



Webfirm Group Limited  
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ASX: WFM

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## ASX ANNOUNCEMENT

29 July 2009

Manager Announcements  
Company Announcement Office  
Australian Stock Exchange  
By: eLodgement

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### Appendix 4C

Webfirm Group Limited (ASX: WFM) is pleased to advise that tranche 1 of the capital raising announced on 20 July 2009 has been completed, and the Company is in receipt of the tranche 1 funds, being \$1,220,323.

During the quarter, the Company increased its technical development costs for the AdFeedEngine product, the primary revenue driver in the Searchworld division. Late in the quarter the Company also commenced applying funds to the commercialisation of the AdSlot platform in the Media division.

At 29 July 2009 (today) the Company has a cash balance of just over \$1.8 million.

Please find following the Company's Appendix 4C for the June quarter.

#### Contacts:

##### Media:

Margaret Fearn  
Fearnace Media for Webfirm Group  
Phone: 0402 259 642

##### Investor Relations:

Damian Element  
Company Secretary  
Phone: 0416 286 642  
Email: damian.element@webfirm.com

#### About the Webfirm Group

**Webfirm Group Limited** (ASX: WFM) is a full service digital media company with three divisions. **Searchworld** powers publishers' profits with premium quality search monetisation solutions, delivering effective global and local organic and paid search to search engines, portals, directory publishers, parked domains, downloadable applications and ad networks. **Webfirm Media** represents advertising inventory from third-party Australian, US and UK-based websites and third party advertising networks to Australian advertisers and exclusively represents advertising on all Navteq navigational maps. **Webfirm** offers the full spectrum of web design and development services, including search engine marketing, optimisation, hosting, marketing consultancy, e-commerce, permission-based marketing, content management tools, and domain name management. With more than 60 staff across Melbourne, Sydney, Perth and in the United States of America, Webfirm continues to develop products and services aimed at helping customers do better business on the Internet. More information at [www.webfirm.com](http://www.webfirm.com)

# Appendix 4C

## Quarterly report for entities admitted on the basis of commitments

Introduced 31/3/2000. Amended 30/9/2001, 24/10/2005.

Name of entity

**WEBFIRM GROUP LIMITED (formerly ANSEARCH LIMITED)**

ABN

**70 001 287 510**

Quarter ended ("current quarter")

**30 JUNE 2009**

### Consolidated statement of cash flows

Cash flows related to operating activities	Current quarter \$A'000	Year to date (12 months) \$A'000
1.1 Receipts from customers	1,837	9,872
1.2 Payments for:		
(a) staff costs	(1,594)	(5,858)
(b) advertising and marketing	(4)	(66)
(c) research and development	-	-
(d) leased assets	(4)	(31)
(e) website publisher payments	(348)	(2,582)
(f) other cost of sales	(160)	(431)
(g) other working capital/overheads	(581)	(2,740)
1.3 Dividends received	-	
1.4 Interest and other items of a similar nature received	2	67
1.5 Interest and other costs of finance paid	-	-
1.6 Income taxes paid	(54)	(64)
1.7 Other – Net BAS payments/Grants Received - Note 4	62	(130)
<b>Net operating cash flows</b>	<b>(844)</b>	<b>(1,963)</b>

+ See chapter 19 for defined terms.

**Appendix 4C**  
**Quarterly report for entities**  
**admitted on the basis of commitments**

	Current quarter \$A'000	Year to date (12 months) \$A'000
1.8 Net operating cash flows (carried forward)	(844)	(1,963)
<b>Cash flows related to investing activities</b>		
1.9 Payment for acquisition of:		
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	(39)	(75)
(e) other non-current assets	-	-
1.10 Proceeds from disposal of:		
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.11 Loans to other entities	-	-
1.12 Loans repaid by other entities	-	-
1.13 Other (provide details if material)	-	-
<b>Net investing cash flows</b>	<b>(39)</b>	<b>(75)</b>
<b>1.14 Total operating and investing cash flows</b>	<b>(883)</b>	<b>(2,038)</b>
<b>Cash flows related to financing activities</b>		
1.15 Proceeds from issues of shares, options, etc.	-	1,420
1.16 Proceeds from sale of forfeited shares	-	-
1.17 Proceeds from borrowings	-	-
1.18 Repayment of borrowings	-	-
1.19 Dividends paid	-	-
1.20 Other – Payments relating to issues of shares)	-	-
<b>Net financing cash flows</b>	<b>-</b>	<b>1,420</b>
<b>Net increase (decrease) in cash held</b>	<b>(883)</b>	<b>(618)</b>
1.21 Cash at beginning of quarter/year to date	1,628	1,459
1.22 Exchange rate adjustments – Refer Note 5	(57)	(153)
<b>1.23 Cash at end of quarter</b>	<b>688</b>	<b>688</b>

+ See chapter 19 for defined terms.



**Appendix 4C**  
**Quarterly report for entities**  
**admitted on the basis of commitments**

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**Reconciliation of cash**

Reconciliation of cash at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts is as follows.	Current quarter \$A'000	Previous quarter \$A'000
4.1 Cash on hand and at bank	465	1,405
4.2 Deposits at call	223	223
4.3 Bank overdraft	-	-
4.4 Other – Held in solicitor's trust account	-	-
<b>Total: cash at end of quarter (item 1.23)</b>	<b>688</b>	<b>1,628</b>

**Acquisitions and disposals of business entities**

	Acquisitions (Item 1.9(a))	Disposals (Item 1.10(a))
5.1 Name of entity	N/A	N/A
5.2 Place of incorporation or registration	-	-
5.3 Consideration for acquisition or disposal	-	-
5.4 Total net assets	-	-
5.5 Nature of business		

**Compliance statement**

- 1 This statement has been prepared under accounting policies which comply with accounting standards as defined in the Corporations Act (except to the extent that information is not required because of note 2) or other standards acceptable to ASX.
- 2 This statement does give a true and fair view of the matters disclosed.



Sign here:

**Company Secretary**

Date: 29 July 2009

Print name:

Damian Element

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+ See chapter 19 for defined terms.

## Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity wanting to disclose additional information is encouraged to do so, in a note or notes attached to this report.
2. The definitions in, and provisions of, *AASB 1026: Statement of Cash Flows* apply to this report except for the paragraphs of the Standard set out below.
  - 6.2 - reconciliation of cash flows arising from operating activities to operating profit or loss
  - 9.2 - itemised disclosure relating to acquisitions
  - 9.4 - itemised disclosure relating to disposals
  - 12.1(a) - policy for classification of cash items
  - 12.3 - disclosure of restrictions on use of cash
  - 13.1 - comparative information
3. **Accounting Standards.** ASX will accept, for example, the use of International Accounting Standards for foreign entities. If the standards used do not address a topic, the Australian standard on that topic (if any) must be complied with.
4. **Research & Development Grant Proceeds.** During the year \$225,878.40 was received for an R&D Grant claimed for financial year 2005/2006, along with \$27,235.47 interest.
5. **Exchange Rate Adjustment.** Represents accounting adjustment related to conversion of US dollar bank account balance (established during current quarter) to local currency.

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+ See chapter 19 for defined terms.