

ASX Announcement

Thursday 22nd October 2015

TRADING UPDATE

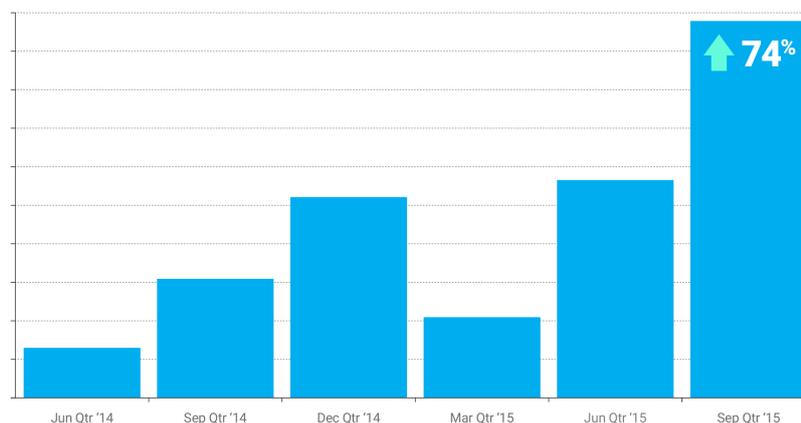
- **October quarter sees significant lift in Trading Technology Revenues**
- **Transaction Fee revenues increase by 43% quarter on quarter**
- **Market adoption accelerating, new client contracts secured**

Significant lift in September Quarter Trading Technology revenues, Transaction Fees the growth driver

Trading Technology revenues continue to grow quarter on quarter, with increases in both Transaction Fees (revenues derived from media traded using Adslot technology), and also Licence Fees (revenues derived from licence fees charged to publishers and media buyers using Adslot technology).

Transaction Fee revenue is the primary growth driver, increasing 43% quarter on quarter. This growth is due to a corresponding increase in the value of media traded via the Adslot platform, which grew by 74% versus the June quarter, and by 215% versus the September quarter in the year prior.

\$ Value of Media Traded via Adslot (AUD)



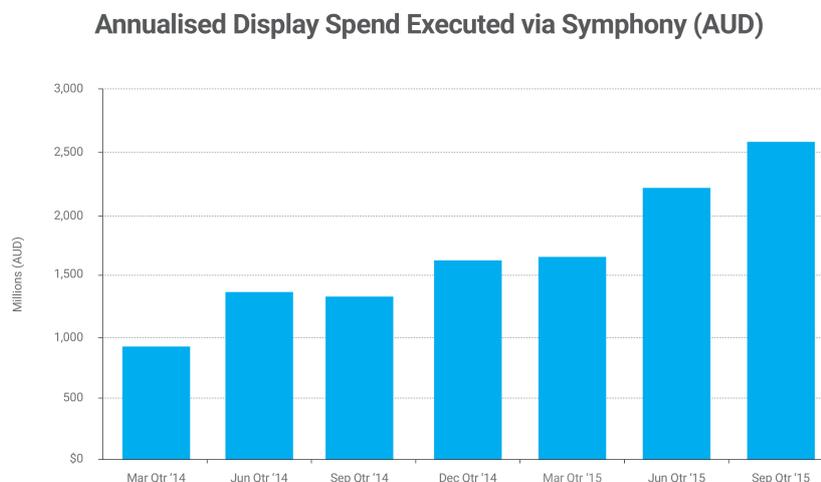
Market adoption is accelerating

Market acceptance and adoption of Adslot's trading technology is accelerating, including:

- Quarter on quarter growth in the number of active buyers
- Quarter on quarter growth of the average transaction value
- Quarter on quarter growth in the value of media traded from existing users
- Quarter on quarter growth in the value of media traded for international campaigns encompassing multiple markets

In the September quarter, the Company activated a number of new agencies and agency buyers, in the process capturing first trading activity from agencies representing large advertising demand. This included trading activity from large international agency groups in markets such as US and UK.

The Company continues to grow the value of media traded via it's workflow technology, which has increased by 15% quarter on quarter to AUD \$2.568b on an annualized basis (see chart below).



Agency adoption of this technology continues to grow as new clients are signed (see ASX release dated 15th October, 2015), and levels of display ad spend from existing agency clients increase.

As referenced in the Company's July 31 (2015) Trading Update, growth in Trading Technology revenues are expected to further benefit from larger scale adoption of the Adslot trading toolset integrated within Symphony (Symphony-Adslot). Specifically, a number of large media agencies using Symphony have made commitments to trade via Symphony-Adslot for some of their larger clients, commencing in the December and March quarters.

The sales pipeline for Symphony-Adslot continues to build and additional new contract wins are expected.

Adslot.

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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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