

# Adslot Limited Annual General Meeting

26<sup>th</sup> November 2013



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# Adslot Limited Annual General Meeting

Chairman's Address



# Adslot Limited Annual General Meeting

CEO Presentation



Adslot Limited (ASX:ADJ)  
Currently has two operating divisions

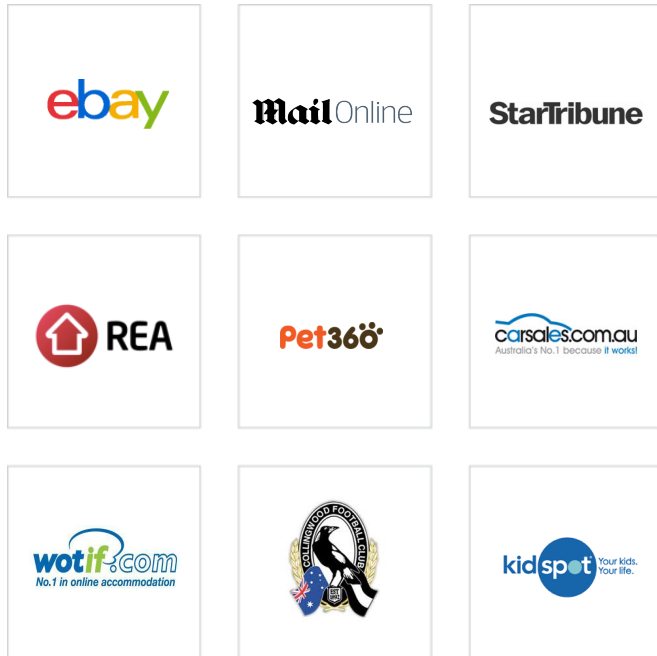
The Adslot logo features the word "Adslot" in a bold, black, sans-serif font. A horizontal orange bar is positioned behind the letter "A".

Changing the way  
that advertising is  
*bought and sold*

The WEBFIRM logo consists of the word "WEBFIRM" in a bold, black, sans-serif font. To the right of the text is a stylized graphic of a globe or a network, composed of several orange and yellow squares arranged in a curved pattern.

Online marketing  
solutions for small to  
medium businesses

# Adslot - Technology

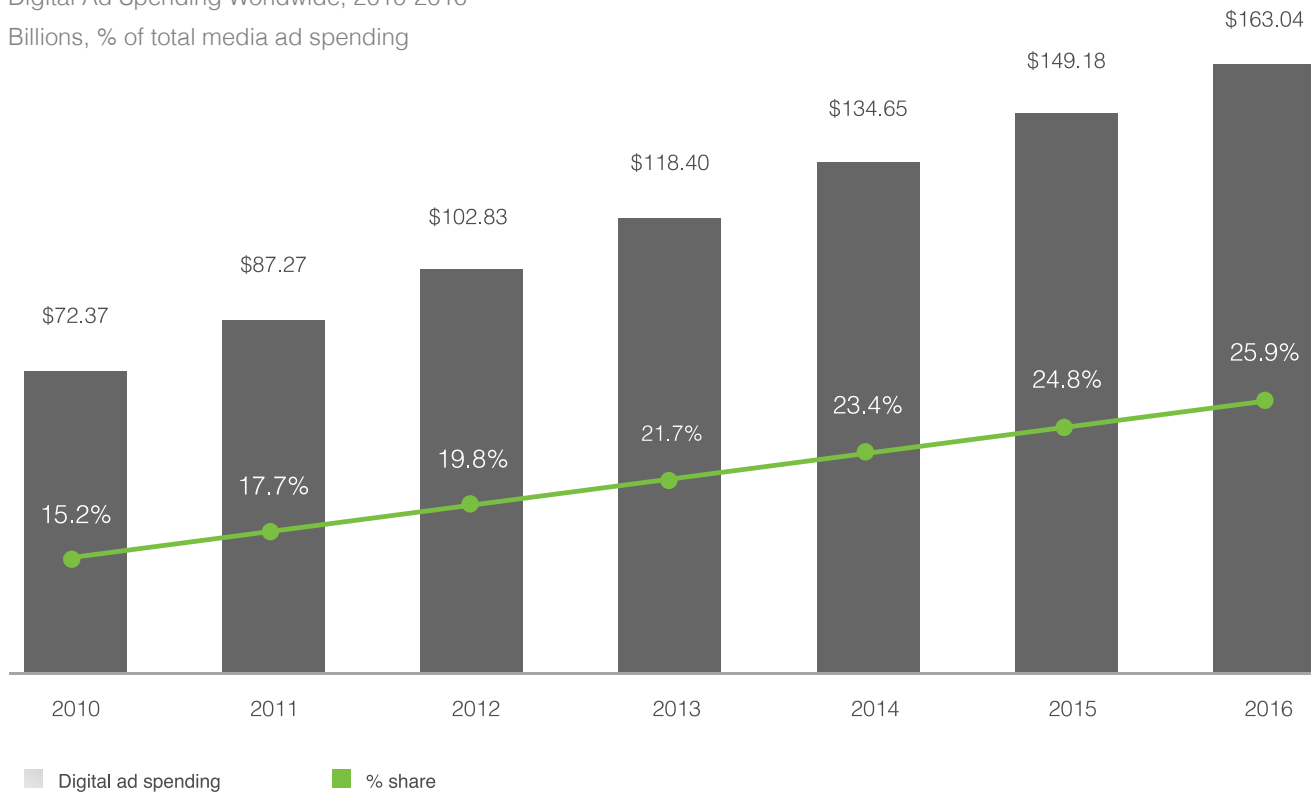


- Leading global provider of premium display media trading platform
- Founded in 2010 via acquisition and integration of 3 existing technologies
- Launched first premium media trading platform Q4 2010
- Over \$100m of media traded and 5,000 advertisers transacted through Adslot
- Customer footprint : North America, UK, Europe and APAC
- Since February 2010, invested/acquired \$23m in technology
- ASX Listed (ASX:ADJ)

**Adslot**

# Global online advertising will be \$162B by 2015

Digital Ad Spending Worldwide, 2010-2016  
Billions, % of total media ad spending



Source : eMarketer, Dec 2012

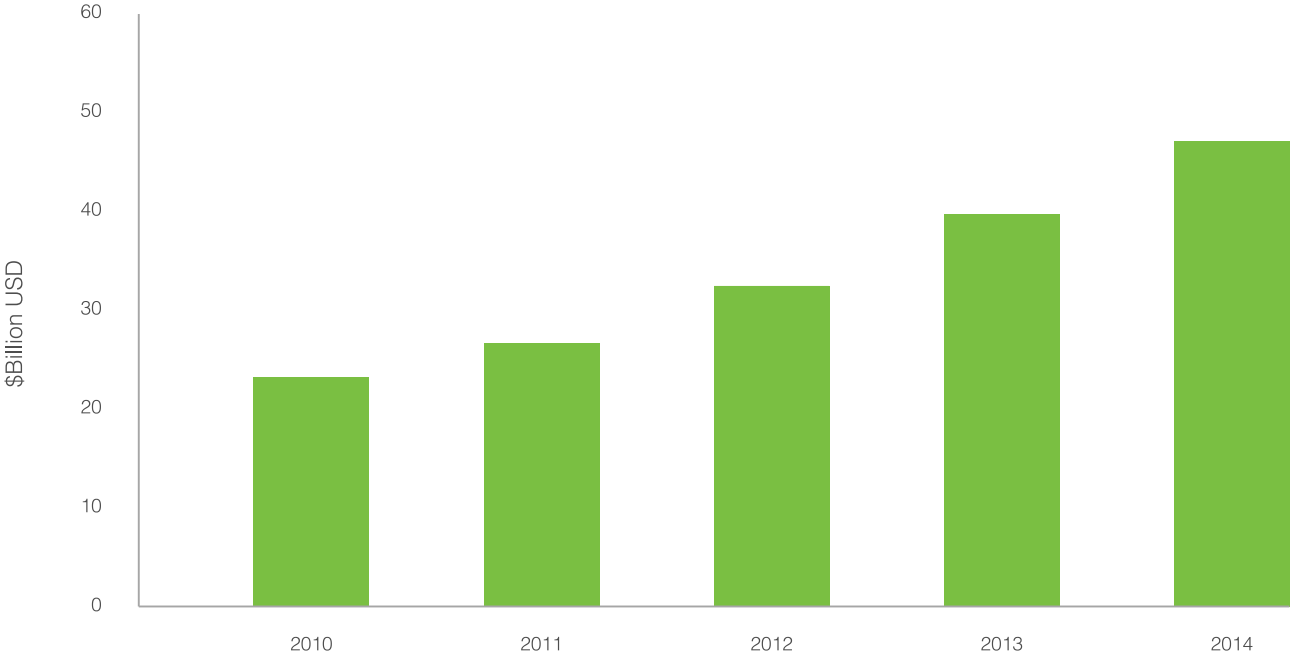
# Global online display advertising will be \$48B by 2014

2010:  
\$22B

2014:  
\$48B

CACR 2010 – 2014:  
15.11%<sub>pa</sub>

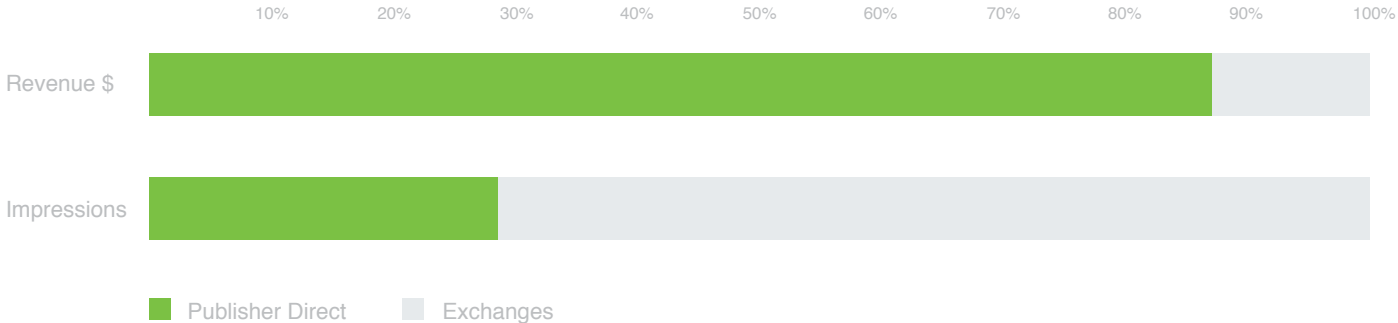
Source: Zenith OptiMedia, June 2012





# 88% of revenue is derived from 'premium' display

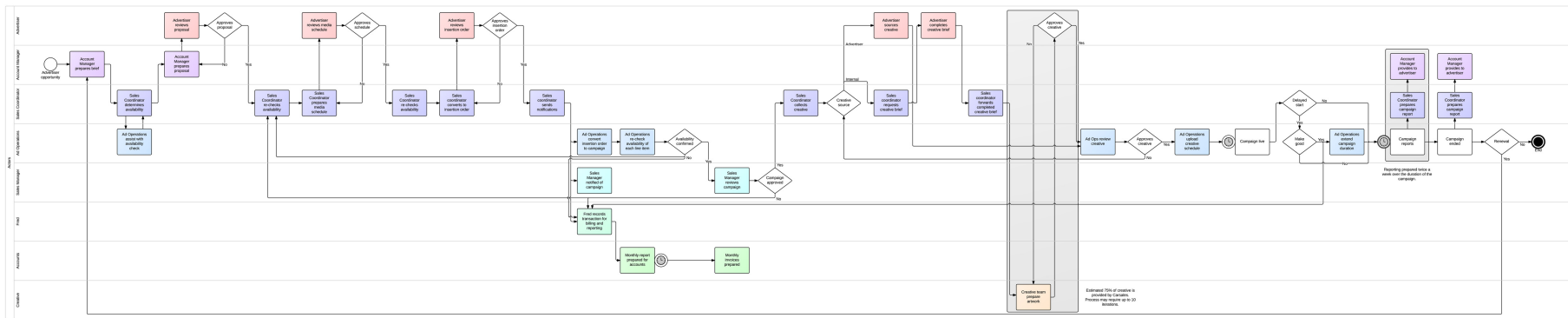
## Global Revenue and Impressions



Source: Evercore Partners May 2011

The \$35b premium display advertising market has no single, recognised, scalable platform of record for buying and selling

# The selling process for publishers is manual, slow and expensive



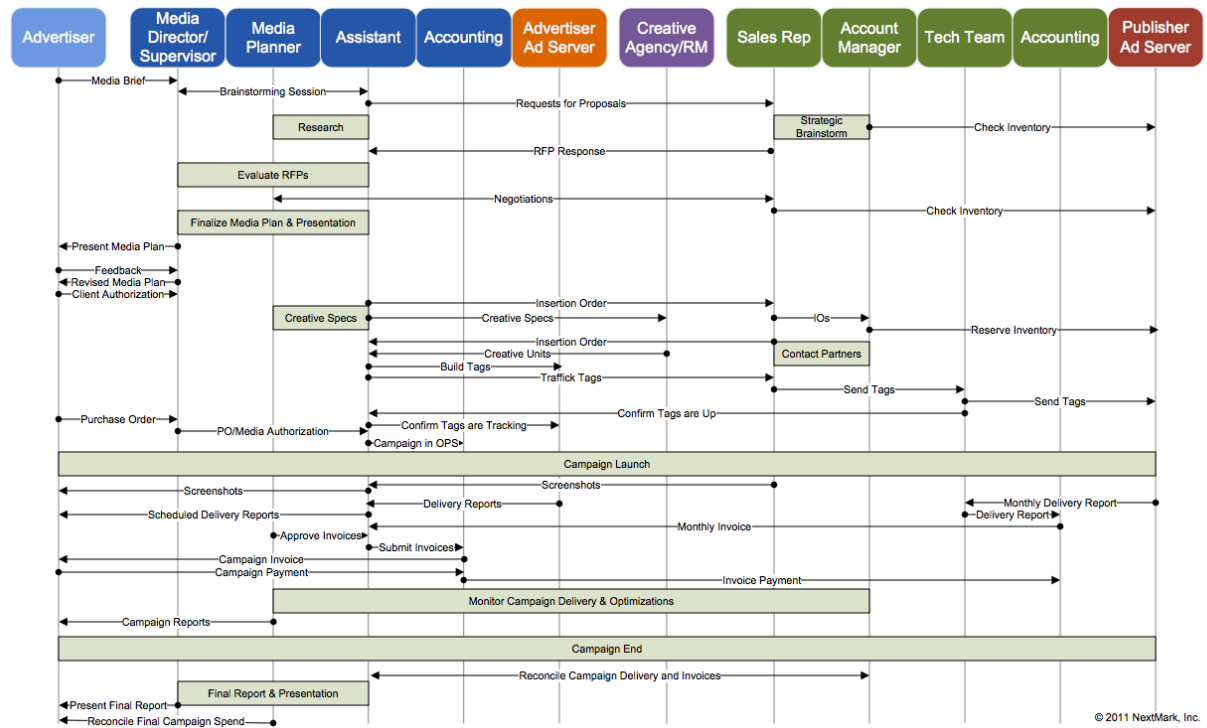
## Current State

- 47 steps
- Highly iterative workflow
- Multiple documents created multiple times
- Almost entirely manual

# The buying process for agencies is manual, slow and expensive

## Current State

- 42 steps
- Highly iterative workflow
- Multiple documents created multiple times
- Almost entirely manual

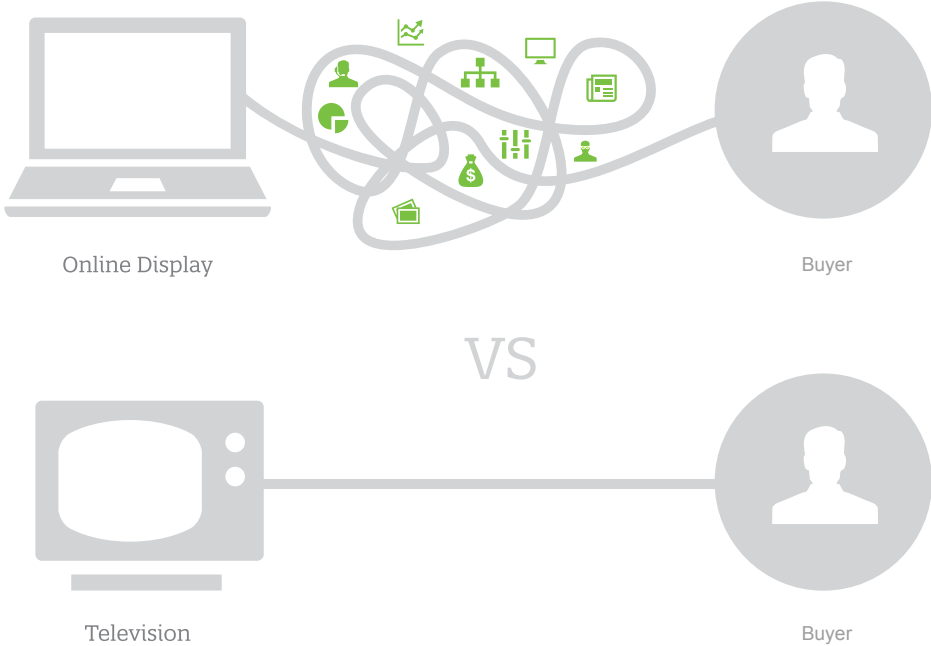


# The trading process for premium display media is unsustainable

28% of budgets lost in admin costs across buy and sell sides

VS

2% for Television

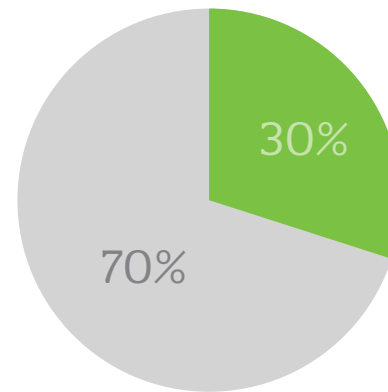


# \$20B display growth opportunity: media consumption exceeds spend

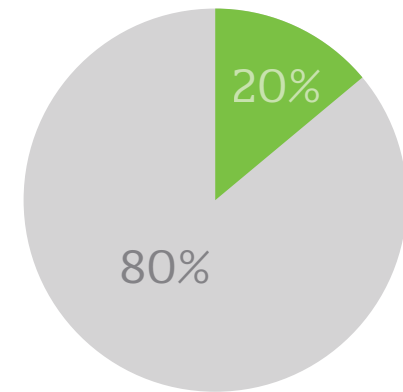
A \$65B gap

Premium display's share is worth  
\$20B

Media Consumption



Media Spend



Offline media (all forms)

Online Media (all forms)

Adslot Vision:

To become the world's  
leading provider of premium  
display media trading  
technology.

# How?

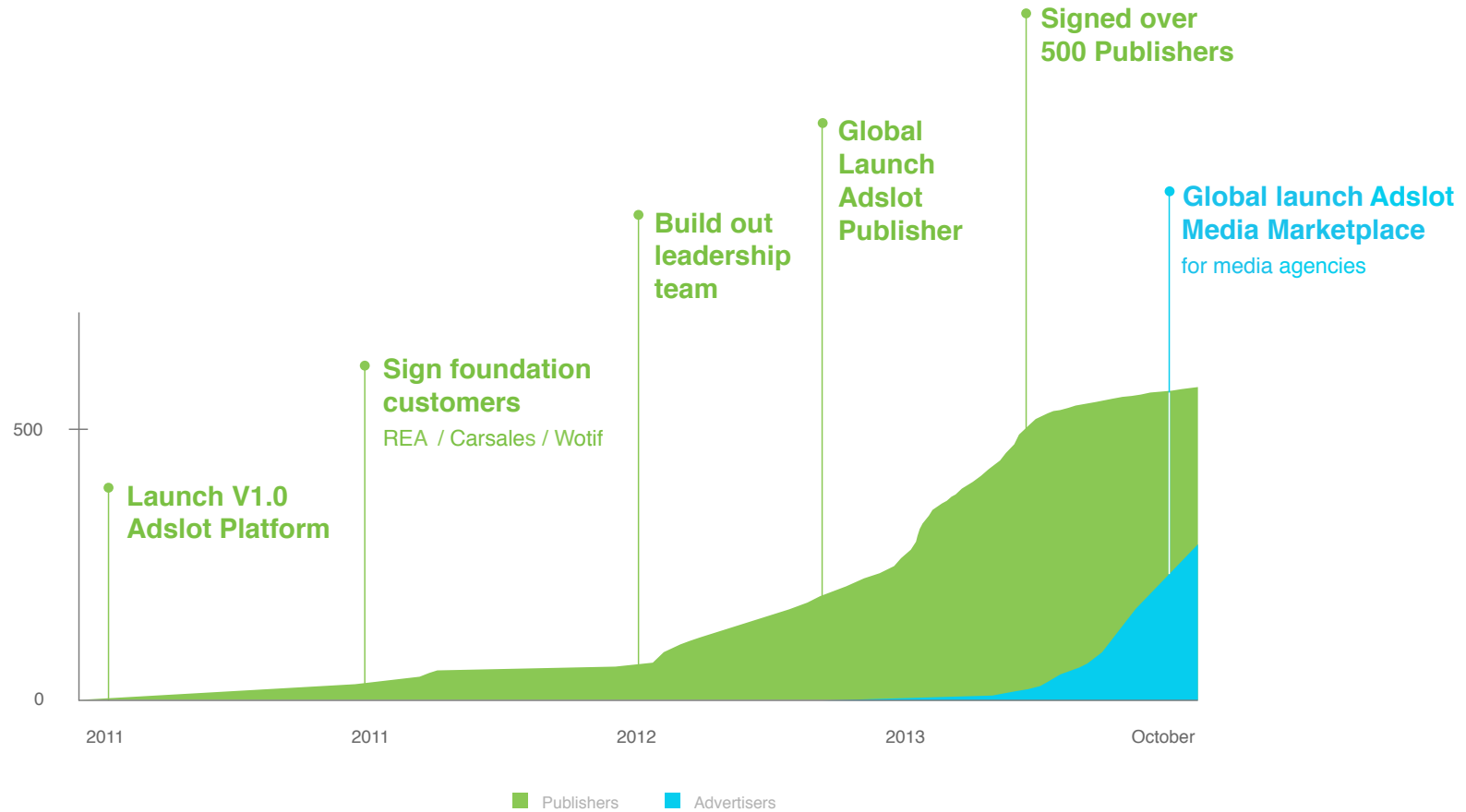
1. Build version 1.0 of a platform that automates the buying & selling of premium display inventory
2. Sign foundation customers and prove that the technology works
3. Establish a world class leadership team
4. Scale the volume of inventory available by selling to multiple publishers
5. Aggregate inventory into a marketplace which allows a buyer to transact with multiple publishers simultaneously
6. Capture demand at scale to drive transaction volume through the platform



**In Progress**



# Progress...



# The industry wants to solve this problem

*“Publishers really have to question whether sending 100 emails to win a \$50,000 RFP is worth it.”*

*Deanna Brown, CEO, Federated Media*

*“Unfortunately, an interactive supply chain that’s been put together piece by piece, year by year, with chicken wire bytes and spit bits is a nightmare for operational efficiency and has added untold millions in costs to our collective business.”*

*Randall Rothenberg, President and CEO, IAB*

## ...and is moving into position

*“Microsoft, together with AOL and Yahoo, is committed to the growth of programmatic premium. We see this approach as being both ‘advertiser friendly’ and ‘publisher friendly’ – something that will address the challenges and inefficiencies that make it hard to scale big brand buys on the internet. Ultimately, we believe this will serve as a catalyst to unlock pent-up demand for premium publisher offerings and help speed the migration of offline media spend to online.”*

*Rik van der Kooi, corporate vice president, Microsoft Advertising*

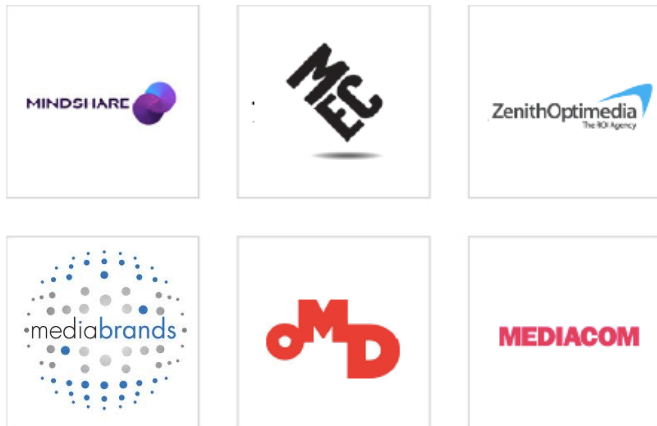
*“We estimate that about half of annual media investments will be delivered via more automated channels by 2016. Our goal is to ignite real change in the way media is transacted for the industry.”*

*Tim Spengler, Worldwide CEO Magna Global*

# Capturing Demand

- 85% of display ad spend is derived from media agencies
- In October 2013 Adslot launched *Adslot Media*, a purpose built planning/buying tool for media agencies
- Initial adoption of *Adslot Media* will be driven:
  - Via direct selling to media agencies
  - By integrating with our demand partners
  - Via the acquisition of Facilitate Digital

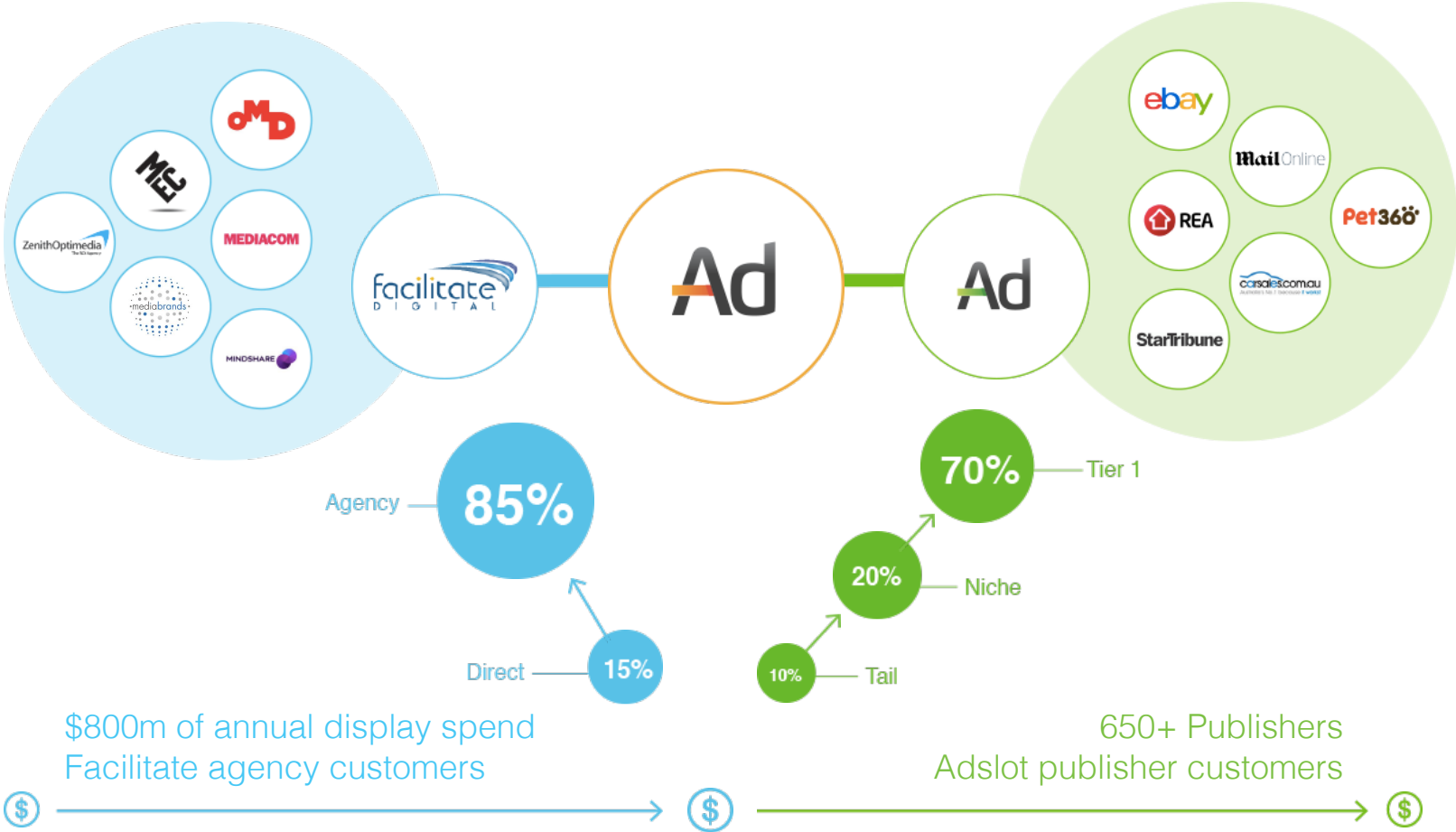
# Facilitate Digital



- Leading global provider of online media workflow & trading technology for media agencies.
- Customer base includes some of the world's largest media agencies and groups, such as Mediacom, Mindshare, Media Edge CIA, Zenith Optimedia and Mediabrands.
- Facilitate Digital's workflow & trading platform – *Symphony* – is purpose built to meet the needs of large, sophisticated media buyers (media agencies).
- Over A\$800m of online media spend is processed via Symphony each year and growing.
- Customer footprint encompasses Australia, NZ, Asia, Europe & US.
- ASX listed (ASX:FAC) since 2007



# Adslot Supply + Facilitate Demand = Significant Opportunity



# Benefits of the Facilitate Digital acquisition

- A more rapid execution of our strategy and vision
- Greater access to advertising demand at scale (over A\$800m per annum and growing)
- Ownership of a proven, incumbent buy side technology (*Symphony*)
- Greater scale, including a combined sales organisation encompassing Australia, New Zealand, China, Germany, UK and US



# 2013 was all about...

- Scaling the volume of premium inventory available  
*signed several hundred premium publishers across US, UK & Australia*
- Building a marketplace which allows buyers to transact with multiple publishers simultaneously  
*launched Adslot Media marketplace (October)*
- Establishing a strategy to capture demand at scale  
*acquisition of Facilitate announced in September – client base of tier 1 media agencies and over \$800m of display ad spend p.a.*



# 2014 is all about...

- Continuing to scale the volume of premium inventory available
- Successfully integrate the Facilitate Digital business and their operations
- Driving initial adoption of the Adslot marketplace with media agencies
- Providing Facilitate Digital agency customers with seamless access to the Adslot marketplace by integrating the two platforms
- Launching the 'publisher marketplace' to further support participation of the largest publisher groups
- Further scaling supply and demand by building integrations with our supply and demand partners
- Growing transaction volume

# Adslot Limited Annual General Meeting

## Resolutions



## Resolution # 1

That the Remuneration Report as set out in the Annual Report of the Company for the financial year ended 30 June 2013 be adopted.

<b>In favour</b>	<b>75,368,638</b>	<b>85.1%</b>
Against	1,549,904	1.8%
At Proxy's Discretion	11,682,517	13.2%
Open conditional	15,000	0.0%
Abstain & Excluded	72,950,292	-

## Resolution # 2

That Mr Chris Morris, a director retiring by rotation in accordance with clause 58.1 of the Company's constitution, and being eligible, be re-elected as a director of the Company.

<b>In favour</b>	<b>78,389,384</b>	<b>86.4%</b>
Against	717,798	0.8%
At Proxy's Discretion	11,653,187	12.8%
Abstain & Excluded	70,805,982	-

# Adslot Limited Annual General Meeting

Thank You





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CEO

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CFO & Company Secretary