

Adslot Limited Statement of Vision and Values.

Vision

To simplify premium media trading through technology and collaboration.

Mission

To power the world's direct media trading with advanced technology that is efficient, safe and transparent.

Our Values:

- **Respect** - Relationships that matter

Talent doesn't discriminate and neither do we – we support and value each other's contributions and efforts. We consider the challenges faced by our clients and peers before we act.

- **Collaboration** - We're better when we work together

We have one goal – to change an industry. We encourage the sharing of ideas and help each other solve problems. No egos. We trust and rely on each other's instincts. There is no "I" in A-Team!

- **Communication** - We speak the same language

We're hell bent on mastering the art of listening. Measured. Responsive. Influential. Our communication style and methodology are ever-evolving and so are we.

- **Integrity** - Transparency is at the core of what we do

Straight talking. Open. Honest. Professional. However you position it, it's who we are as individuals, as a business and most importantly it defines our technology.

- **Innovation** - We're making things happen

To change an industry we must strive to be first. We will never stop trying to improve and find new, better and smarter ways to work.

Adslot's values are the guiding principles that define what type of organisation Adslot aspires to be and what it requires from its directors, senior executives and employees to achieve that aspiration. Adslot recognizes that these values provide the link between Adslot's purpose and our strategic goals by expressing the standards and behaviours Adslot expects from its directors, senior executives and employees.

Adslot culture involves preserving an entrepreneurial spirit within a strong ethical framework to engender both a 'can-do' attitude and an ethical approach in all of our business activities.

Our aim is to do the best by and for our customers, investors and other stakeholders.