

FACILITATE DIGITAL HOLDINGS LIMITED (ASX:FAC) RELEASES DECEMBER 07 HALF YEAR RESULTS

Sydney, Australia (29th February, 2008): Facilitate Digital Holdings Limited (ASX: FAC), a leading independent provider of digital marketing technology, today announced the December 2007 half year results.

Highlights

- Facilitate Digital group revenue grew 208% to \$4.45m versus the same period last year, including like for like revenue growth of 71%
- Online media technology revenue delivered like for like revenue growth of 44% versus the same 6 month period last year, a growth rate nearly double that of industry growth over the same period
- Wholly owned group subsidiary Impact Data (acquired 1 July) delivered like for like revenue growth of 91% versus the same 6 month period last year contributing to group profit for first time
- Sales progress established in UK, further announcements to be made shortly
- Group profit of \$35K for HY 07/08, despite expense of \$922K in offshore market development
- Strong local and UK contribution are expected to deliver growth in second half revenues of 25% versus the first half
- FY08 guidance sees revenues of \$10M whilst retaining a net profit after tax

Commentary

"Whilst our half year result is below expectation we remain satisfied that the building blocks to international success are now firmly in place, whilst sustaining a modest profit", said Group CEO, Ian Lowe. "Net Profit after Tax of \$34,907 was achieved after expensing more than \$900K of market development costs associated with establishing local operations in Asia (Singapore) and UK (London)".

"A talent shortage in digital media has made procuring qualified talent in the UK more challenging than expected. Whilst this saw our UK rollout three months behind schedule, we now have an exceptional team in place who are delivering results and have established strong market validation for our differentiated technology".

"We are particularly pleased to have secured substantial engagement with major UK prospects, for which announcements will be made soon", said Lowe.

"The impact of delays has meant that FY08 expectations have been revised to \$10M revenue with a modest net profit after tax. Whilst this is a downward revision against previous guidance, our global footprint is now established, large prospects are engaged and the outlook for digital media remains strong at 20-30% annual growth.

Most importantly, growth of the Group will continue to outpace industry growth going forward".

About Facilitate Digital

Facilitate Digital creates digital advertising and direct marketing solutions that emphasise simplicity, integration and flexibility for agencies, web publishers and marketers worldwide. As 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, Davinci Selectwork, Mediaedge and OMD, and large scale national and international advertisers including CBA, Foxtel, Hewlett Packard, NAB, Coca-cola, Nike, Armani, Billabong and Citibank. 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 and Europe, Facilitate Digital works across cultures as well as digital marketing channels.

For personal use only



MEDIA RELEASE

For Immediate Release

For more information:

Visit: www.facilitatedigital.com

Or contact:

Tracy McCormack, Chief Marketing Officer

Email: tracy.mccormack@facilitatedigital.com

Telephone: +61 (0) 2 9690 3908

For personal use only

Sydney ♦ Auckland ♦ Singapore ♦ London ♦ Amsterdam ♦ Stockholm

www.facilitatedigital.com

A member of the Facilitate Digital Holdings Limited group of companies