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## ASX ANNOUNCEMENT

Thursday 27<sup>th</sup> November 2014

### Adslot signs Global Partnership with Operative

Adslot Limited (ASX: ADJ), the world leader in *automated guaranteed* media trading technology, today announced it has signed a global partnership agreement with Operative Media LLC (“Operative”). Operative is a US based global provider of workflow automation technology for some of the world’s largest publishers, including Comcast, Dow Jones, NBC Universal and Schibsted Media.

“Operative has built industry leading technology to automate critical components of campaign workflow for publishers, including trafficking and billing. The partnership will see Adslot’s trading capabilities integrated into the Operative platform, providing Operative publishers a seamless and fully integrated trading toolset”, said Adslot CEO, Ian Lowe.

The integration of Adslot and Operative will provide Operative publishers greater access to Adslot’s growing customer base of media buyers, including GroupM, Publicis, Omnicom and Dentsu/Aegis - the largest media buying groups in the world. The integration will also provide media buyers using Adslot greater access to the inventory of Operative’s publisher clients.

“One of the significant opportunities the partnership creates is to integrate our respective workflow technologies to create a new benchmark for trading automation. We believe automation encompassing the end-to-end campaign lifecycle for both buyer and seller, is essential to realising the automated guaranteed opportunity” said Lowe.

“Most importantly, the partnership further advances our core objective of building liquidity by assembling supply and demand at scale through a coalition of partners”.

Operative CEO and founder Lorne Brown said, “Swivel chairing between programmatic trading and their core operating system is a real pain point for premium publishers. This partnership offers our clients the benefit of Adslot’s best-in-class automated guaranteed technology, seamlessly integrated into Operative’s platform. Operative clients will now have an efficient way to capture revenue in one place and continue to manage a single yield curve.”

Lowe added, “The global footprint of both companies is another aspect of the partnership we see as an opportunity. From a product perspective it creates a global capability that will benefit a combined customer base of media buyers and publishers across more than a dozen countries, and from a growth perspective it enhances our ability to sell a global solution to clients that operate across multiple markets”.

#### About Adslot

Adslot's mission is to automate the trading of forward guaranteed 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 trading efficiencies made possible only via technology, and by doing so the basis on which the \$48B online display industry will realise its full growth potential.

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

#### About Operative

Since 2001, Operative Media, Inc. has developed software and services that help publishers, agencies and networks simplify the business of advertising. Media companies rely on Operative to sell, traffic, and bill premium ad inventory, increasing revenue and decreasing overhead. Operative's client base features NBCUniversal, Wall Street Journal, Comcast, Clear Channel, BuzzFeed, and Schibsted Media.

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