

Adslot

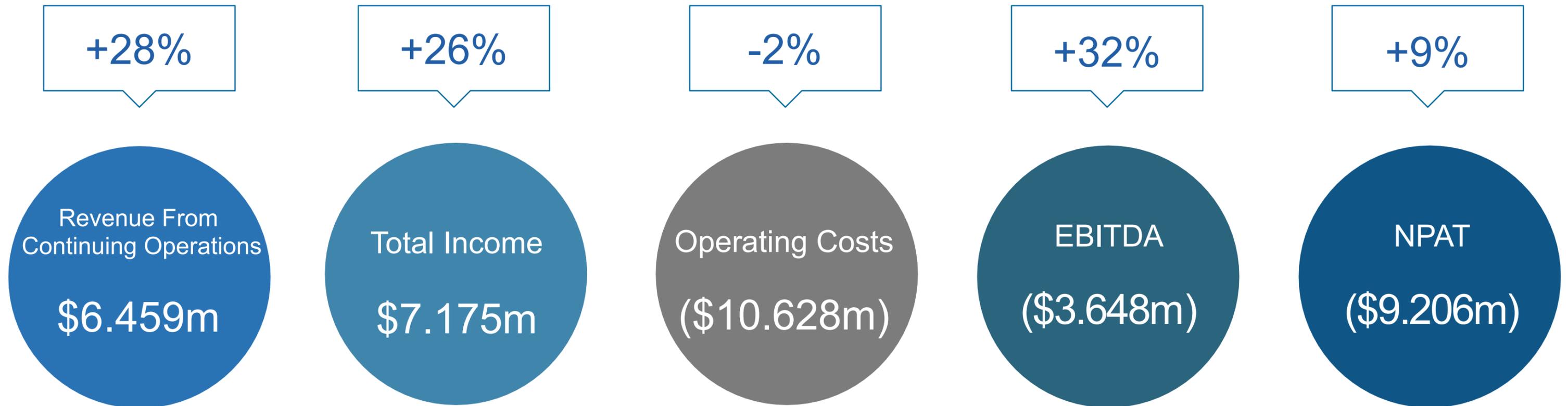
FY15 Results Presentation

Key Results – Full Year to 30 June 2015



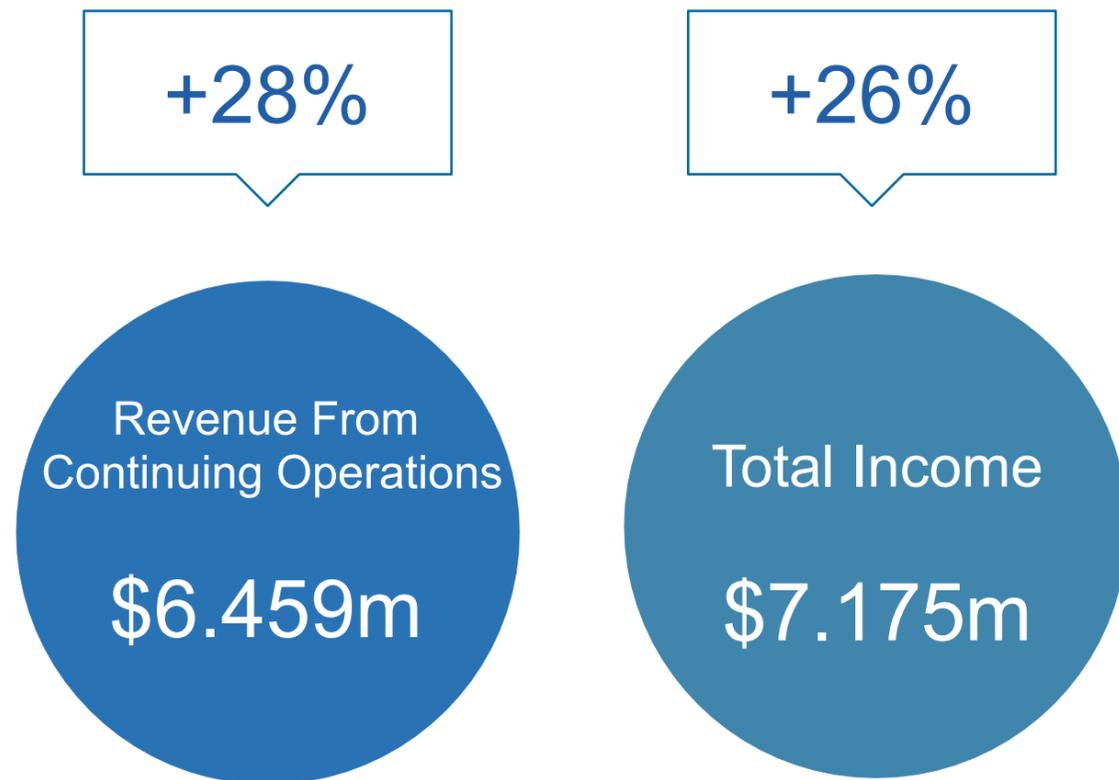
Note: Growth rates referenced are calculated against the previous corresponding period, being 12 months to 30 June 2014.

Key Results – Full Year to 30 June 2015



1. Growth rates referenced are calculated against the previous corresponding period, being 12 months to 30 June 2014.
2. Operating Costs are Total Expenses excluding Depreciation and Amortisation expenses.

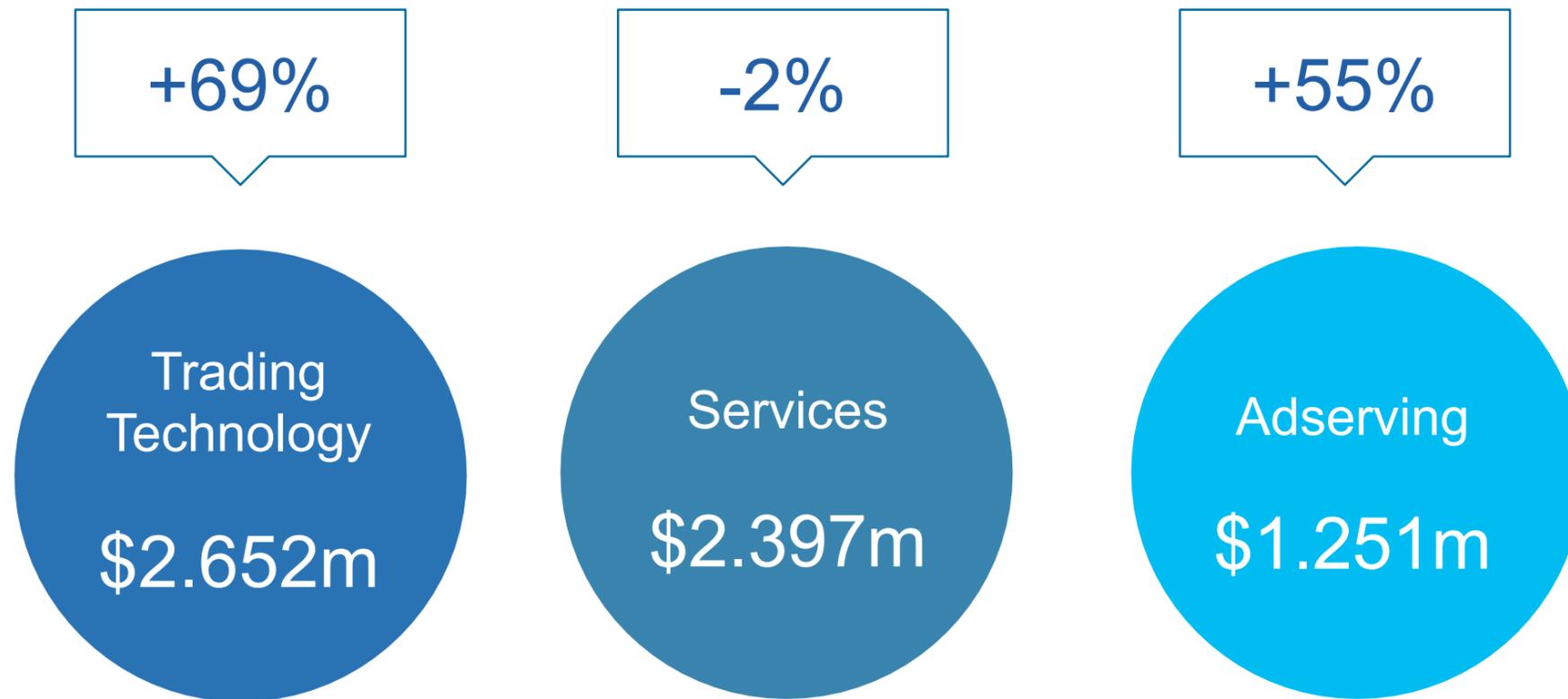
Key Results – Full Year to 30 June 2015



- Revenue from Continuing Operations increased from \$5.066m to \$6.459m – an increase of \$1.393m or 28% on pcp
- Other income increased from \$0.627m to \$0.680m – an increase of \$0.053m on pcp
- Total Income increased from \$5.694m to \$7.175m – an increase of \$1.481m or 26% on pcp

Note: Growth rates referenced are calculated against the previous corresponding period, being 12 months to 30 June 2014.

Revenue Segments – Full Year to 30 June 2015

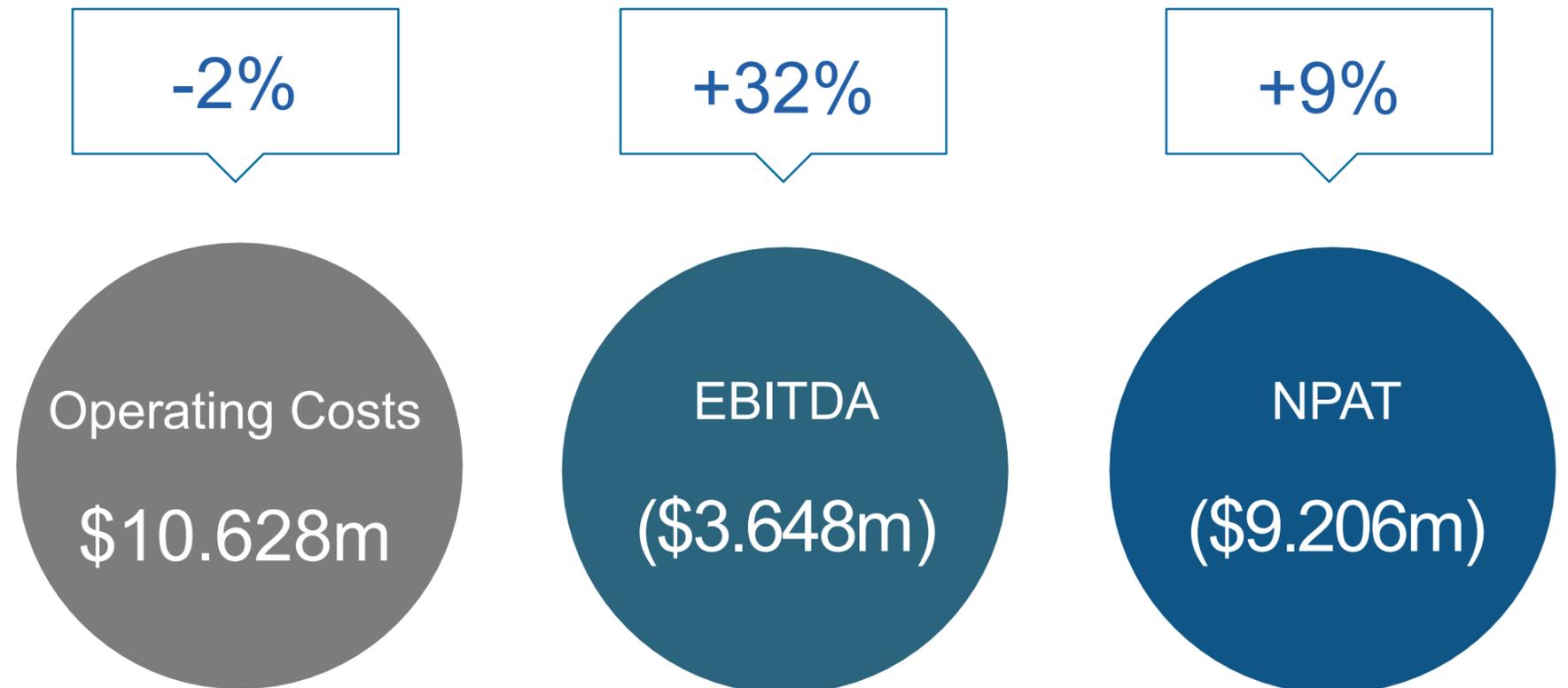


- Trading Technology is the primary growth engine with a 69% increase on pcp, and is now the largest revenue segment for the Group
- Non-strategic Services revenue was flat with only a small (2%) decrease on pcp
- Adserving revenue is a revenue stream derived from the Facilitate Digital acquisition

Note: Growth rates referenced are calculated against the previous corresponding period, being 12 months to 30 June 2014.

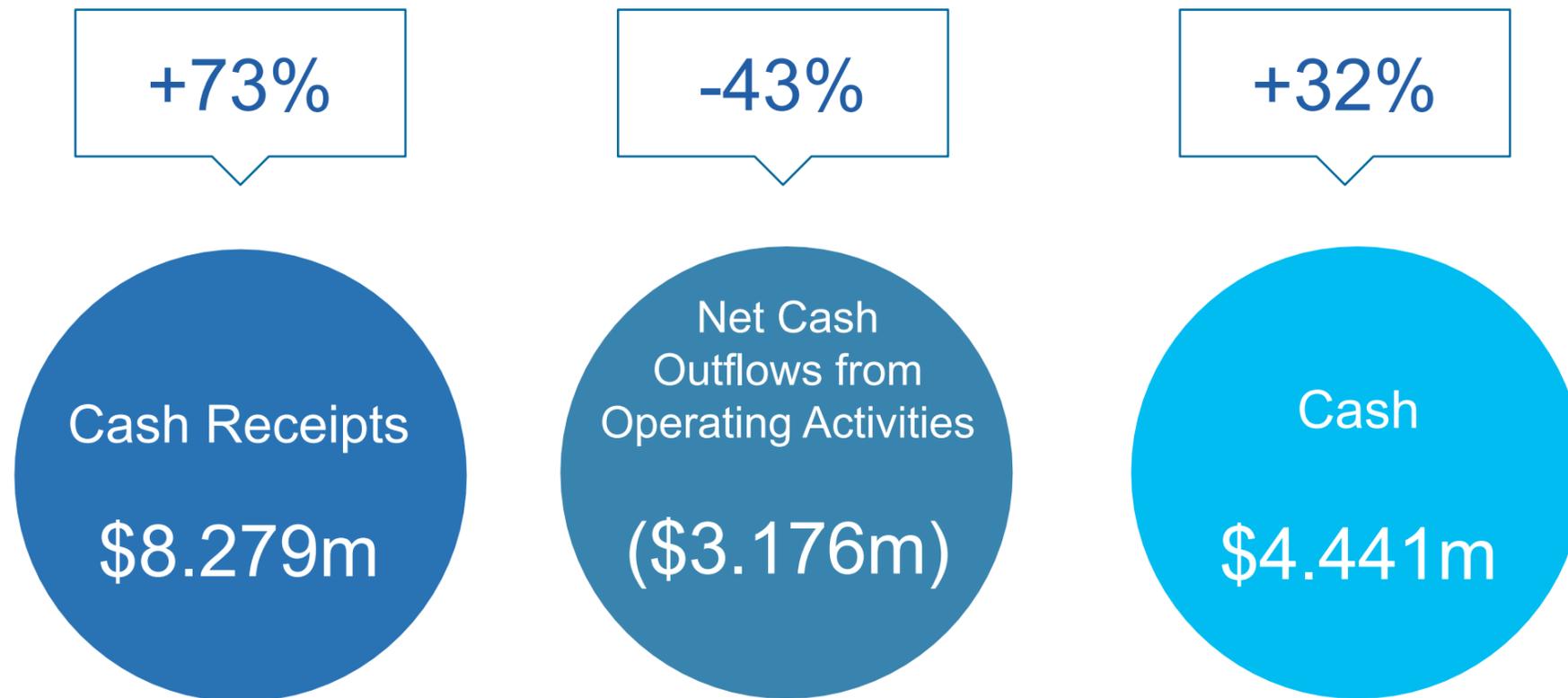
Costs – Full Year to 30 June 2015

- Operating costs decreased slightly from \$10.794m to \$10.628m – a reduction of \$0.166m or 2% on pcp, demonstrating cost management discipline
- EBITDA loss reduced from a loss of \$5.340m to a loss of \$3.648m – an improvement of \$1.692m or 32% on pcp
- NPAT loss decreased from \$10.096m to \$9.206m – a reduced loss of \$0.890m or 9% on pcp



Note: Operating Costs are Total Expenses excluding Depreciation and Amortisation expenses.

Cash flows – Full Year to 30 June 2015



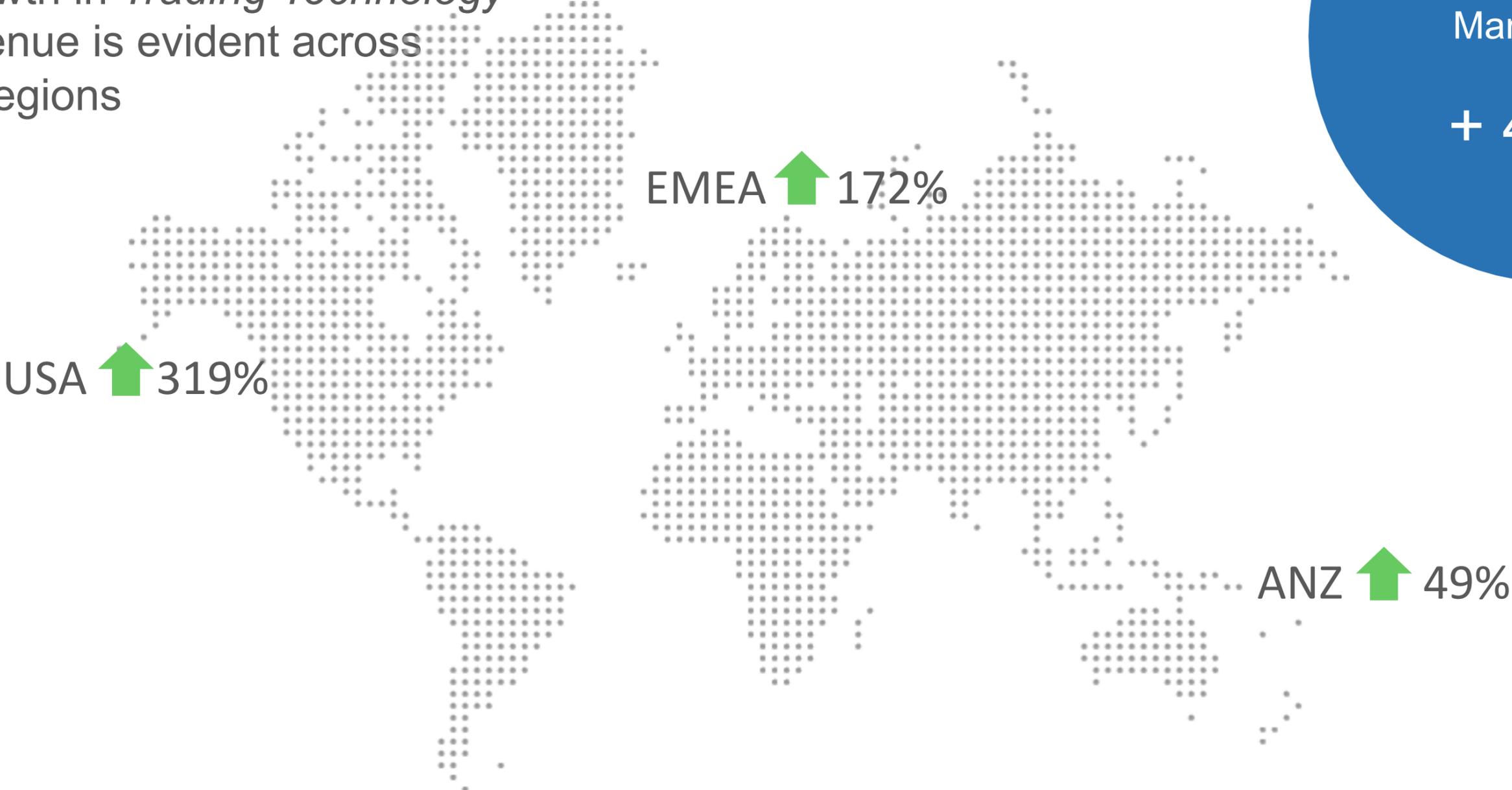
- Receipts from Trade and Other Creditors grew 73% YoY, from \$4.774m to \$8.279m.
- 43% improvement in Net Cash Outflows from Operating Activities, reduced from (\$5.607m) in FY14 to (\$3.176m) in FY15.
- Continued investment in our Technology Platforms of \$1.938m net of R&D grants.
- A 32% increase in Cash at End of Financial Year from \$3.354m in FY14 to \$4.441m EoY FY15.
- The Company anticipates a \$2.2m cash receipt in 1H FY16 from the R&D Grant.

FY15 was a pivotal year in which **Adslot** achieved unambiguous **validation of our technology** and the value it creates for the media industry

Adslot is capturing demand...

- *Trading Technology* is the **largest revenue segment** for the Group, with revenue increasing 69% on pcp
- Growth in *Trading Technology* revenue is evident across all regions

Value of Media Traded via the Adslot Marketplace
+ 437%



...and is building a highly strategic position...

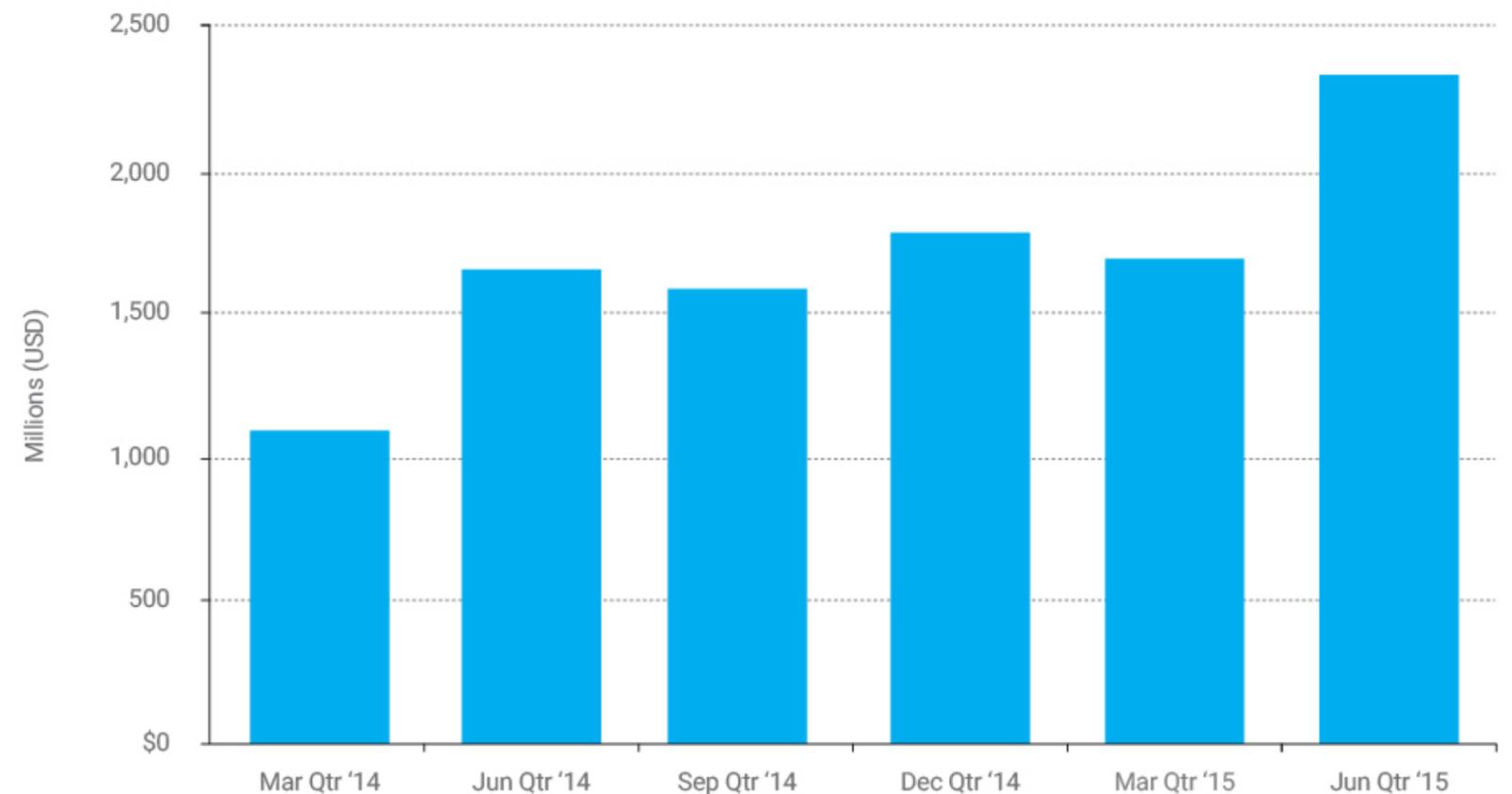
+39%

Value of Media Traded
Via Symphony

\$2.3b

In the 12 months to 30 June 2015, the annualised value of display ad spend executed via *Symphony* grew by 39% from \$1.65b to \$2.3b

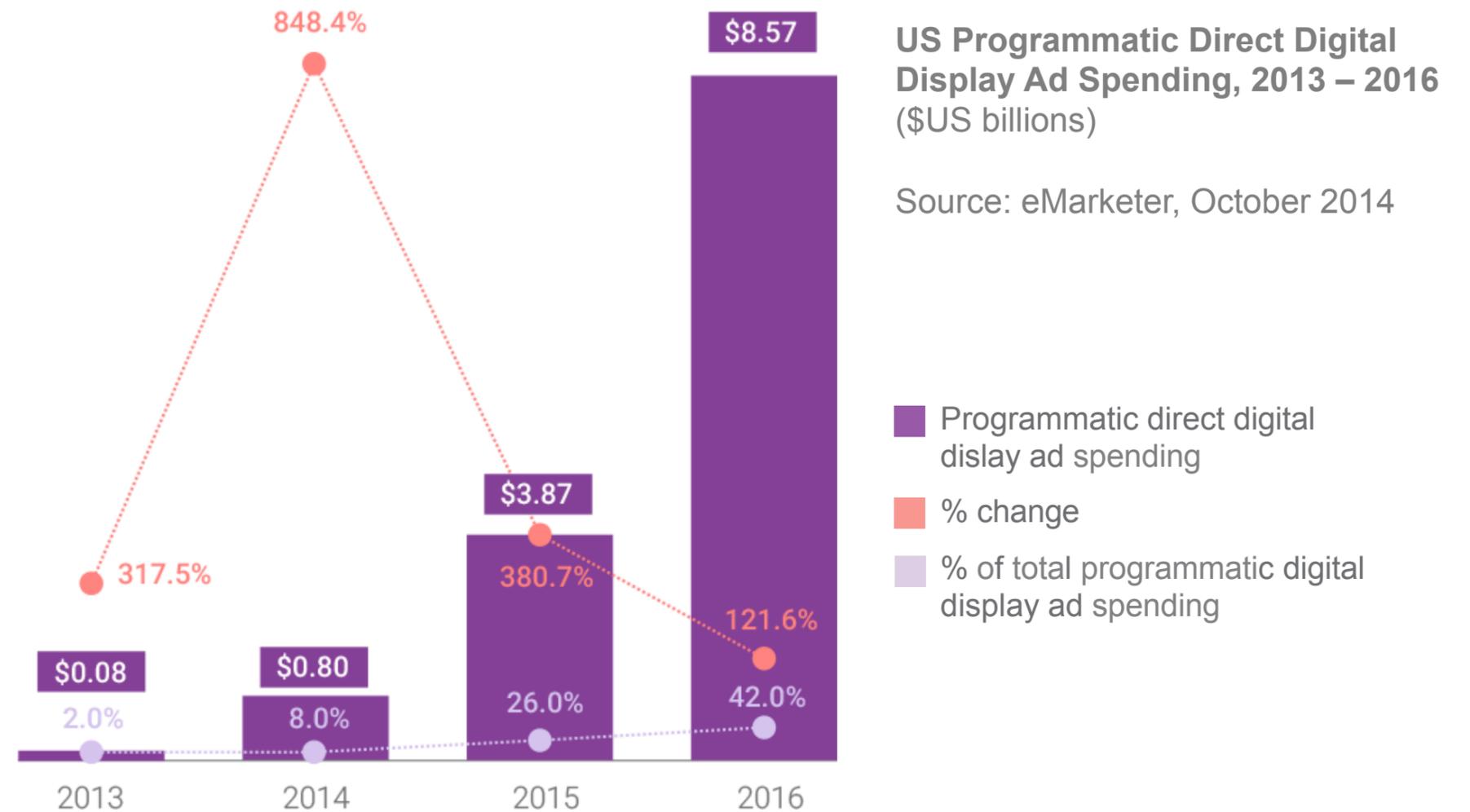
Annualised Display Spend Executed via Symphony (AUD)



...to capitalise on a structural shift to automation

Industry analysts project accelerating adoption of trading automation technology

The \$40b forward guaranteed display market presents a large, global growth opportunity

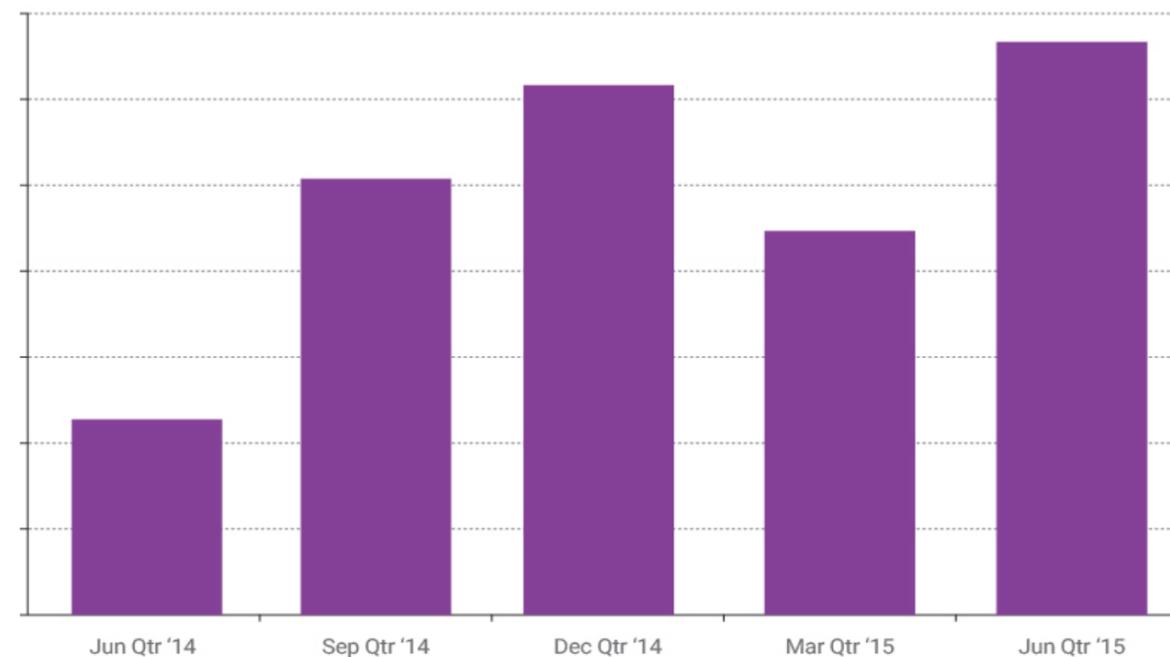


FY15 Significant Milestones

Clear market validation of Adslot technology

- In the 12 months to 30 June 2015, the dollar value of media transacted via Adslot increased by 437% on pcp
- The *number of transactions* is growing
- The *average value per transaction* is growing
- The majority of transactions are from *repeat usage* – which demonstrates growing user confidence in the Adslot platform
- In combination with acquiring new users, this indicates continued revenue growth.

Average Value per Transaction – All Markets (AUD)

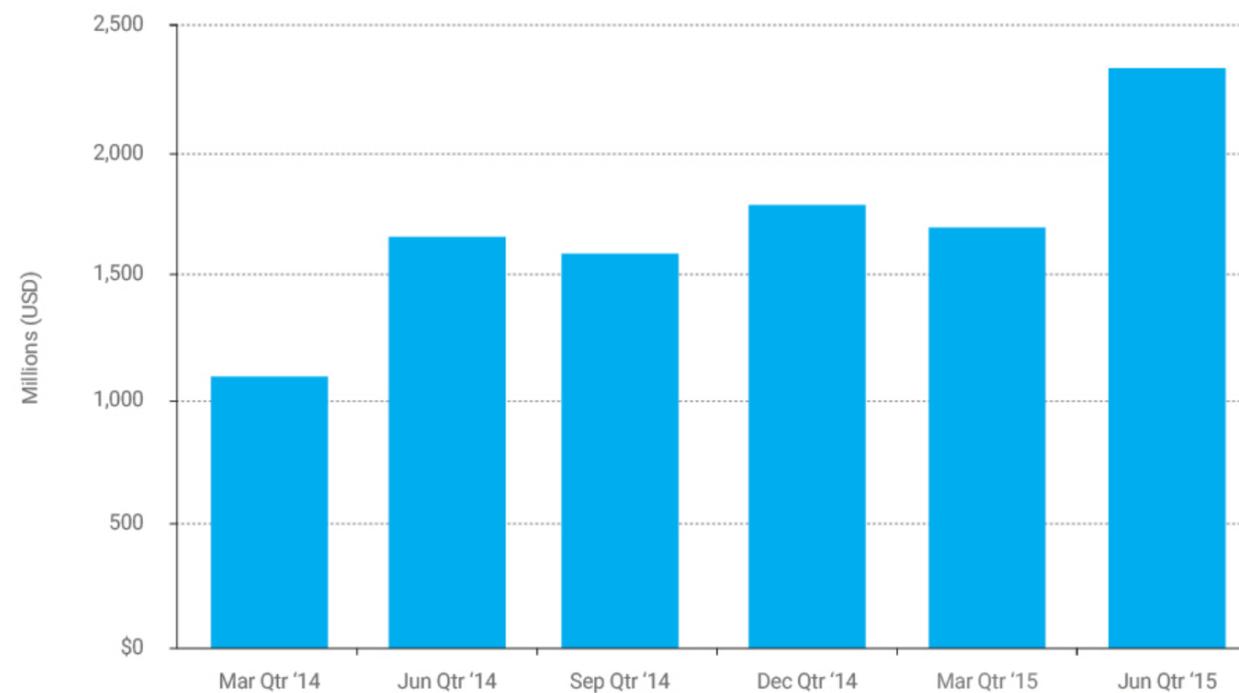


Value of Media Traded via Adslot
+ 437%

Symphony is growing market share

- The annualised value of display ad spend executed via Symphony grew by 39% YoY, from AUD \$1.65b to AUD \$2.3b
- This growth is driven largely from winning and successfully deploying *Symphony* for large new agency customers in US, Europe and ANZ.
- Via the *Adslot-Symphony* integration released earlier this year, media agencies using Symphony have access to an increasingly integrated trading experience with publishers.
- **As adoption of this integrated trading capability builds, Adslot will directly benefit in the form of Transaction Fee revenues.**

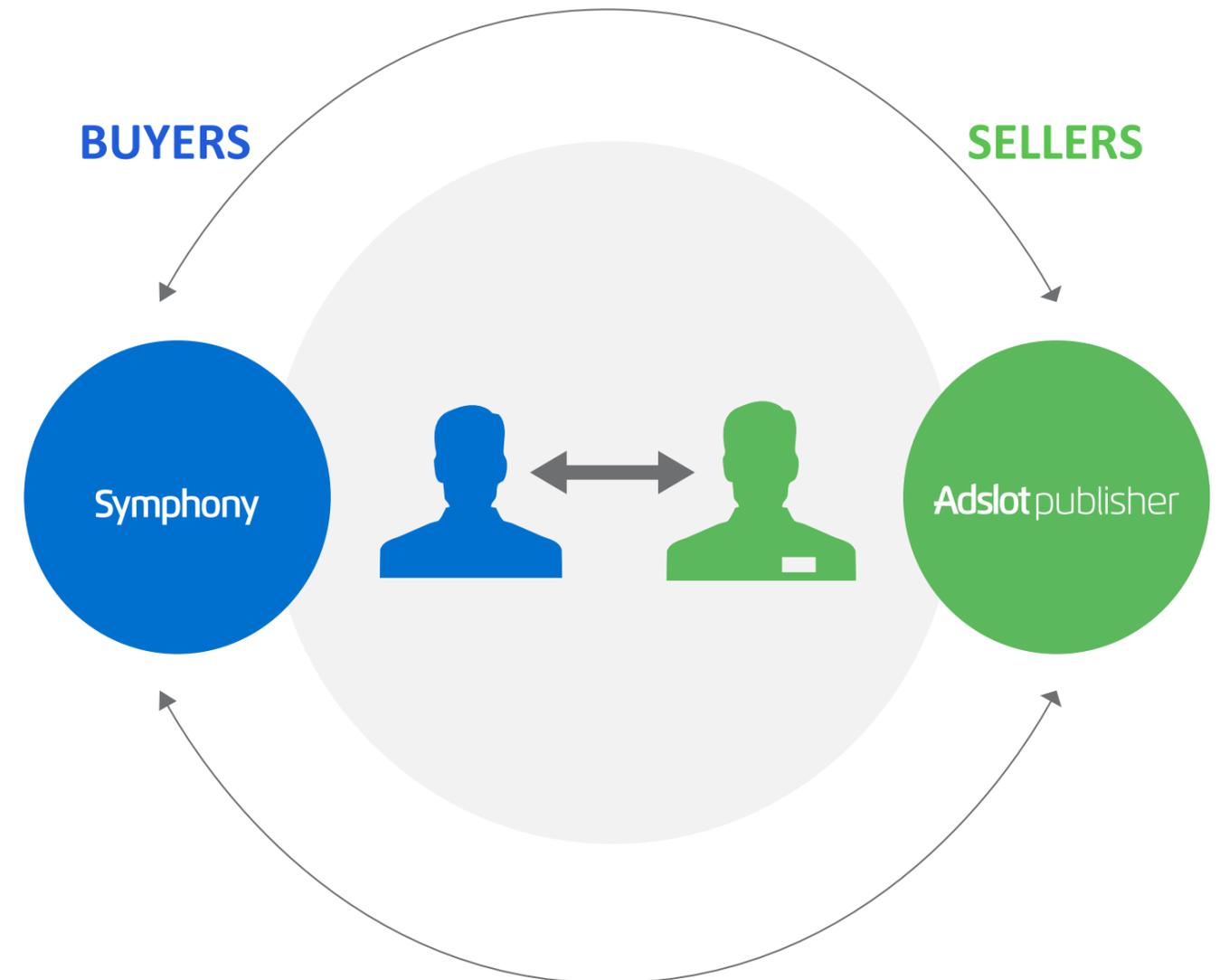
Annualised Display Spend Executed via Symphony (AUD)



Value of Media Traded via Symphony
\$2.3b

Adslot's Trading Platform is *Best in Class*

- Adslot have built *best in class* technology through a relentless pursuit of innovation. Our ability to continually innovate will be a critical factor in our success.
- The Adslot-Symphony integration was launched via two major deployments in August 2014 and April 2015. Five major agencies have since commenced trading via this capability.
- API's were released in FY15, both supply side (allowing supply partners to expose publisher inventory to Adslot buyers), and demand side (allowing demand partners access to and the ability to purchase this inventory). In FY15 integrations with Kantar Media and Symphony were completed using these API's.



Adslot's Trading Platform is *Best in Class*

- A key product strategy has been to demonstrate that campaigns traded via Adslot perform better than campaigns that are not. In FY15, enhancements were released to allow buyers and sellers to collaboratively optimise campaign performance quickly and easily.
- *Viewability* (the ability to actually view a display advertisement), has become a critical issue for the online display advertising industry. In 2H FY15, Adslot launched viewability reporting, becoming a trusted source of this information, whilst informing trading and optimisation decisions for buyers and sellers alike.
- In 1H FY15, Adslot released a *Nielsen* audience data integration, allowing media buyers to profile hundreds of inventory sources by audience to inform their planning and buying decisions.

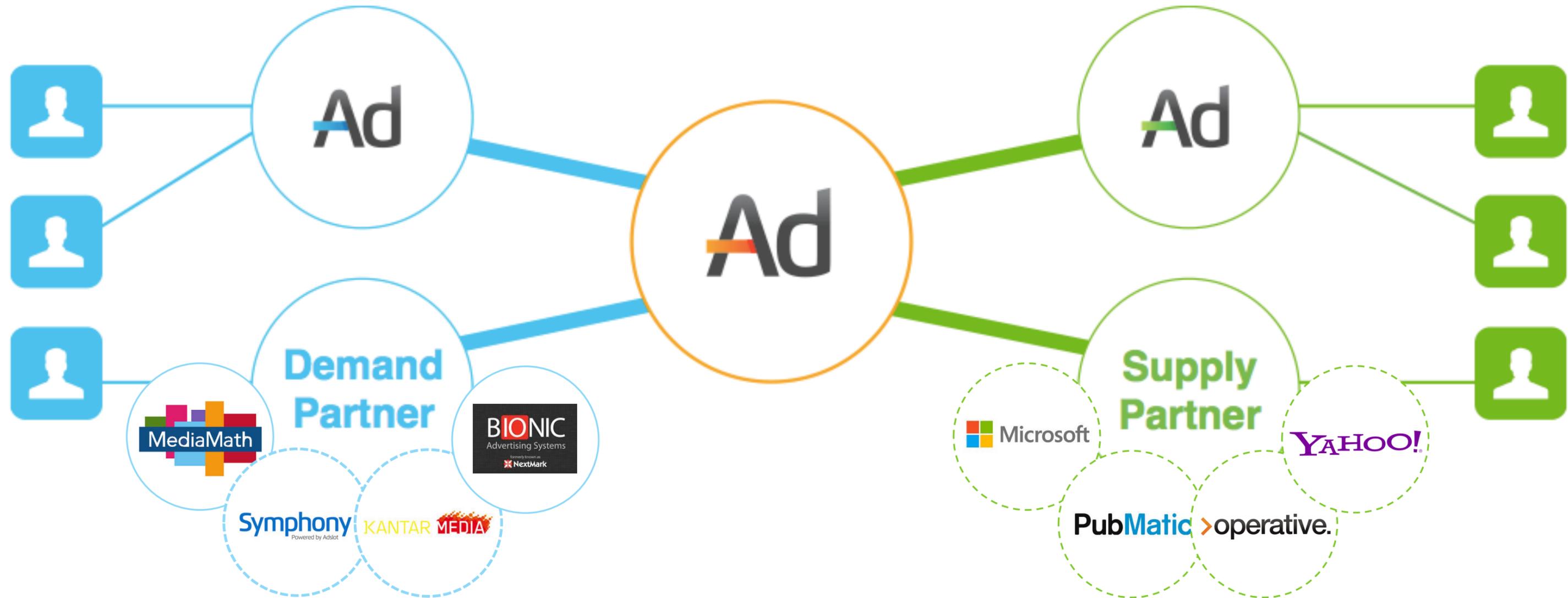
The screenshots illustrate the Adslot platform's capabilities across several areas:

- Campaign Overview:** Displays campaign details such as Order ID (11276), booking dates (01 April 14 - 30 Sept 14), and campaign name (Post Winter Promotion Summer 2014). It includes navigation tabs for Reporting, Line Items, Creative, and Inbox, along with action buttons like 'Edit Line Items', 'Reject Campaign', and 'Approve Campaign'.
- Performance Metrics:** Shows key performance indicators for a specific line item, including impressions (1,250,000 of 2,000,000), clicks (50), and CTR (0.09%). It also features trend graphs and delivery status indicators.
- Viewability Reporting:** A detailed table for 'Litbreaker Media' showing viewability percentages and metrics for different ad formats.

Media	Measured	Viewed	Imps	Goal	Clicks	CTR
Electric Literature	100%	39%	10,342	12,500	15	0.15%
1 Leaderboard (728 x 90)	100%	39%	10,342	12,500	15	0.15%
2 Sidebar Rectangle (300 x 250, 300 x 600)	99%	37%	10,361	12,500	10	0.10%
The Rumpus	Measured	Viewed	Imps	Goal	Clicks	CTR
1 Leaderboard (728 x 90)	100%	57%	10,244	12,500	9	0.09%
- Audience Data:** Integration with Nielsen data showing audience demographics, such as gender (70% Male, 30% Female), and reach/frequency (50M/18).
- Inventory Listing:** A table of available ad products with details like classification, position, and price.

Classification/Position	Ad Products	Price
Homepage Roadblock	Collectables & Art Category Search Results - Skyscraper (Top-Rig...	from \$45 CPM
Search	Sports & Recreation Category Search Results - Skyscraper (Top-...	from \$7.20 CPM
Search	Electronics Category Search Results - Leaderboard (Footer)	from \$45 CPM
Search	Electronics Category Search Results - Leaderboard (Footer)	from \$546 Per Week

Our coalition of partnerships is growing in breadth and quality

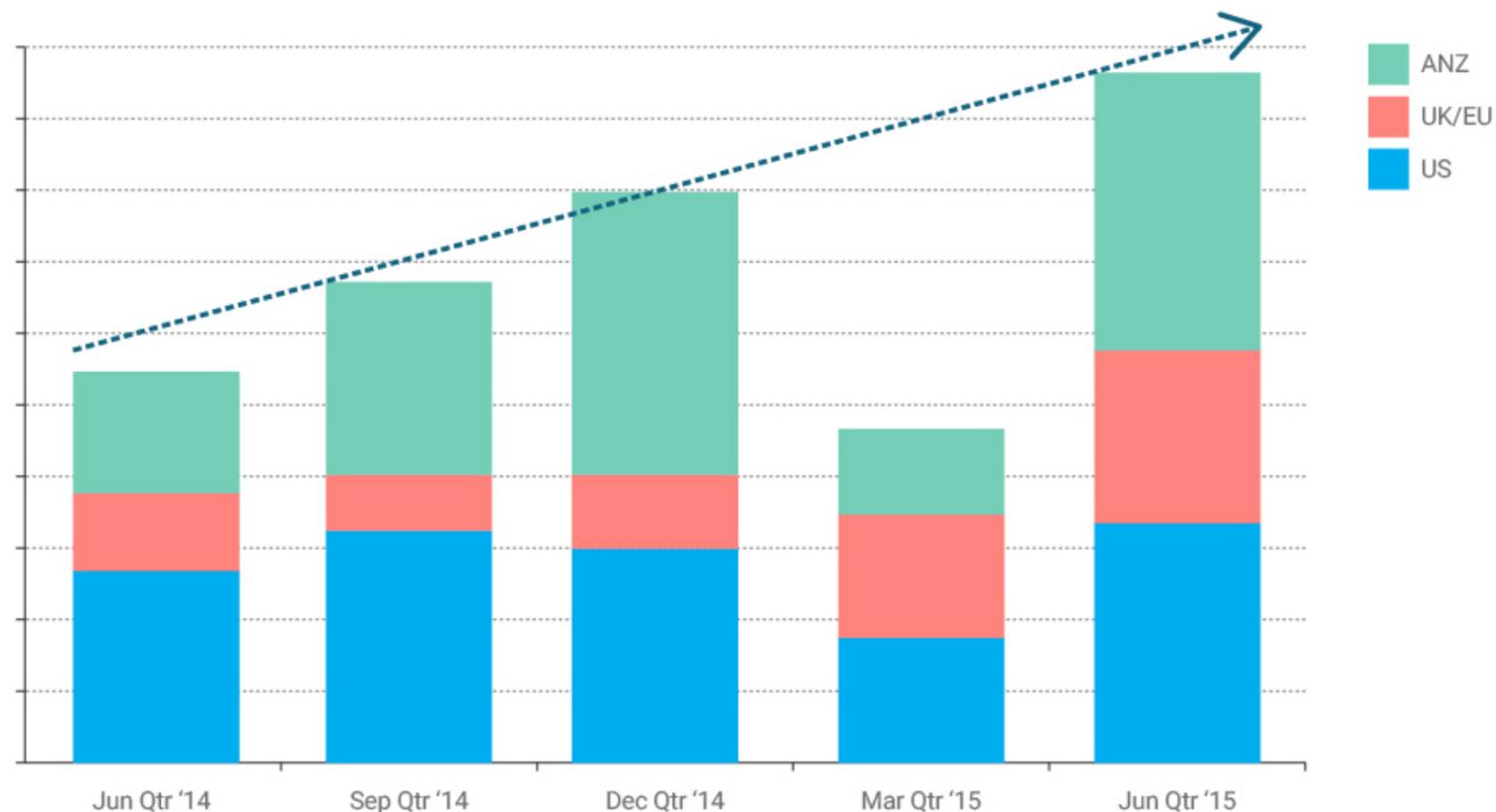


- In FY15, Adslot secured partnership agreements with some of the world's leading digital media organisations, including Microsoft (supply partner), Operative (supply partner), PubMatic (supply partner) and Yahoo! (supply partner).
- These supply partnerships compliment demand partnerships already secured with Kantar Media, MediaMath, Bionic (and Symphony), of which Kantar Media and Symphony are now live.

FY16 Outlook

Trading Technology revenue will continue to grow

Number of Transactions by Region

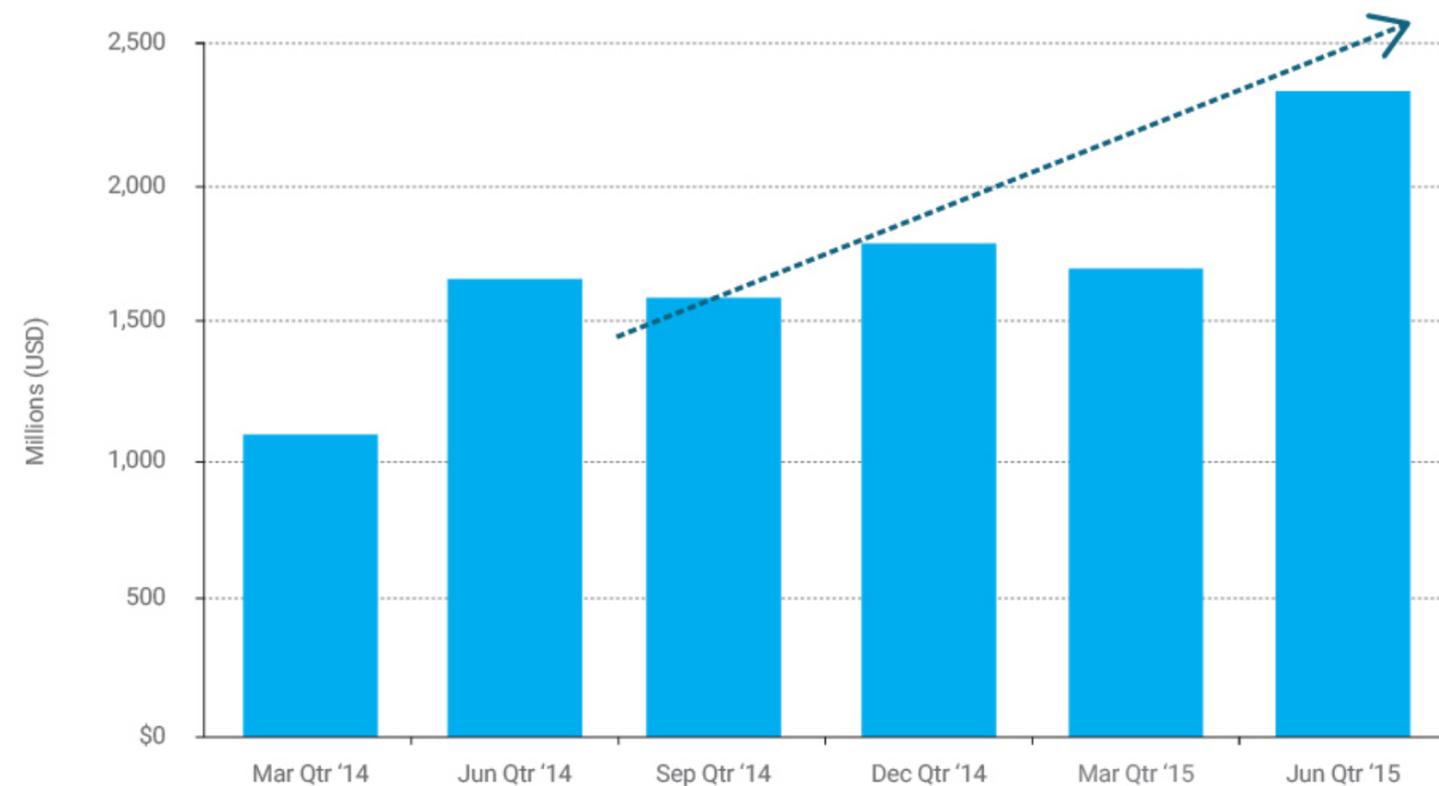


- The established theme of revenue growth derived from *Trading Technology* is expected to continue, driven by:
 - Continued growth in the number of transactions
 - Continued growth in the average value per transaction
 - Repeat transactions from existing users
 - New users
- **Growth in Trading Technology revenue is expected to accelerate**, a projection supported by a significant increase in the Company's sales pipeline (both the number of agencies and the continued lift in average transaction size).

Digital ad spend executed via *Symphony* will continue to grow

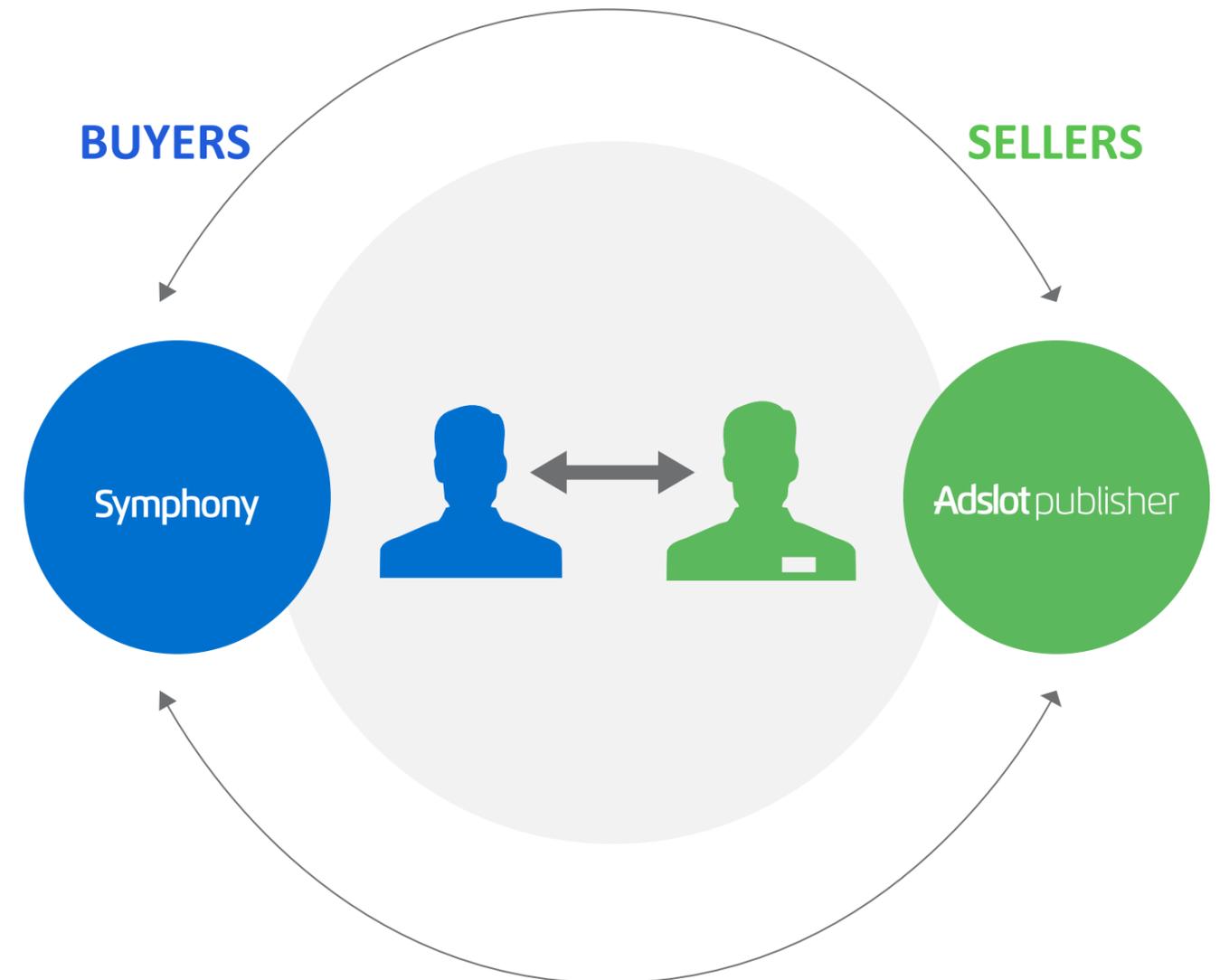
- Building on the already strong client base of media agency customers, Adslot expects to sign a number of new agency clients in FY16.
- This will:
 - Grow Licence Fee revenues
 - Further increase the value of display advertising demand to more than AUD \$3b by the end of FY16
 - **See the Company well positioned to further capitalise on the *Adslot-Symphony* integration**

Annualised Display Spend Executed via Symphony (AUD)

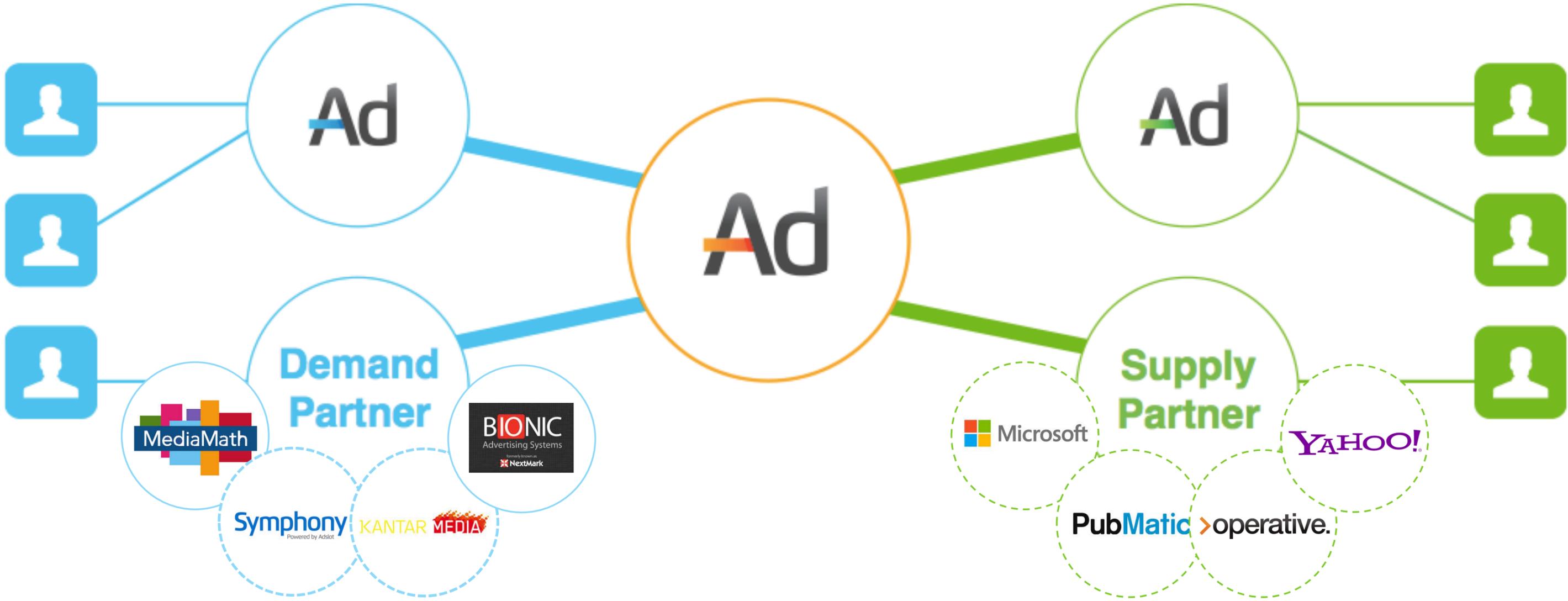


The integration of Adslot & Symphony will become increasingly seamless

- The Company's objective for FY16 is to advance the Adslot-Symphony integration to the point where any obvious distinction between the two platforms is removed.
- A number of projects are planned for FY16 that will see the integration of Adslot and Symphony achieve this level of seamlessness.
- This objective will also realise additional feature benefits for buyers and sellers, and provide tactical opportunities for Adslot's sales teams.



Additional partners will be activated



- Partnership integrations with MediaMath, Kantar media and Symphony were completed in FY15
- Adslot expects to announce the activation of additional partnerships in FY16



@adslot



investor.relations@adslot.com

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