

9 July 2015

ASX Announcement

Adslot Signs Partnership With Yahoo

Adslot Limited (ASX: ADJ) (“Adslot”), the world leader in automated guaranteed media trading technology, today announced it has signed a partnership agreement with Yahoo. The partnership allows Adslot to present Yahoo premium inventory to media buyers within Adslot’s workflow and trading platform (*Symphony* and *Adslot Marketplace*).

“As one of the world’s largest online publishers and a leading global provider of quality content across all major categories and channels, the scale and quality of the Yahoo premium inventory is highly valued by the world’s largest advertisers and brands. Extending our coalition of supply side partners to include Yahoo is an exciting development for Adslot, and a win for our media agency clients”, said Adslot CEO, Ian Lowe.

“The addition of Yahoo premium inventory will further enrich the extensive catalogue of inventory we already provide media buyers, and offers the many media agencies that transact with Yahoo the benefits of a more automated trading solution”, said Lowe.

Upon completion of an integration project, Adslot will be able to offer selected Yahoo premium inventory to media buyers in the United States.

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About Adslot

Adslot’s mission is to automate the trading of forward guaranteed display advertising, referred to as automated guaranteed. 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 and effectiveness 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 organisation with operations in US, UK, Australia, New Zealand, China and Germany, and is headquartered in Melbourne, Australia.

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