

## AdEffective Limited Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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AdEffective Limited Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between AdEffective Limited and its competitors. This provides our Clients with a clear understanding of AdEffective Limited position in the **Media Industry**.

- The report contains detailed information about AdEffective Limited that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.
- Another part of the report is a SWOT-analysis carried out for AdEffective Limited. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.
- The AdEffective Limited financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.
- In the part that describes AdEffective Limited competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.
- Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of AdEffective Limited business.

### About AdEffective Limited

AdEffective Limited, a digital media company, engages in the digital signage, digital music, television production and distribution, and telecommunications marketing and sales service businesses in Australia and internationally. It operates in three segments: Digital Media, Telecommunications, and Online Search and Advertising. The Digital Media segment engages in sourcing, aggregating, distributing and marketing a range of text, audio, and video digital media content both on a B2B and B2C basis in medical centres, hospitals, and pharmacies. It also involves in the activities relating to Internet television, digital signage,

online digital content, and product and service sales and marketing businesses. The Telecommunications segment provides marketing and sales services for telecommunications companies. The Online Search and Advertising segment engages in Internet advertising and search engine marketing of products or services over the Internet. In addition, the company operates as a wholesaler of independent digital music to online music retailers and telecommunication companies. AdEffective Limited was formerly known as The Swish Group Limited and changed its name in December, 2010. The company was incorporated in 1998 and is based in Melbourne, Australia.

The above Company Fundamental Report is a half-ready report and contents are subject to change. It means that we have all necessary data in our database to prepare the report but need 2-3 days to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.

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