

## ASX Announcement

Friday 14<sup>th</sup> July 2017

### Adslot Appoint Chief Financial Officer (CFO)

Adslot Ltd (Adslot; ASX:ADJ), the leading global innovator of digital media workflow and trading technology, today announced the appointment of Felicity Conlan to the role of Chief Financial Officer and Company Secretary.

Ms Conlan brings to the Company extensive experience in the media/advertising and technology sectors where she has held General Manager - Finance and CFO roles with companies including M&C Saatchi, Network Ten, Beattie McGuinness Bungay (London) and Genero Media.

Adslot CEO, Ian Lowe said “we are fortunate to have secured Felicity into the CFO/Company Secretary role. Her extensive experience in media and technology, in addition to her exposure to both international operations and high growth dynamics made her the outstanding candidate for the role. We are delighted to welcome her to the Adslot family.”

Ms Conlan will commence duties on Wednesday 30th August.

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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.

#### Contact

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