

Appendix 4C - Quarterly report

Commentary for the quarter ending 31 December 2014

Cash receipts from customers for the December quarter were up \$0.50 million (32.9%) to \$2.02 million (versus \$1.52 million for the September quarter).

Correspondingly, net operating cash outflows for the quarter decreased from \$2.17 million in the September quarter to \$1.67 million for the December quarter.

Further modest increases in operating costs are expected in coming quarters due to increased investment in research and development, and sales and marketing. This is consistent with the Company's objective of "running faster" following the capital raising conducted in July 2014.

It is expected these costs will be offset by continued future growth in campaign bookings captured via the Adslot Marketplace and the integrated Adslot and Symphony platforms - an upgraded version of which is due for release in the March 2015 quarter.

The Company realised another meaningful increase in campaign bookings in the December quarter (versus the September quarter), representing the third consecutive quarter of significant growth. Further growth in campaign bookings over coming quarters is expected, driving growth in Trading Technology revenues.

Cash at the end of the quarter was \$5.69 million, but **does not include** an additional \$2 million the Company expects to receive imminently, representing its Research & Development incentive for the year up to June 2014. In addition, the Company has already expended six months of Research & Development costs for FY2015 for which it will be entitled to an incentive payment.

Appendix 4C

Quarterly report for entities admitted on the basis of commitments

Name of entity

ADSL0T LTD

ABN

70 001 287 510

Quarter ended ("current quarter")

31 December 2014

Consolidated statement of cash flows

Cash flows related to operating activities	Current quarter \$A'000	Year to date (6 months) \$A'000
1.1 Receipts from customers	2,016	3,533
1.2 Payments for:		
(a) staff costs	(1,502)	(3,112)
(b) advertising and marketing	(105)	(116)
(c) research and development (Note 4)	(888)	(1,807)
(d) leased assets	-	-
(e) website publisher payments	(276)	(343)
(f) other cost of sales	(140)	(297)
(g) other working capital/overheads	(821)	(1,752)
1.3 Dividends received	-	-
1.4 Interest and other items of a similar nature received	71	88
1.5 Interest and other costs of finance paid	-	-
1.6 Income and Other taxes paid	(6)	(12)
1.7 Other – R&D Tax Incentive	-	-
– Government grant	-	-
Net operating cash flows	(1,652)	(3,818)

+ See chapter 19 for defined terms.

**Appendix 4C - Quarterly report for entities
admitted on the basis of commitments**

	Current quarter \$A'000	Year to date (6 months) \$A'000
1.8 Net operating cash flows (carried forward)	(1,652)	(3,818)
Cash flows related to investing activities		
1.9 Payment for acquisition of:		
(a) businesses	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	-	-
(e) other non-current assets	(4)	(25)
1.10 Proceeds from disposal of:		
(a) businesses	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.11 Loans to other entities	-	-
1.12 Loans repaid by other entities	-	-
1.13 Other (provide details if material)	-	-
Net investing cash flows	(4)	(25)
1.14 Total operating and investing cash flows	(1,656)	(3,843)
Cash flows related to financing activities		
1.15 Proceeds from issues of shares, options, etc. – Note 3	-	6,523
1.16 Proceeds from sale of forfeited shares	-	-
1.17 Proceeds from borrowings	-	-
1.18 Repayment of borrowings	-	-
1.19 Dividends paid	-	-
1.20 Other – Costs relating to issues of shares	-	(364)
Net financing cash flows	-	6,159
Net increase (decrease) in cash held	(1,656)	2,316
1.21 Cash at beginning of quarter/year to date	7,345	3,354
1.22 Exchange rate adjustments – Note 2	(4)	15
1.23 Cash at end of quarter	5,685	5,685

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Payments to directors of the entity and associates of the directors

Payments to related entities of the entity and associates of the related entities

		Current quarter \$A'000
1.24	Aggregate amount of payments to the parties included in item 1.2	29
1.25	Aggregate amount of loans to the parties included in item 1.11	-
1.26	Explanation necessary for an understanding of the transactions Directors Fees of \$29k.	

Non-cash financing and investing activities

- 2.1 Details of financing and investing transactions which have had a material effect on consolidated assets and liabilities but did not involve cash flows

N/A

- 2.2 Details of outlays made by other entities to establish or increase their share in businesses in which the reporting entity has an interest

N/A

Financing facilities available

Add notes as necessary for an understanding of the position. (See AASB 1026 paragraph 12.2).

		Amount available \$A'000	Amount used \$A'000
3.1	Loan facilities	-	-
3.2	Credit standby arrangements	-	-

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Reconciliation of cash

Reconciliation of cash at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts is as follows.	Current quarter \$A'000	Previous quarter \$A'000
4.1 Cash on hand and at bank	670	519
4.2 Deposits at call	5,015	6,826
4.3 Bank overdraft	-	-
4.4 Other	-	-
Total: cash at end of quarter (item 1.23)	5,685	7,345

Acquisitions and disposals of business entities

	Acquisitions (Item 1.9(a))	Disposals (Item 1.10(a))
5.1 Name of entity	N/A	N/A
5.2 Place of incorporation or registration	-	-
5.3 Consideration for acquisition or disposal	-	-
5.4 Total net assets	-	-
5.5 Nature of business	-	-

Compliance statement

- 1 This statement has been prepared under accounting policies which comply with accounting standards as defined in the Corporations Act (except to the extent that information is not required because of note 2) or other standards acceptable to ASX.
- 2 This statement does give a true and fair view of the matters disclosed.

Sign here: Date: 28 January 2015

Company Secretary

Print name: Brendan Maher

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Notes

1. The definitions in, and provisions of, *AASB 1026: Statement of Cash Flows* apply to this report except for the paragraphs of the Standard set out below.
 - 6.2 - reconciliation of cash flows arising from operating activities to operating profit or loss
 - 9.2 - itemised disclosure relating to acquisitions
 - 9.4 - itemised disclosure relating to disposals
 - 12.1(a) - policy for classification of cash items
 - 12.3 - disclosure of restrictions on use of cash
 - 13.1 - comparative information
2. **Exchange Rate Adjustment (1.22):** Represents accounting adjustment related to conversion of US dollar, NZ dollar, GB pound and Euro bank account balances to local currency.
3. **Proceeds from issue of shares (1.2a & 1.15):** Includes \$6.5m funds raised from a share placement and \$23k received from options exercised by an employee.
4. **Research & Development (1.2c):** Represents direct payroll and on-costs related to on-going technology development work compliant with R&D Grant regulations.

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