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ASX Announcement
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Adslot Signs STW agency Ikon

Adslot Limited (ASX: ADJ) (“Adslot”), the world leader in automated guaranteed media trading technology, today announced it has signed an agreement with Ikon Communications, a leading media agency in Australia and part of the STW Group. The agreement will see a deployment of the integrated Symphony-Adslot platform into Ikon’s Sydney based operations commence immediately.

‘Ikon are a leading Australian agency and the largest non-international agency in the country. We’re thrilled to be working with the team at Ikon and further expanding our already strong presence in the local market’, said Adslot CEO Ian Lowe.

Bryan Magee, Chief Investment Officer of Ikon, said ‘having used Adslot technology in previous roles with other agencies, we know the Symphony-Adslot platform will help us unlock operational efficiencies. We also recognise we can benefit strategically as we look to harness the value of our investment data, which is captured via our deployment of the platform’.

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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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