

ViDM Finds Its Element

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Sydney,

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Group (Ventures in Digital Media), the specialist in commercialising international advertising technologies, has welcomed Damian Element as newly appointed CFO and Company Secretary.

Based in Brisbane, Mr Element holds responsibility for ViDMs financial strategy, management and execution, including accounting, budgeting and forecasting, corporate structure and governance, board and shareholding reporting oversight.

Following the companys recent acquisition of Amplify, a digital media services company, he will also provide valuable supervision of its M&A and investment strategy, legal & regulatory process and risk management.

A specialist in helping small and medium sized organisations (SMEs) with finance and corporate administration, Mr Element has more than 20 years experience including Chief Financial Officer and Company Secretary roles of ASX listed and unlisted public companies, Webfirm Group Limited and Myinternet Limited. He is also a member of the CPA, AICD and CSA industry associations.

Founded in August 2011, ViDM sources and implements the worlds most advanced advertising technologies for Australian online publishers and advertisers. The company has made a series of senior appointments following its September acquisition of Amplify and an initial round of capital raising.

Were storming into 2012 and now have the product portfolio, people and client calibre that supports our growth strategy for Australia, New Zealand and into Asia, said Willie Pang, CEO of ViDM. We welcome Damians corporate acumen which, combined with his experience working with new and emerging technology companies, make him well-placed to support our three-five year plan.

For more information please visit www.vidm.com.au.