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ASX ANNOUNCEMENT

30th May, 2014

Adslot signs extended Symphony contract with world's largest media buyer

Adslot today announced it has signed a new contract with GroupM, the world's largest media buying group. The new agreement extends a five-year relationship with GroupM and sees them commit to ongoing usage of Adslot's *Symphony* platform across nine APAC markets. Further APAC market deployments will also occur.

"This announcement is a significant endorsement of the value large media buyers derive from our Symphony technology", said Adslot CEO, Ian Lowe. "We are pleased to have the world's largest media buying group commit to an extended Symphony contract, and in particular new rollouts for a number of markets. In combination with other agency contracts, including multi-market and regional deals recently announced, Symphony is now the clear market leader and the only agency workflow technology to be successfully deployed across markets so diverse in language, currency and culture."

About Symphony

Symphony is the world's leading workflow solution for online display advertising, and is used by media agency groups and agencies in markets including APAC and North America. Symphony was developed by Facilitate Digital, a company acquired by Adslot in December 2013. Adslot recently announced it will shortly release an integration of its Adslot trading platform and Symphony workflow platform to enable the seamless and automated trading of premium, online display advertising between agencies and publishers.

About Adslot

Adslot's mission is to automate the trading of premium online display advertising. Our leading technology is a purpose built, global media trading platform. Adslot benefits a global community of media buyers and sellers, including media agencies, publishers and advertisers, by providing material trading efficiencies made possible only via technology, and by doing so the basis on which the \$50B online display industry will realise its full growth potential.

Adslot is a global organization with operations in Australia, New Zealand, China, Germany, the US and the UK, and is headquartered in Melbourne, Australia.

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