

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	Webfirm Group Limited
ABN	70 001 287 510

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Ian Lowe
Date of appointment	8 October 2012

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities
None

+ See chapter 19 for defined terms.

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Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest	Number & class of Securities
<p>Note: Provide details of the circumstances giving rise to the relevant interest.</p> <p>N/A</p>	

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	Employment Agreement																		
Nature of interest	<p>Sign on Shares Mr Lowe has been allocated the right to be provided with 3,000,000 shares at no consideration, 50% of which become exercisable after a period of 12 months from commencement, and the remaining 50% become exercisable after a period of 24 months from commencement.</p> <p>Mr Lowe is required to remain an employee of the Company to be allocated any shares under this provision.</p> <p>Long Term Incentive Upon commencement Mr Lowe will be granted the right to receive the following shares after the share price of the Company trades above a 30 day VWAP as per the following table:</p> <table border="1" data-bbox="687 1323 1276 1552"> <thead> <tr> <th>30 Day VWAP</th> <th>Right to # of Shares</th> <th>Escrow Period</th> </tr> </thead> <tbody> <tr> <td>\$0.10</td> <td>3,000,000</td> <td>2 Years</td> </tr> <tr> <td>\$0.20</td> <td>3,000,000</td> <td>2 Years</td> </tr> <tr> <td>\$0.30</td> <td>4,000,000</td> <td>None</td> </tr> <tr> <td>\$0.40</td> <td>5,000,000</td> <td>None</td> </tr> <tr> <td>\$0.50</td> <td>5,000,000</td> <td>None</td> </tr> </tbody> </table> <p>Mr Lowe is required to remain an employee of the Company to be allocated any shares under this provision.</p>	30 Day VWAP	Right to # of Shares	Escrow Period	\$0.10	3,000,000	2 Years	\$0.20	3,000,000	2 Years	\$0.30	4,000,000	None	\$0.40	5,000,000	None	\$0.50	5,000,000	None
30 Day VWAP	Right to # of Shares	Escrow Period																	
\$0.10	3,000,000	2 Years																	
\$0.20	3,000,000	2 Years																	
\$0.30	4,000,000	None																	
\$0.40	5,000,000	None																	
\$0.50	5,000,000	None																	
Name of registered holder (if issued securities)																			
No. and class of securities to which interest relates	Any shares issued would rank equally with Ordinary Shares.																		

+ See chapter 19 for defined terms.