2008.

The latest Sensis Small Business Index reports that only 51% of small businesses have a website compared to 88% for medium sized business.

Operating efficiencies are being driven, through the revision of internal structures and improved development and hosting systems.

# Webfirm Retail Melbourne



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# Searchworld

**Searchworld:** was previously operating inside Webfirm but it is in the process of expanding as a stand-alone business unit.

Searchworld provides SME's with Search Engine Optimisation (SEO) and Search Engine Marketing (SEM) services.

A new initiative driving sales of SEM to both existing Webfirm and new clients is showing strong early results.

A new Internet based tool that allows SME's to easily participate in managed "do it yourself" Search Engine Marketing will be launched shortly.



**The most valuable prospects are the ones already looking for your products or services.**

- 93% of consumers' worldwide use search engines to locate web sites.

(Source: Forrester Research)

- 85% of qualified web traffic is driven through search engines.

(Source: WWW User Survey)

- 75% of search engine traffic never scroll past the first page of results.

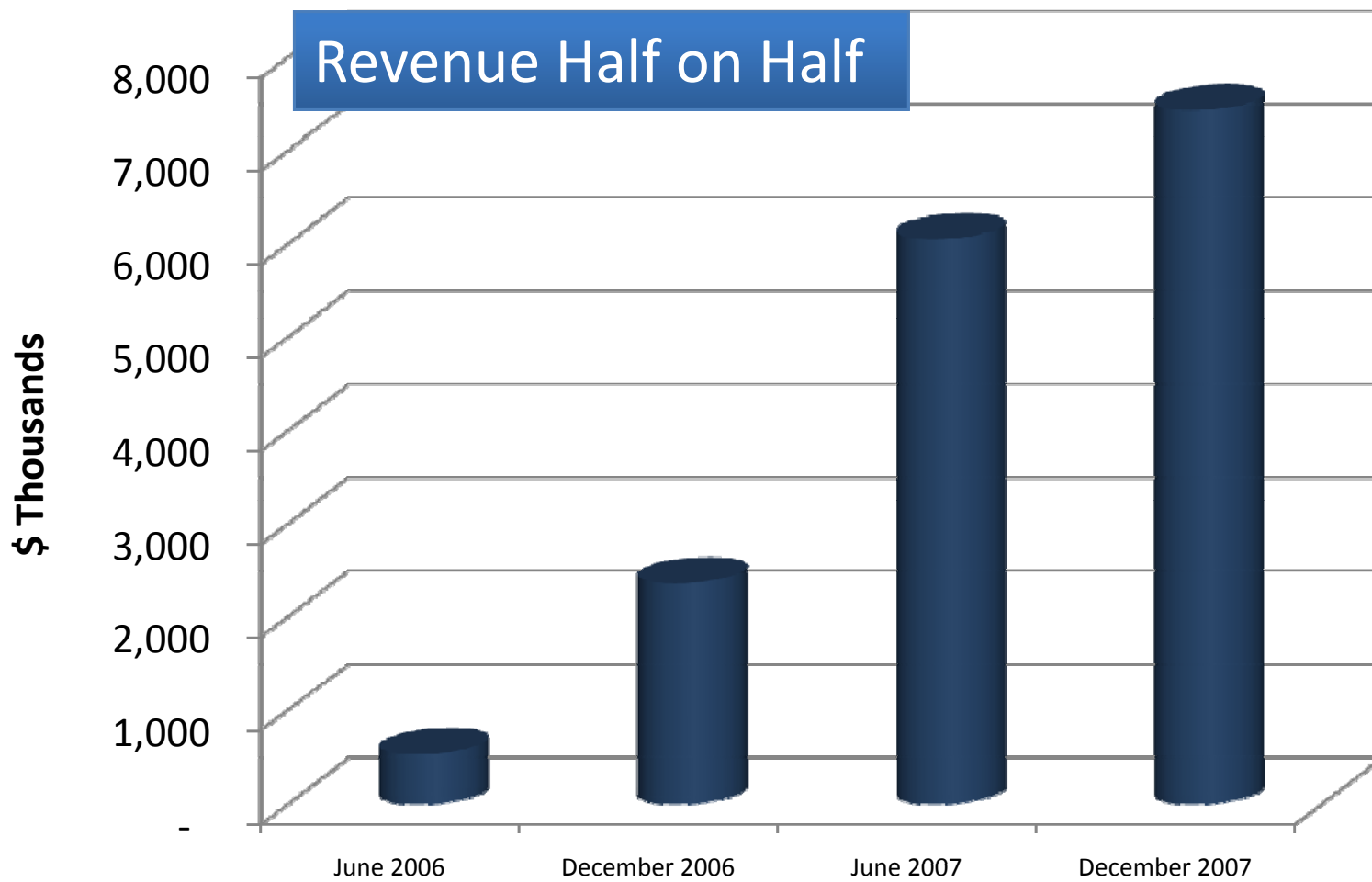
(Source: WWW User Survey)

# Financial Summary

- New CFO appointed November.
- Thorough review of accounts in December - clean set to take into 2nd half year.
- Better accounting for entities on a stand-alone basis.
- An additional \$1.2million sales in Webfirm awaiting production and booking as revenue over coming months.
- Changing market in Search business - Supplier focus on poor quality traffic has seen some revenue attrition
- Year to date revenue of \$9.7 million compares to \$4.4 million in previous corresponding period.
- Profitability improving month on month since announcing December half year results.
- Cash at bank as at 31 March 2008 is \$2.36 million.
- Company remains debt free

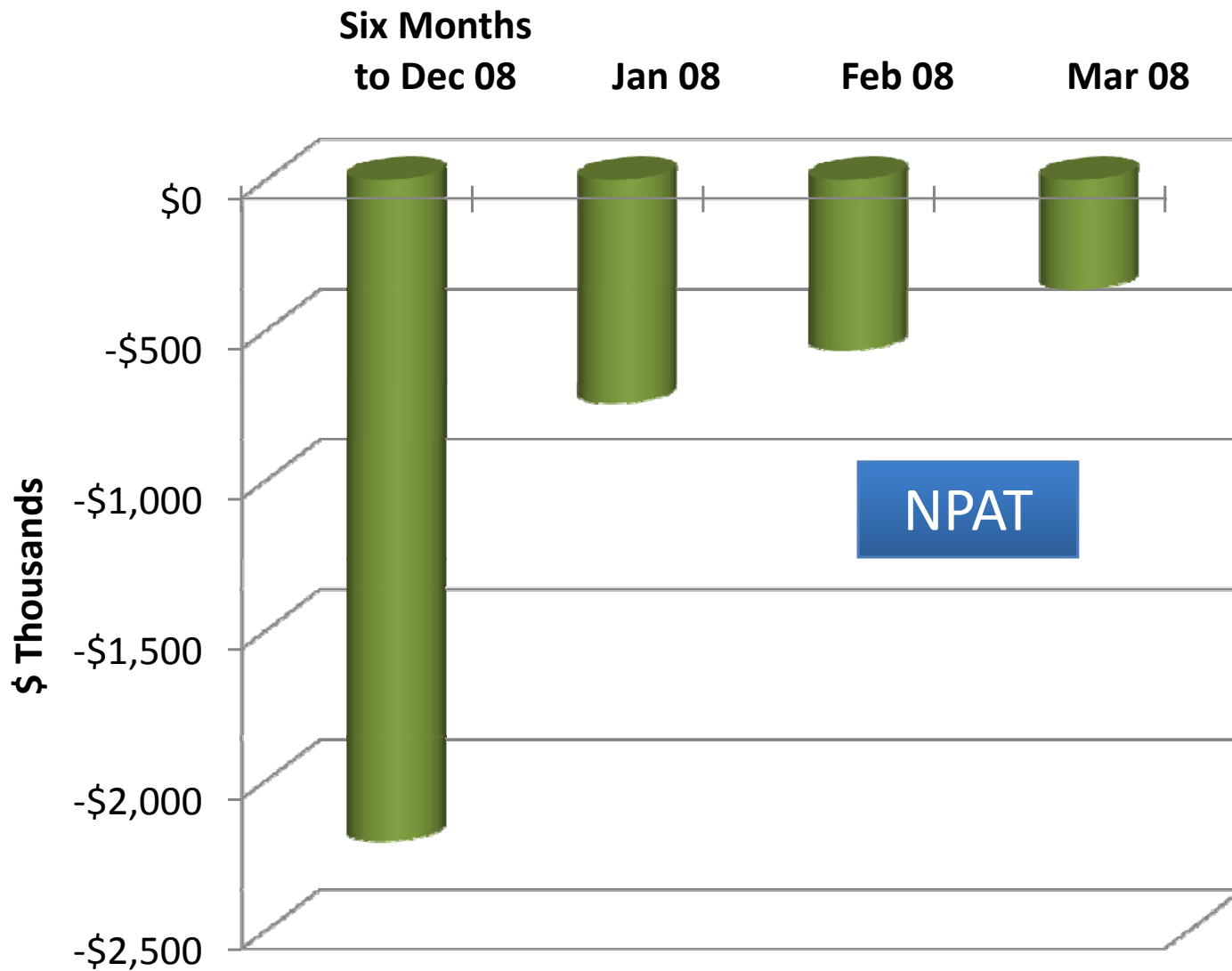
# Financial Summary

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# Financial Summary

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## Summary

After a difficult 12 months Ansearch is in a stronger position now than it has been previously.

Our new operating structure allows focus and a clear strategy has been evolved to drive efficiencies and profit. A new, highly experienced Executive and management team is in place to drive the strategy forward.

Revenues across most divisions are improving, these combined with further cost savings from a range of initiatives should create cash flow positive trading in the near future. We believe we have sufficient cash to fund the organic business into profit.

Our highly pro-active Board is continuing to support the Executive in the identification of future strategic initiatives that will drive strong global growth.





Questions?

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## Contact Details

For more information please contact:

**Andrew Barlow - Chairman**

[andrew.barlow@ansearch.com](mailto:andrew.barlow@ansearch.com)

**David Burden – CEO**

[david.burden@ansearch.com](mailto:david.burden@ansearch.com)

**Damian Element CFO**

[damian.element@ansearch.com](mailto:damian.element@ansearch.com)

Telephone: +61 3 8695 9199

