

ASX Announcement

28 September 2016

## Finalisation of Placement component of Capital Raising

On 22 September 2016 Adslot announced an \$18m Capital Raising comprising:

- a placement of 101.9 million fully paid ordinary shares at \$0.11 per share (Offer Price) to raise approximately \$11.2 million (Placement); and
- a 1-for-18 pro rata non-renounceable fully underwritten entitlement offer to raise approximately \$6.85 million (Entitlement Offer), also at \$0.11 per share.

Adslot has today issued the 101,900,000 Placement shares in accordance with that announcement.

The Offer Document for the Entitlement Offer will be dispatched to eligible shareholders on 4 October 2016.

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For further enquiries, please contact:

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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 North America, Europe and Asia Pacific and is headquartered in Australia.