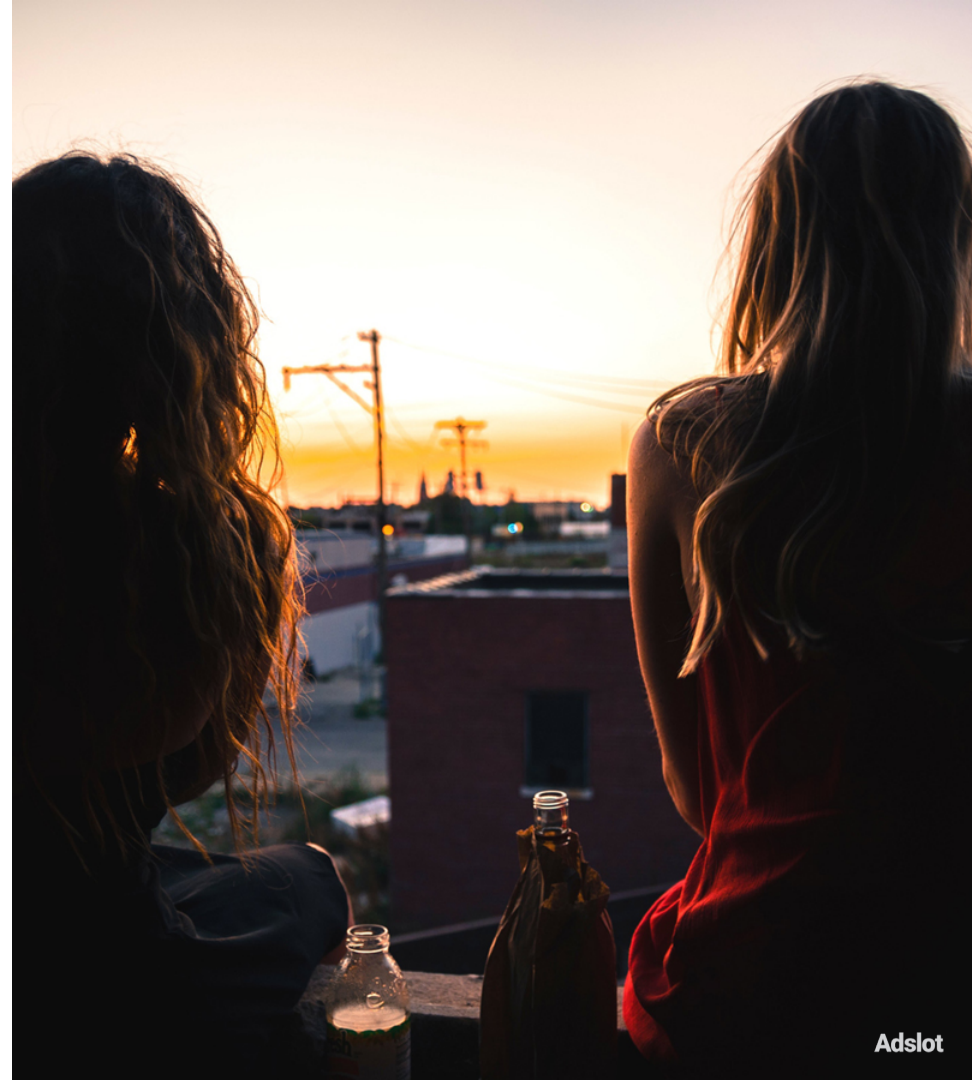


# **INVESTOR PRESENTATION**

**3 AUGUST 2018**

# CONTENTS.

- Details of Capital Raising
- Company Background & Capability Overview
- Progress Update
- FY18 Financial Update
- The Problem Adslot Solves
- The Adslot Solution
- Adslot's Strategic Market Position
- Summary
- Key Risks
- Glossary
- Important Notice & Disclaimer



# **CAPITAL RAISING.**

# OFFER DETAILS.

<b>Offer Overview</b>	<ul style="list-style-type: none"><li>• Adslot announces a successful Placement of 140m shares to raise approximately \$3.5m</li></ul>
<b>Placement</b>	<ul style="list-style-type: none"><li>• The Placement of shares is being made to new and existing sophisticated and institutional investors</li><li>• The Placement of 140m shares represents approximately 10.9% of Adslot's existing share capital</li><li>• Shares will be issued under the Placement in two tranches:<ul style="list-style-type: none"><li>• Tranche 1: 118m shares to be issued immediately using Adslot's existing placement capacity to new and existing institutional and sophisticated investor shareholders raising \$2.95m</li><li>• Tranche 2: 22m shares placed to Directors and related parties raising \$0.55m, conditional on Adslot shareholder approval at a General Meeting of Shareholders to be held in Melbourne in mid-September</li></ul></li></ul>
<b>Offer Price</b>	<ul style="list-style-type: none"><li>• Offer price of \$0.025 per share represents:<ul style="list-style-type: none"><li>• 3.8% discount to last closing price of \$0.026 on 31 July 2018</li><li>• Parity with the 5 day VWAP of \$0.025 to close of trade on 31 July 2018</li></ul></li></ul>
<b>Ranking</b>	<ul style="list-style-type: none"><li>• New shares rank equally in all respects with existing shares</li></ul>



# SOURCE AND USE OF FUNDS.

## Funds raised under the Placement will be used as follows (assuming completion of the Placement Tranche 2):

- To provide additional working capital in order to maintain current velocity in Adslot Media product development and sales resourcing in anticipation of increased Trading Fee revenues over the coming year
- To support the deployment of Symphony to new markets
- To strengthen the balance sheet

Source of funds	\$m (approx.)
Placement – Tranche 1	2.95
Placement – Tranche 2	0.55
<b>TOTAL</b>	<b>3.50</b>

Uses of funds	\$m (approx.)
US Sales & Marketing	1.5
Symphony Deployment Team	0.8
Additional working capital	1.0
Transaction costs	0.2
<b>TOTAL</b>	<b>3.5</b>

# INDICATIVE TIMETABLE.

Event	Date
Trading halt	Pre-open, Wednesday, 1 August 2018
Placement opens	Wednesday, 1 August 2018
Placement closes	Thursday, 2 August 2018
Trading halt lifted Announcement of results of Placement	Before 9.30am (Melbourne time), Friday, 3 August 2018
Settlement of Placement – Tranche 1 Appendix 3B lodged with ASX	Thursday, 9 August 2018
Allotment and trading of shares issued under Placement – Tranche 1 Cleansing Notice lodged with ASX	Friday, 10 August 2018
Date of General Meeting to approve Placement – Tranche 2	Mid-September 2018
Settlement of Placement – Tranche 2 Appendix 3B lodged with ASX	Mid-September 2018
Allotment and trading of shares under the Placement – Tranche 2 Cleansing Notice lodged with ASX	Mid-September 2018

*All dates are indicative only and subject to change without notice at the discretion of Adslot Limited*

# **COMPANY BACKGROUND & CAPABILITY OVERVIEW.**

# COMPANY BACKGROUND.

Leading global provider of workflow and trading automation technology for digital advertising

Founded in 2010 & publicly traded (ASX: ADJ)

Global: HQ in Australia with operations in the US, UK, Vietnam, Germany and China

Customer base encompasses agency holding companies, independent agencies and hundreds of premium publishers

Global footprint and customer base encompassing 15 markets across Europe, North America and APAC



# CAPABILITY OVERVIEW.

- **Symphony** - workflow automation platform for media agencies
- SaaS revenue model with high renewal rates
- Global contract with GroupM, world's largest media buying group:
  - Deployed in 13 countries, roll-outs for next 5 countries in progress
  - Deployment into additional 15 countries anticipated by end of 2020
- Over \$3B of online display media traded between agencies and publishers via *Symphony* annually
- Adslot earns revenue via Licence Fees (recurring subscription revenue) and Trading Fees (% of media spend spent with certain publishers)
- New market deployments under contract targeting \$6B+ of online display media traded annually via *Symphony* by end of 2020

- **Adslot Media** - trading automation platform for media buyers (brands/agencies) and sellers (online publishers) of online display advertising
- Transaction fee revenue model generating up to 15% of media spend transacted, secured via the seller (no buy side fee)
- Unique value proposition combines:
  - Automation of forward guaranteed display ad market
  - Data driven audience targeting at scale, including advertiser 1<sup>st</sup> party data
- Validation from buyers and sellers – approaching significant tipping point
- Highly scalable business model with no variable costs, infrastructure or big data costs



**Symphony.**

AGENCY WORKFLOW



**Adslot Media.**

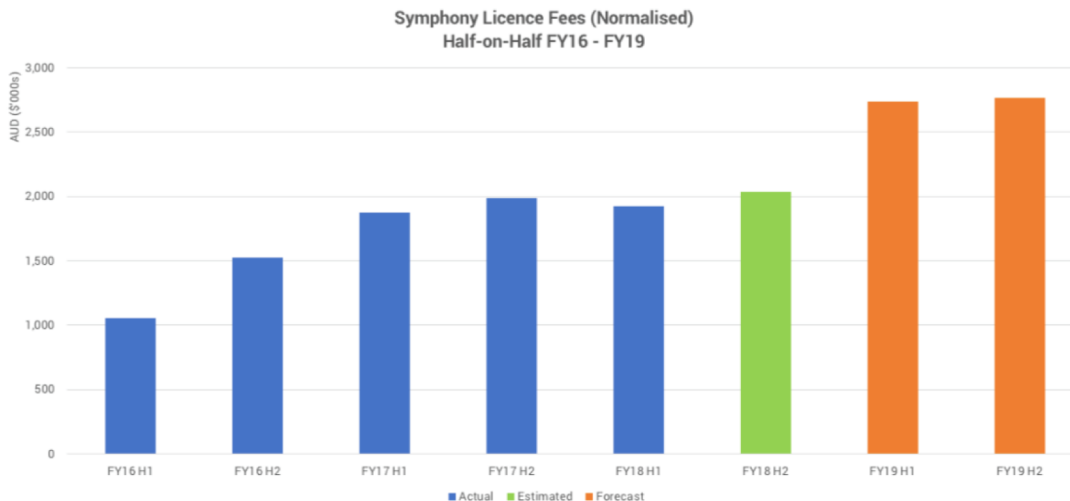
AUTOMATED GUARANTEED

**PROGRESS UPDATE.**

# LICENCE FEES FROM SYMPHONY ARE CONTRIBUTING STRONGER GROWTH.

On 20<sup>th</sup> July 2018, Adslot announced GroupM (Adslot's largest Symphony client and the world's largest media buyer) has agreed to a series of updated terms to its global Symphony agreement:

- Contracted Symphony Licence Fee revenue forecast to grow by 38.7% to \$5.5m in FY19
- Agreed deployment schedule for a minimum of five additional markets in FY19
- Expected growth in Symphony License Fees for major markets already deployed



	FY16 (a)	FY17 (a)	FY18 (f)	FY19 (f)
Sym Lice Fee Rev	2,579,351	3,862,710	3,967,948	5,502,560
YoY% Growth		49.8%	2.7%	38.7%
Ending ARR*	3,066,418	4,064,041	4,338,728	5,528,862
YoY% Growth		32.5%	6.8%	27.4%

\* Ending ARR (Annual Recurring Revenue) is calculated by multiplying last quarter's revenue by 4

Chart and table normalized to reflect adjustments disclosed in ASX release of 20 July 2018

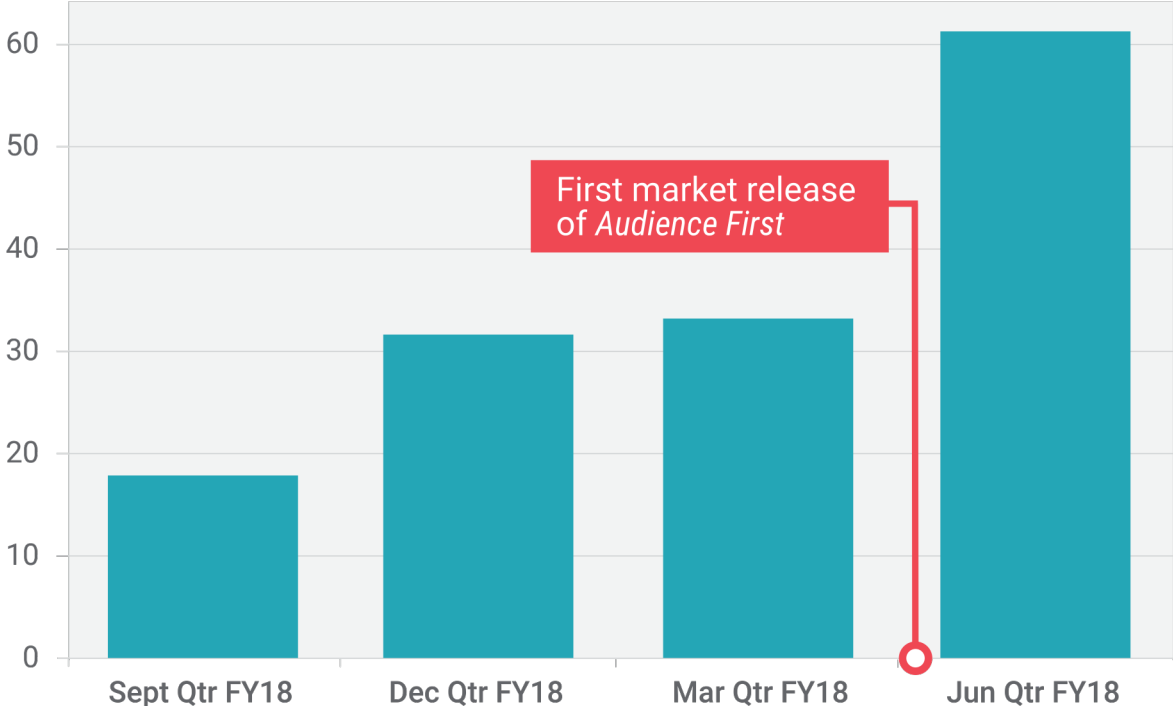
# THE JUNE LAUNCH OF AUDIENCE FIRST ALLOWS THE COMPANY TO ACCESS NEW TRADING FEE REVENUE.



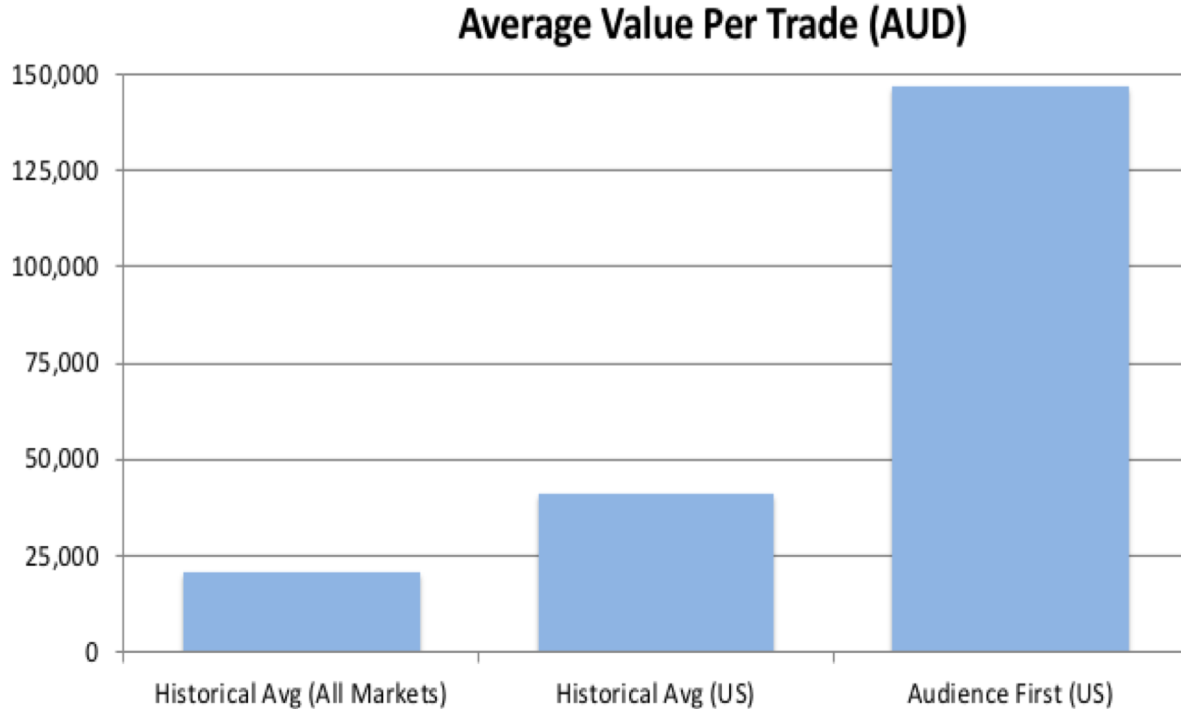


# AUDIENCE FIRST IS SHOWING MOMENTUM.

Number of Trades

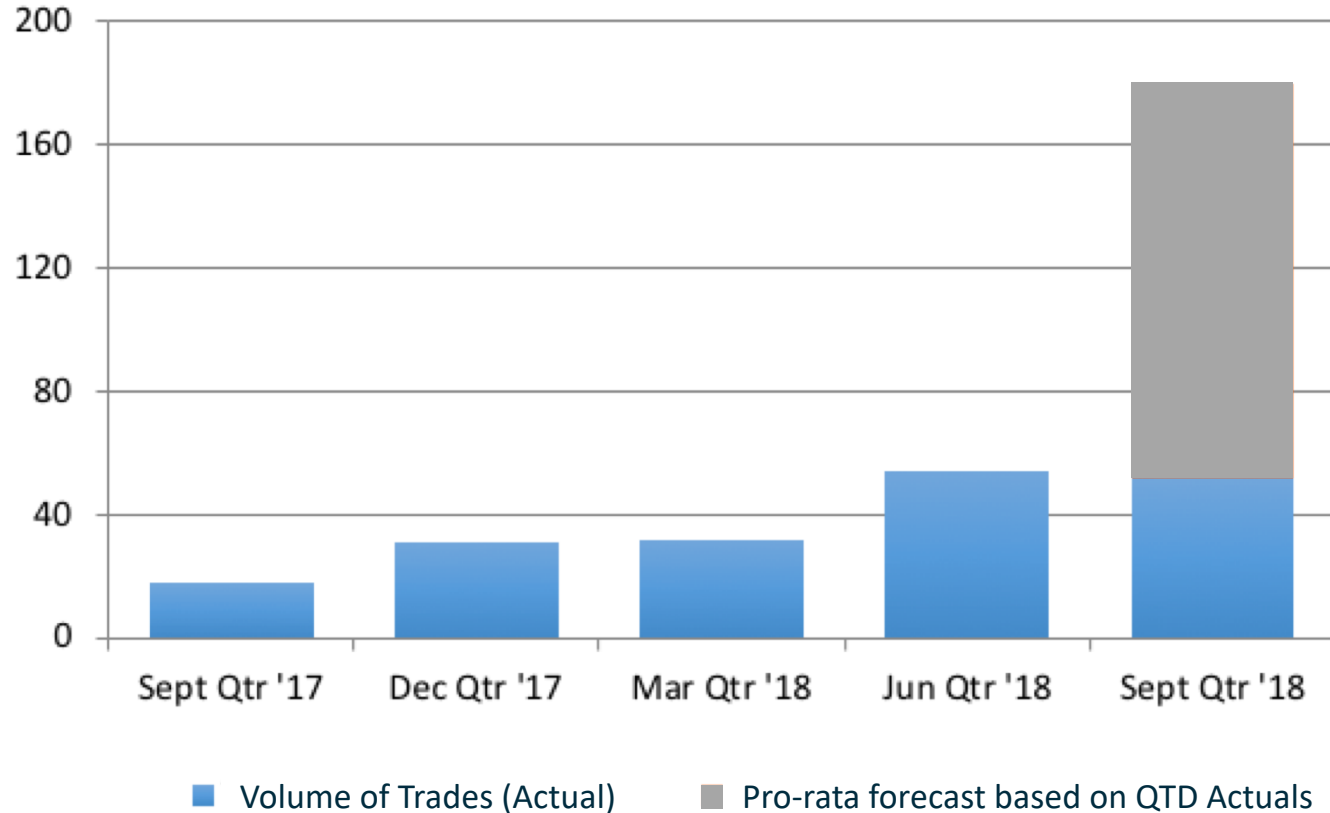


# THE AVERAGE \$ VALUE OF AUDIENCE FIRST TRADES IN THE US MARKET IS HIGHER THAN THE HISTORICAL AVERAGE.

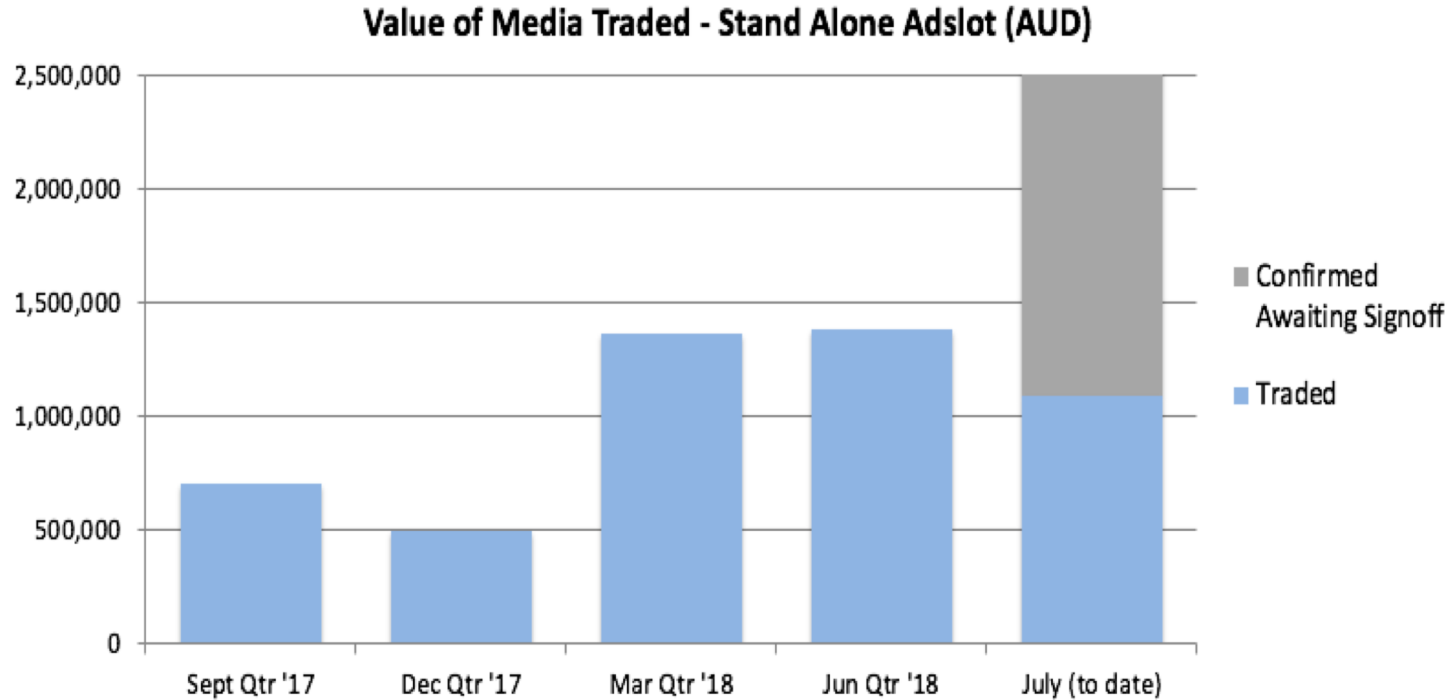


Note: This chart shows the average AUD \$ value of individual *Audience First* campaigns (\$147k) since its launch in June 2018, compared to the Company's historical average campaign trade values globally (\$21k) and in the US market (\$41k) for *Adslot Media* in the last 2 years to 30 June 2018.

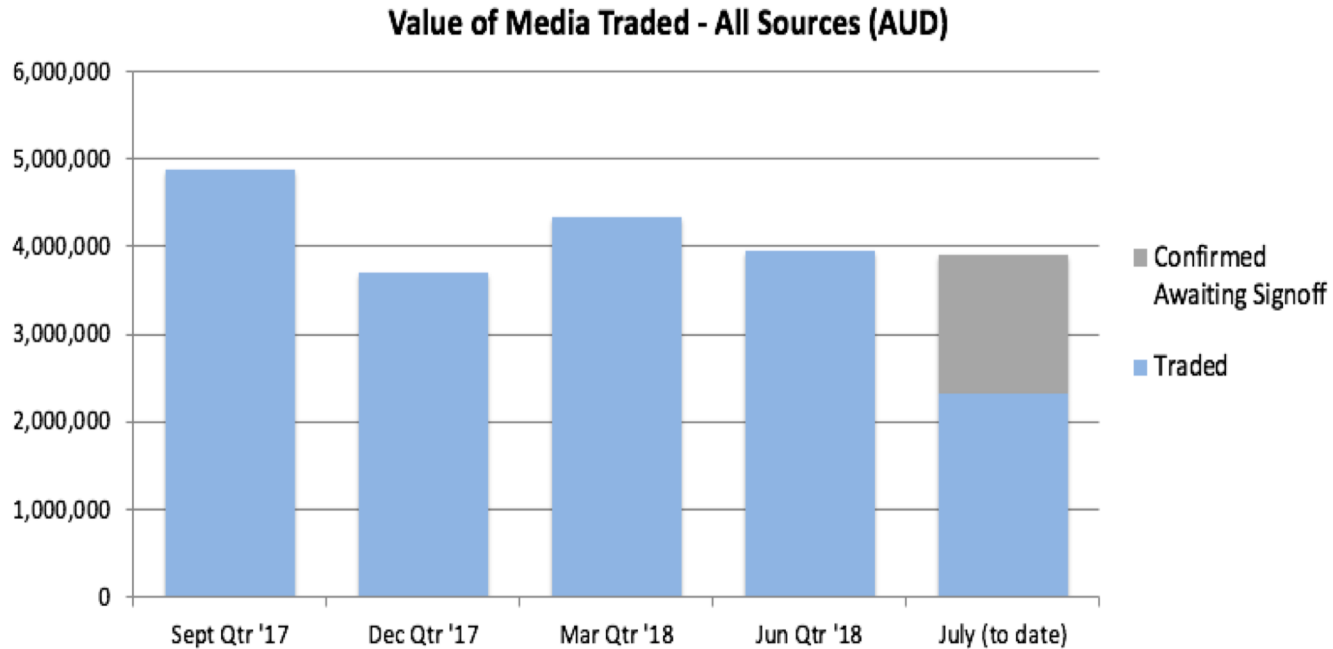
# THE VOLUME OF TRADES IN THE CURRENT (SEPT) QTR IS ON TRACK TO GREATLY EXCEED THE JUNE QTR.



# THE \$ VALUE OF MEDIA TRADED VIA ADSLOT MEDIA STAND-ALONE IS GROWING.



# ...AND THE CURRENT QUARTER TO DATE IS INDICATING STRONG GROWTH IN \$ VALUE OF MEDIA TRADED FROM ALL SOURCES.



# **FY18 FINANCIAL RESULTS.**

# FY18 FINANCIAL RESULTS UPDATE.

FY18 primarily reflects a year of investment in both product R&D and sales and marketing.

Despite an improvement in operating metrics, the improvement has not yet resulted in increased revenue.

A strategic review was conducted in Feb 18 which resulted in a reduced cost structure and more targeted business strategy.

The Company's FY18 audited financial results will be announced at the end of August 2018.

**Expected financial results for the 12 months ended 30 June 2018** include:

- Trading Technology Revenue of \$5.2m, 4% lower than PCP
- Total Revenue and other Income of \$8.0m, 11% lower than PCP
- EBITDA loss of \$6.4m, 50% higher than PCP

## **Important Disclaimer:**

The FY18 financial information has not been subject to review or audit and should not be relied on as if it were audited information.

Further, while the Company does not presently anticipate being required to make a material impairment charge in its income statement for FY18, this position will not be finalised until the FY18 audit is completed. Refer to the key risks section for further details.

**THE PROBLEM  
ADSL0T SOLVES.**



**The \$38B\* forward guaranteed display ad market has traditionally been traded manually via spreadsheets and purchase orders.**

**Adslot provides media *workflow* automation (*Symphony*) and media *trading* automation (*Adslot Media*) to large buyers and sellers of forward guaranteed media.**

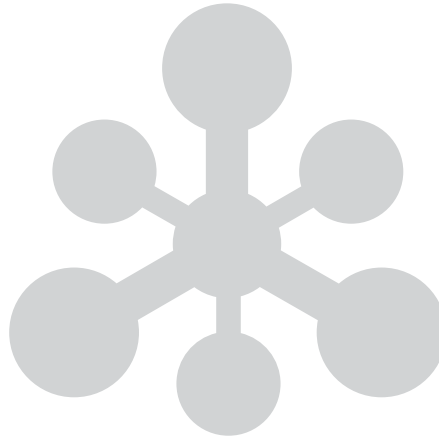
\* Source: eMarketer Report, *Net Display Ad Revenue Share Worldwide, 2016-2019*

# WHY SYMPHONY?

1. Improves operational efficiency through systems integration.



2. Provides a consistent, centralised data asset that enables data-driven insights and decision-making across the group.



**EFFICIENCY  
IMPROVEMENT...**

**35%\***

\* Note: Management estimate based on efficiency improvement measured when deploying *Symphony* to agency clients

# WHY ADSLOT MEDIA?

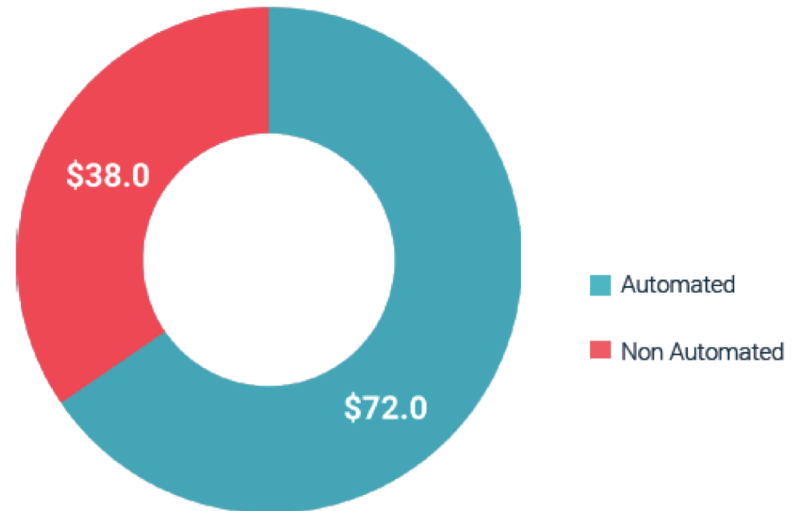
The dashboard interface includes the following elements:

- Navigation:** Dashboard, Marketplace, Planner, Media Schedule, Creative, Inbox, Reports.
- Filters:** All Categories, United States, Round 1,879 products, From 342 sites, by 149 publishers.
- Search:** Search publishers, sites and products.
- Audience Targeting:**
  - Buyer First-Party:** B2B, B2B/AD, Content/Brand, Expedia.
  - Publisher First-Party:** Audience, Content/Ad, Geographic, Technology.
  - Third-Party:** Lifetime, Blacklist.
- Key Messages:**
  - Make planning a breeze.** A marketplace of premium products, real-time audit insights, and advanced audience targeting makes planning a breeze.
  - Add new, sign off later.** Add as many products to your plan with no obligation. Collaborate with publishers and sign off what you like when you're ready.
  - Build a campaign in minutes.** Over the email and building campaigns using spreadsheets? Focus on what you're good at: building relationships with publishers and clients.
- Featured Categories:** NEWS, SPORTS, HEALTH & FITNESS, TECHNOLOGY & COMPUTING, AUTOMOTIVE.
- New Products:** HEARST digital media. Young Women's Group Collection RDN Des: Hearst US.

# THE ONLINE DISPLAY AD MARKET BREAKS DOWN INTO TWO PRIMARY SEGMENTS...

- Automated (programmatic)
  - Traded via purpose built platforms
  - Is audience targeted – **'addressable'**
  - Traded impression by impression in real time ('real-time bidding' or 'RTB')
- Non Automated (manual)
  - Not traded via platforms but manually via email, telephone, spreadsheets and purchase orders
  - Not audience targeted – **'non addressable'**
  - Traded on a forward reserved basis – **'forward guaranteed'**

Global Display Ad Spend (USD \$B's)\*



\* Source: eMarketer, *Net Display Ad Revenue Share Worldwide, by Company, 2016-2019*

**Why hasn't the \$38B forward  
guaranteed segment transitioned to  
programmatic (RTB) automation..?**

# BECAUSE THE RTB ECOSYSTEM WASN'T BUILT TO SERVICE FORWARD GUARANTEED DEALS.

The screenshot shows the DoubleClick for Publishers interface. The 'Orders' sidebar on the left lists various order statuses. The main 'Settings' section includes:

- Custom fields optional:** Type to find items
- Type:** Sponsorship (dropdown), 4
- Start time:** Sponsorship (dropdown), :00 AM
- End time:** Standard (dropdown), :59 PM
- Goal:** Bulk, Price priority, House, Click-tracking only
- Rate:** AUD
- Discount:** (dropdown)
- Adjust delivery optional:**
  - Deliver impressions: Evenly (dropdown)
  - Display creatives: One or more (dropdown)
  - Rotate creatives: Evenly (dropdown)
  - Day and time: All days and times (edit)
  - Frequency:  Set per user frequency cap

Highest priority – sponsorship buys

Medium priority – CPM buys

Low priority – programmatic buys

PMP

Open RTB

**FORWARD GUARANTEED**

- Largest Audience
- Best Ad Formats
- Premium Position

**FORWARD GUARANTEED**

- Large Audience
- Premium Ad Formats
- Premium Position

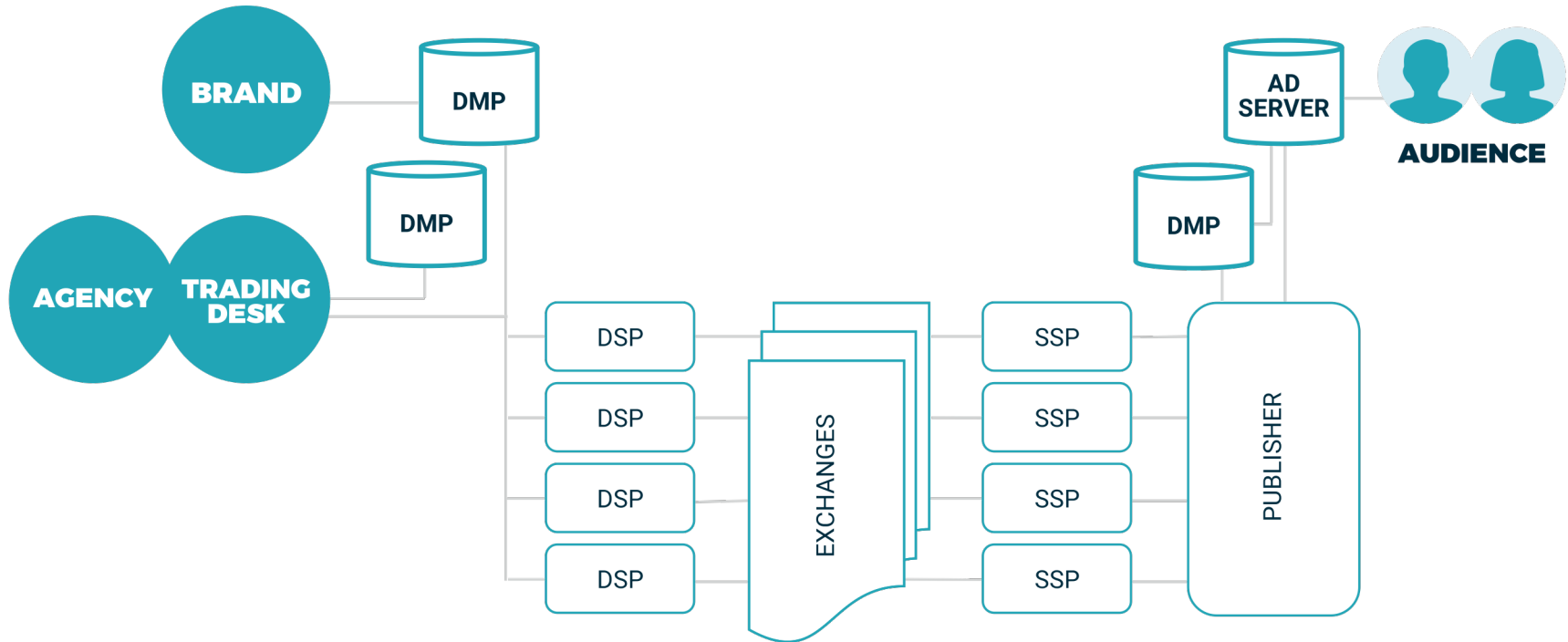
**RTB**

- Smaller Audience
- Lower Quality Ad Formats
- Lower Quality Position

**RTB**

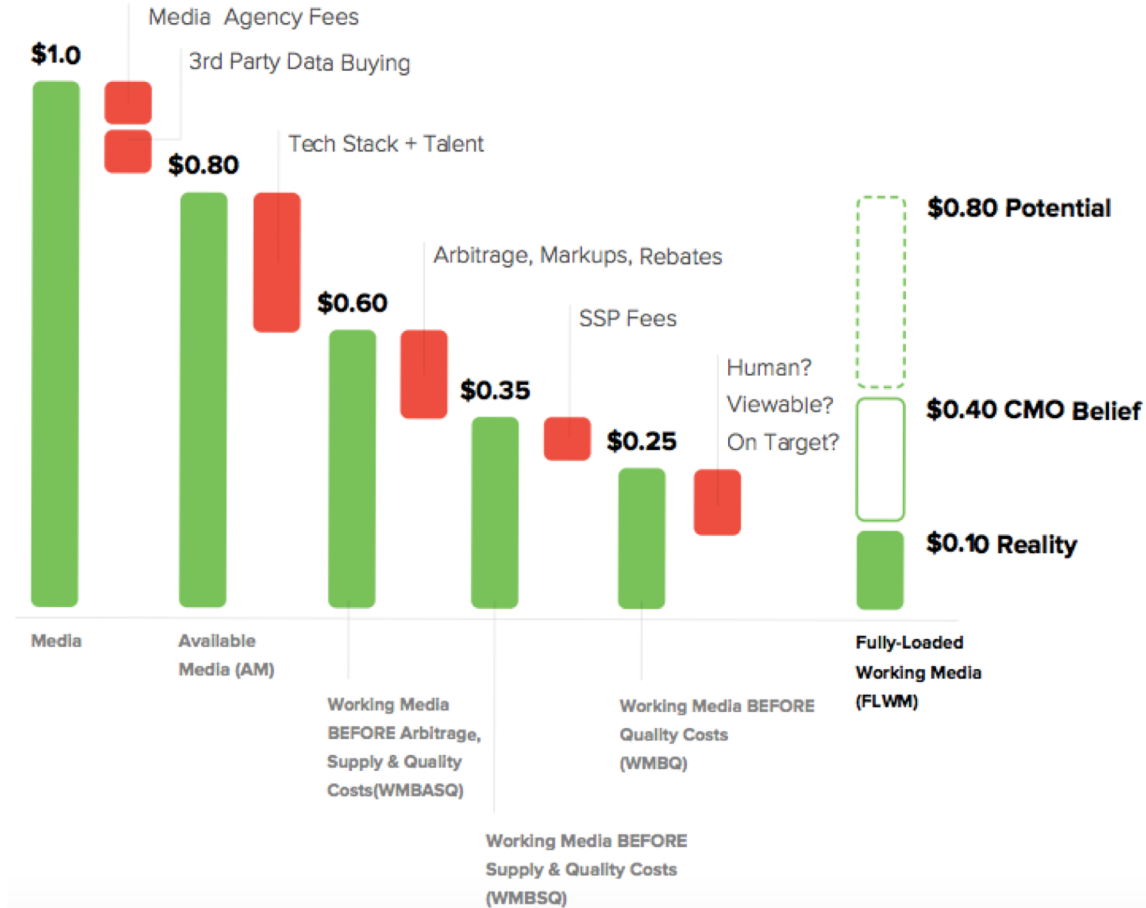
- Smallest Audience
- Lowest Quality Ad Formats
- Lowest Quality Position

# RTB TECHNOLOGY IS COMPLICATED, WITH MULTIPLE INTERDEPENDENT PLATFORMS SITTING BETWEEN BUYER AND SELLER...



Note: Please see Glossary section at the end of this presentation for acronym definitions.

# ...MAKING RTB AUTOMATION HUGELY INEFFICIENT.



Source: LabMatik Industry Report: 'Unlocking Shareholder Value in Programmatic' May 2018



# THE ADSLOT SOLUTION.

# THE BENEFITS OF ADSLOT ARE MANY, MATERIAL AND SHARED ACROSS STAKEHOLDERS.

**Automation** – operational efficiency for buyer & seller, reduces complexity/human error, speed to market

**Economic efficiencies** – significantly reduces labour cost (forward guaranteed) and removes adtech tax (programmatic)

**Transparent** – advertiser, buyer & seller have 100% transparency on every media dollar

**No Fraud** – zero programmatic fraud as trades are direct, server to server

**No data leakage** – zero data leakage as passing of data is direct, server to server

**Brand Safe** – every impression, every site and publisher is known and signed off directly between buyer & seller in advance

**Larger pool of inventory** – Adslot exposes ALL available inventory/audience to the buyer, not just the unsold inventory/audience available via programmatic/RTB

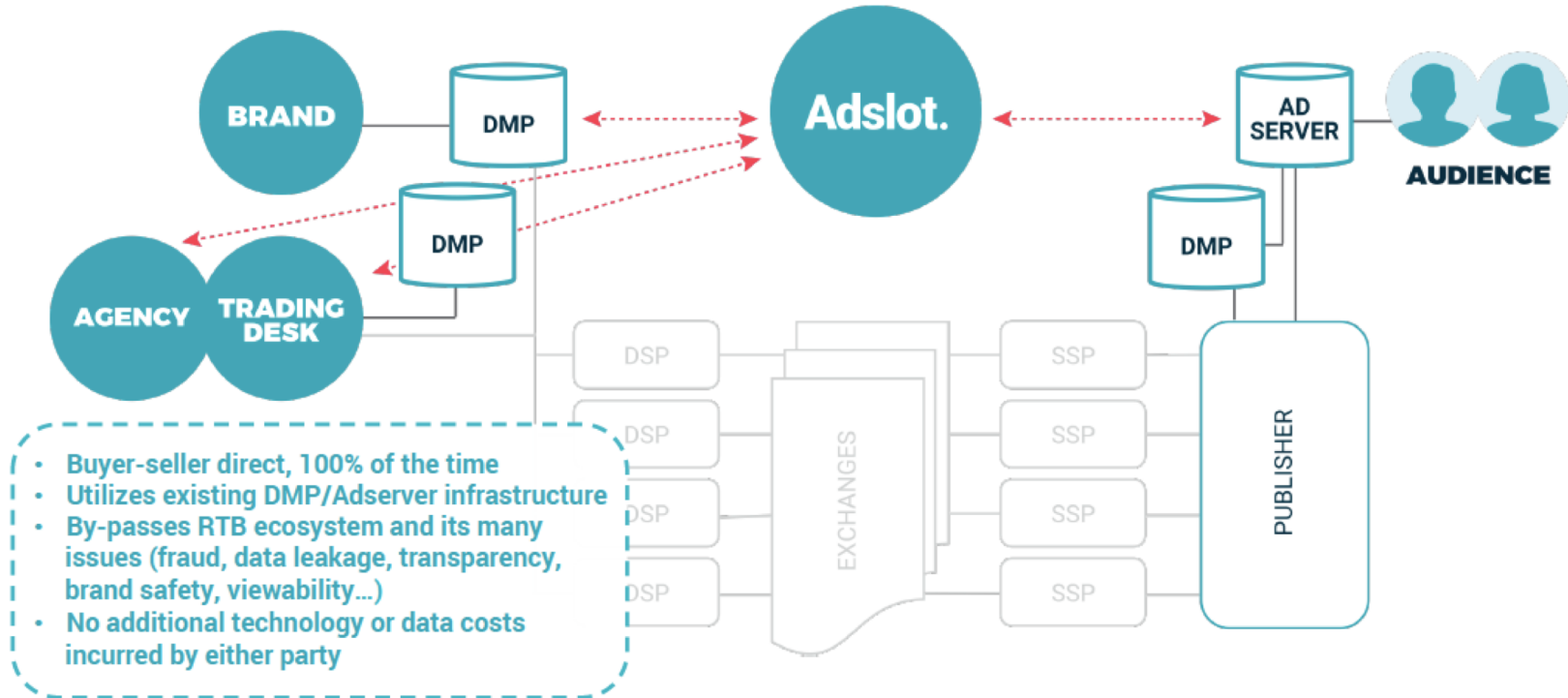
**Reservation based/certainty** – advertisers know what inventory and audiences are available and can plan/reserve them in advance (not possible via programmatic/RTB tech)

**Superior campaign performance** – campaigns transacted via Adslot can be easily optimised and consistently perform better across key metrics including delivery to target, viewability %, CTR and other metrics

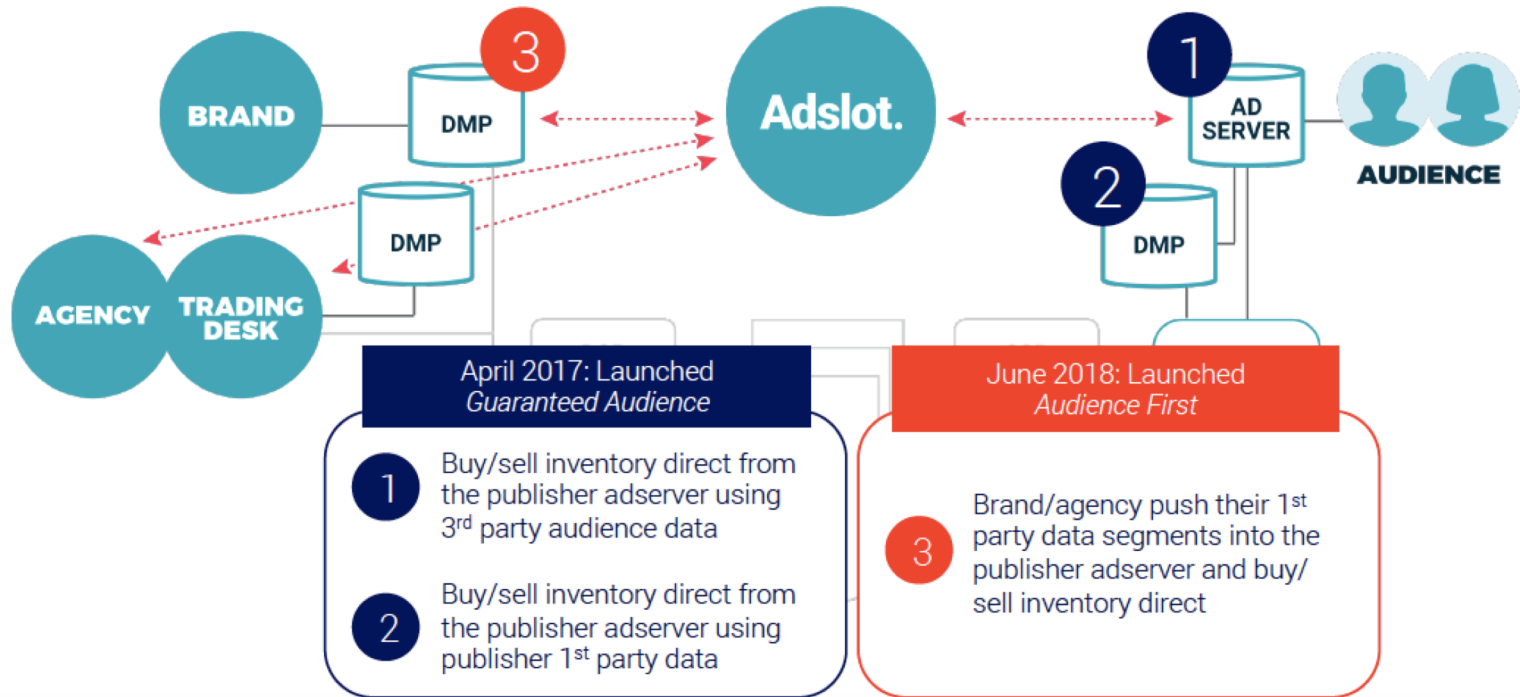
**Higher Quality Publishers/Sites/Ad Units** – Adslot's marketplace is a curated catalogue of premium publishers, sites and content

**Takes priority over programmatic (RTB) demand** – Adslot orders are pushed into the publisher adserver at the top of their waterfall, and so take priority over competing demand from programmatic sources

# ADSLOT MEDIA IS A SIMPLE, SCALABLE TECHNOLOGY SOLUTION THAT COMPLETELY BY-PASSES RTB, REMOVING COST, RISK AND COMPLEXITY...

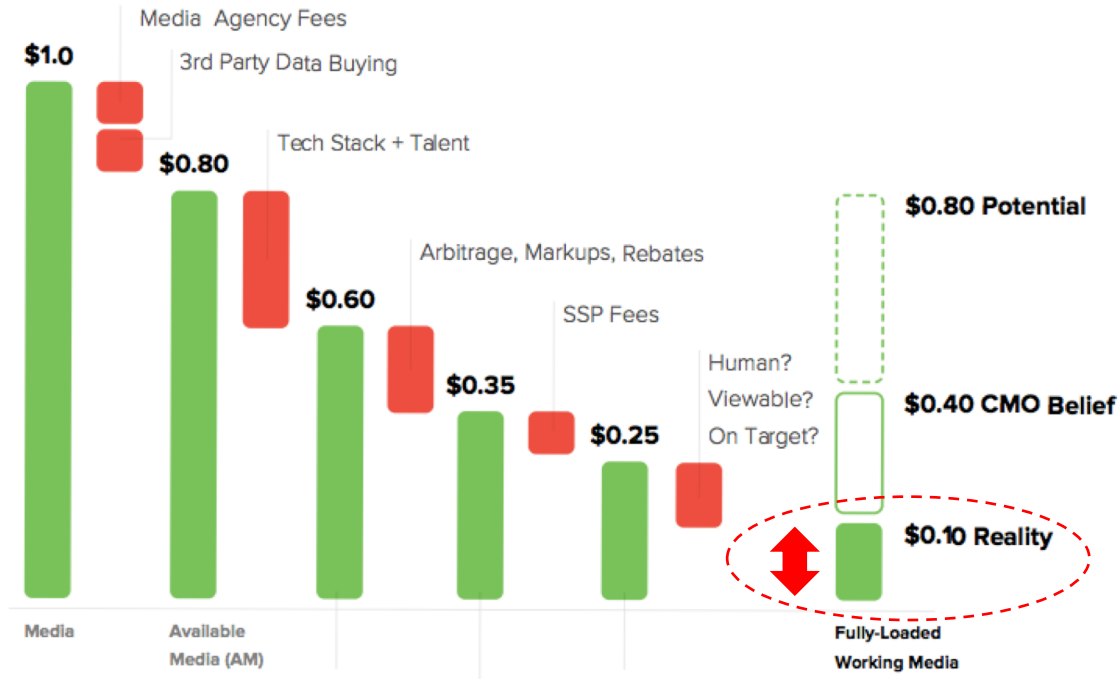


# AND ADSLOT NOW SUPPORTS ALL FORMS OF AUDIENCE TARGETING...

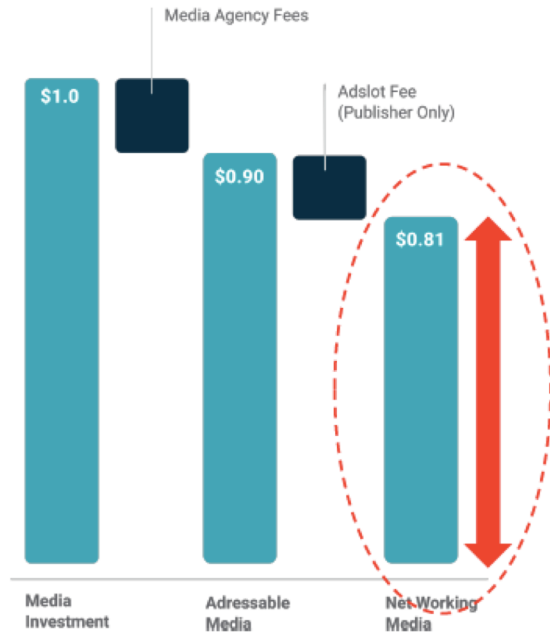


# ...WHICH CAN DIRECTLY BENEFIT ADVERTISERS AND PUBLISHERS...

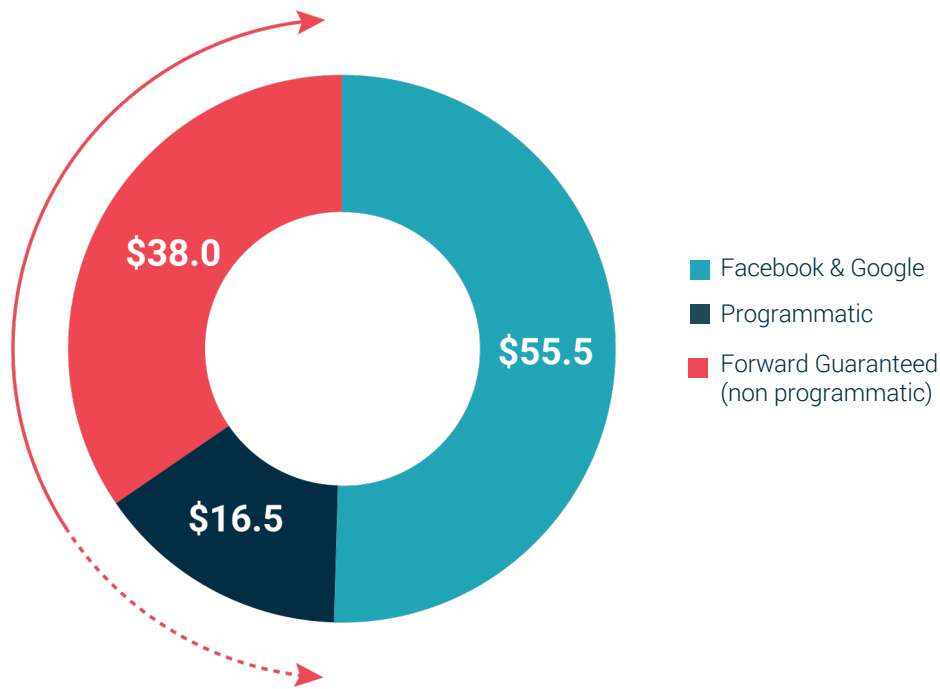
Adslot shifts the structural economics from this...



...to this...



## Global Display Ad Spend (USD \$B's)\*



**...which also grows  
the market  
opportunity to  
include non  
FB/Google  
spend...to c.\$55B**

\* Source: eMarketer, *Net Display Ad Revenue Share Worldwide*, by Company, 2016-2019 and Google and Facebook public filings

# **ADSLOT'S STRATEGIC MARKET POSITION.**









# **ADSLOT HAS ESTABLISHED A STRATEGIC POSITION...**

1. Market leading technology that has been validated by leading agencies and advertisers
2. Signed hundreds of premium publishers
3. Future leverage from over \$3B (targeting \$6B+ by 2020) of Symphony demand
4. Global sales and customer footprint in key markets
5. Built on an API architecture to enable integrations with multiple enterprise systems



# 1. Market leading technology that has been validated by large agencies and advertisers

- Major agencies/advertisers across US/UK/Australia have traded via Adslot
- Most first time users have conducted repeat trades via Adslot
- The most requested feature and the gateway to significant adoption is the ability to trade against advertiser 1<sup>st</sup> party data (audience targeting using advertiser's own data)
- The ability to trade against advertiser 1<sup>st</sup> party audiences was released in June 2018 (*Audience First*)
- In the weeks since release:
  - Significant advertisers have traded (eg. top 5 US advertiser)
  - Average value of trades has grown to \$147k vs \$41k historical average

 <b>MEDIACOM</b>	 BLUE 449
 Hearts & Science	 <b>WAVEMAKER</b> MEDIA. CONTENT. TECHNOLOGY.
 MINDSHARE	 CADREON
	 dentsu AEGIS network

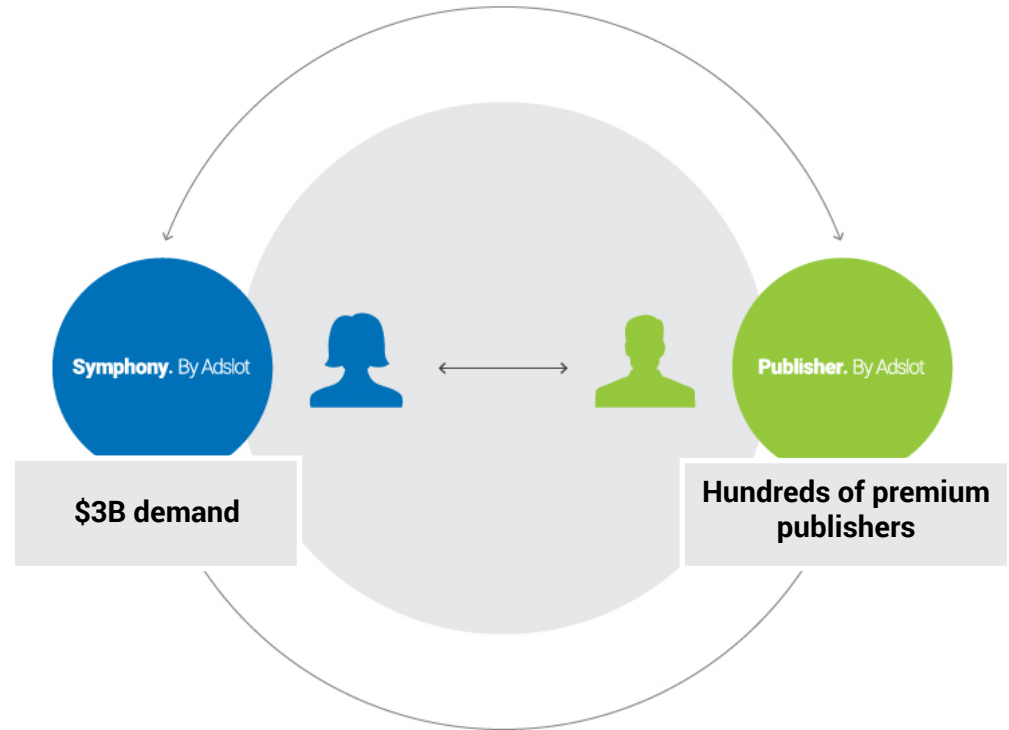
## 2. Signed hundreds of premium publishers...and a fast growing number to *Audience First*

	CONDÉ NAST		GANNETT		haymarket	The Guardian		Trinity Mirror
			Forbes	FT FINANCIAL TIMES	Telegraph.co.uk		Oath:	
Time Inc.				The New York Times				
	MailOnline		The Washington Post	IBTimes	Vox		NY DAILY NEWS	
BUSINESS INSIDER					THOMSON REUTERS	POPSUGAR		

Note: publisher contracts are non-exclusive and do not have guaranteed volume, expenditure or revenue conditions. Publisher logos emphasized by red border have the capacity to target advertising based on advertiser 1<sup>st</sup> party audience data (*Audience First*)

### 3. Future leverage from \$3B of Symphony demand (targeting \$6B+ by 2020)

- c. \$3b of annual agency demand managed through *Symphony*
- Hundreds of premium publishers signed to *Adslot*
- Basic integration of *Adslot* publishers & products integrated into *Symphony*
- Future migration of *Symphony* publisher UI to *Adslot* publisher UI will allow transactions initiated by a buyer in *Symphony* to be received and approved by a Publisher in *Adslot*
- *Symphony* is a source of demand that will allow *Adslot* to drive Trading Fee revenue (transactional revenue based on media spend) in future



## 4. Global sales and customer footprint in key markets

- HQ – Sydney/Melbourne: Product Development, Product Management, Finance, Technology, Sales, Customer Service (APAC & Global)
- Ho Chi Minh: Product Development
- Shanghai: Customer Service (APAC)
- Munich: Sales, Customer Service (EMEA)
- London: Sales, Customer Service (UK/EMEA)
- New York: Sales, Customer Service (North America), Marketing (Global)
- San Francisco: Sales (US)



## 5. Adslot technology is built on API architecture to enable interoperability

## ...CREATING A SIGNIFICANT MARKET OPPORTUNITY.

- Online display advertising is a \$110B global market growing at circa 20% CAGR\*
- The highest growth segment representing c.\$70B\* is programmatic (traded via purpose built platforms, ie. RTB) and allows audience targeting
- The c.\$40B\* forward guaranteed segment is traded manually and without the benefits of audience targeting
- Adslot is a market leading platform that:
  - Automates forward guaranteed media buying/selling
  - Enables all forms of audience targeting
  - Leverages pre-existing infrastructure so incurs no incremental variable cost
- Adslot has established a strategic position from which to capitalise:
  - Seeing initial adoption from some of the world's largest advertisers/agencies
  - Signed a significant and growing catalogue of supply (premium publishers) in key markets
  - Built out a global sales and support footprint
  - \$3B+ of demand captured via Symphony to unlock in future
  - No big data, infrastructure or variable technology costs

\*Source: eMarketer, *Net Display Ad Revenue Share Worldwide, by Company, 2016-2019*

# ADSLLOT IS A HIGHLY SCALABLE BUSINESS...

- The market opportunity is large: \$38B\*
- The value Adslot creates is distributed across the primary stakeholders: advertiser, buyer, seller
- Transaction based model sees Adslot generate revenue of up to 15% of media traded
- There is no fee to the advertiser/buyer - Adslot's fee is collected via the publisher
- Cost base is largely fixed:
  - None of the technology, infrastructure and data costs of RTB (not managing 'big data in real time')
  - Adslot technology leverages existing technology and is independent/agnostic

# ...WITH DISTINCT DIFFERENTIATION AND UNIQUE BENEFITS

COMPETITOR SET	Adserver Integrated	Buyer-Seller Direct	No Demand Side Fee	Tech Agnostic
<b>Adslot.</b>	✓	✓	✓	✓
<b>Google</b>	—	—	✗	✗
<b>mediaocean</b> <b>VISTA</b> EQUITY PARTNERS	✗	—	✓	—
<b>rubicon</b> PROJECT	—	—	✗	✓
<b>AppNexus</b>	✗	—	✗	✓
<b>theTradeDesk</b>	✗	✗	✗	✓
<b>OpenX</b>	✗	✗	✗	✓
<b>MediaMath</b>	✗	✗	✗	✓
<b>sonobi</b>	✗	✗	✗	✓

✓ = yes

— = limited (eg. Google is integrated only with its own proprietary adserver, DFP)

✗ = no



# **SUMMARY.**

# SUMMARY

- The opportunity to automate a \$38B industry is large and growing
- Adslot's two-product strategy is well placed to take advantage of changing market dynamics
- In *Symphony*, the company has a product with strongly growing SaaS based revenues
- In *Adslot Media*, the company has a product that should it achieve sufficient scale, will become a high margin, high profit business based on a transactional revenue model
- The addition of *Audience First* gives Adslot a unique proposition to enable large advertisers to leverage their audience data
- We are seeing initial validation of our current strategy – the world's largest media buyers, prominent media publishers, growing trading volumes, increases in average value of trades.

# KEY RISKS.

# KEY RISKS.

This section discloses some of the key risks attaching to an investment in Adslot. Before investing in Adslot, you should consider whether this investment is suitable for you having regard to publicly available information and your personal circumstances and following consultation with your professional advisors. The risks in this section are not, and should not be considered to be or relied on as, an exhaustive list of risks relevant to an investment in Adslot. The risks are general in nature and regard has not been had to the investment objectives, financial situation, tax position or particular needs of any investor.

## Company specific risks

### AusIndustry R&D Tax Incentive Scheme Review

Following an initial request for information, AusIndustry has indicated its intention to conduct a review of Adslot's FY2016 R&D Tax Incentive rebate claim. The R&D Tax Incentive is an Australian Government program under which companies receive cash refunds for 43.5% of eligible expenditure on research and development. The AusIndustry review is consistent with the Government's stated focus of ensuring compliance for software businesses (such as Adslot) that claim under the R&D Tax Incentive scheme. The total amount of the Company's FY2016 rebate was \$2.3m.

Adslot will respond as required with the AusIndustry review and believes that it is in compliance with the terms of R&D Tax Incentive scheme and that its FY2016 claim is consistent with the criteria of the scheme.

### Asset impairment

Adslot is periodically required to assess the carrying value of its non-current assets, including its brands and goodwill. Where the recoverable amount of an asset is assessed to be less than its carrying value, Adslot is obliged to recognise an impairment charge in its income statement. Impairment charges can be significant and can reduce the level of a company's profits and, potentially, its capacity to pay dividends. Impairment charges are a non-cash item.

Further, the Company and its auditors are required to assess the carrying value of its non-current assets as part of the FY18 audit. While the Company does not presently anticipate being required to make a material impairment charge in its income statement for FY18, this will not be finalised until the FY18 audit has been completed. In the event that an impairment charge is in fact required, this may adversely affect the Company's financial performance in FY18.

### Non-audited financial information

The financial information for Adslot in relation to the financial year ending 30 June 2018 (FY18) included in this presentation has not been subject to review or audit and could be subject to revision following review by Adslot's external auditors. Investors should not rely on this information as if it were audited financial information.

### Future capital requirements

The continued operations of Adslot may be dependent on its ability to obtain financing through debt, equity financing or capital raising. There is a risk that Adslot may not be able to access capital for future projects or developments due to factors beyond its control which could have a material adverse impact on Adslot's business and financial condition.

# KEY RISKS.

## **Failure to retain existing customers and attract new customers**

Adslot's business depends on its ability to retain existing customers and its growth prospects depend on its ability to attract further business from existing customers and to attract new customers.

There is a risk that customers reduce the use of Symphony workflow software or Symphony-Adslot integrated trading platform, for example, in terms of the number of users, number of modules, value of advertising spend transacted and volume of transactions, which would result in a reduction in the level of licence fees and trading revenue payments. There is also a risk that customers cease to use Symphony workflow software or Symphony-Adslot integrated trading platform at the end of any contracted periods, or terminate contracts early. If customers terminate their contracts, or reduce their usage of Adslot's software or trading platform, Adslot's revenue, including revenue characterised as recurring revenue, could decrease.

If customers do not continue to use Adslot's software or trading platform and/or decrease their use of Adslot's products over time, and if new customers do not choose to use Adslot's software or trading platform, growth in revenue may slow, or revenue may decline.

## **Decline in advertising volumes and economic conditions**

A decline in regional and global advertising volumes or negative economic conditions, including in the advertising services market, may adversely affect Adslot's financial performance. Adslot's customers are media buying groups, advertising agencies and online publishers whose business operations depend on regional and global advertising activities which can be closely linked to regional and global economic activity. A decline in economic activity would therefore adversely affect Adslot's financial performance and position.

## **Adslot operate in a competitive industry**

Adslot competes against both other digital advertising software and/or trading platform providers and should they develop in-house software and trading platforms of their own, customers' in-house IT departments. Some existing and potential competitors have significantly more financial resources than Adslot.

Competitors could increase their market share, Adslot may fail to anticipate and respond to technology changes as quickly as its competitors, competitors may expand their product offering, and new competitors could develop products which compete more effectively with Adslot products.

Any deterioration of Adslot's competitive position would adversely affect Adslot's financial performance and position.

# KEY RISKS.

## **Reliance on Symphony and Adslot trading platform and failure to adequately maintain and develop it**

Adslot's business model depends on an ability to continue to ensure that customers are satisfied with Symphony workflow software and the Symphony-Adslot integrated trading platform. There is a risk that Adslot may fail to maintain the Symphony workflow software and Symphony-Adslot integrated trading platform adequately, or that updates may introduce errors and performance issues, causing customer satisfaction in the Symphony workflow software and Symphony-Adslot integrated trading platform to fall. Any of these factors may result in reduced sales and usage, loss of customers, damage to Adslot's reputation, an inability to attract new customers and potentially claims for compensation.

Future revenue growth also depends on an ability to develop enhancements and new features and modules for the Symphony workflow software and Symphony-Adslot integrated trading platform so that they continue to meet customer needs, attract new customers and generate additional revenue from increased usage. There is a risk that the development and introduction of new features and modules does not result in a successful outcome for various reasons.

## **Failure to realise benefits from product development costs**

Developing software and trading platform technology is expensive and the investment in the development of these product offerings often requires an extended period to achieve a return on investment. An important element of Adslot's corporate strategy is to continue to make investments in innovation and related product opportunities. The Company believes it must continue to dedicate resources to innovation efforts to develop the software and trading platform product offering and maintain a competitive position. However, Adslot may not receive significant revenues from these investments for a material period, or may not realise such benefits at all.

## **Reliance on third party IT suppliers**

Adslot rely on certain contracts with third party suppliers to maintain and support its IT infrastructure. In particular, Adslot relies on contracts with tier one solution providers for the provision of cloud hosted database, development platform, software or trading platform infrastructure. If contracts with key suppliers are terminated or suffer a disruption for any reason, this could materially adversely impact Adslot's operations and financial performance.

## **Disruption or failure of technology systems**

Both Adslot and its customers are dependent on the performance, reliability and availability of technology platforms, data centres and global communications systems (including servers, the internet, hosting services and the cloud environment in which products are provided). There is a risk that these systems may be adversely affected by disruption, failure, service outages or data corruption that could occur as a result of computer viruses, "bugs" or "worms", malware, internal or external misuse by websites, cyber attacks or other disruptions including natural disasters, power outages or other similar events.

## **Security breach and data privacy**

Adslot products involve the storage and transmission of customers' confidential and proprietary information, including intellectual property, confidential business information, information regarding their customers, and other confidential information.

Adslot's business could be materially impacted by security breaches of customer's data and information, either by unauthorised access, theft, destruction, loss of information or misappropriation or release of confidential customer data.

# KEY RISKS.

## **Ability to attract and retain key personnel**

Adslot's success is dependent upon the retention of key personnel, in particular members of the senior management and product teams. In addition, Adslot needs to attract and retain highly skilled software development engineers.

Competition for such personnel is intense. There is a risk that Adslot may not be able to attract and retain key personnel or be able to find effective replacements for them in a timely manner. The loss of such personnel, or any delay in their replacement, could materially adversely impact Adslot's ability to operate the business, achieve growth strategies and secure prospects, including through the development and commercialisation of new products or modules.

## **Country/region specific risks in new and/or unfamiliar markets**

As Adslot expands its presence in new international jurisdictions, it is subject to the risks associated with doing business in regions that may have political, legal and economic instability or less sophisticated legal and regulatory systems and frameworks, including (i) unexpected changes in, or inconsistent application of, applicable foreign laws and regulatory requirements, (ii) less sophisticated technology standards; (iii) difficulties engaging local resources; and (iv) potential for political upheaval or civil unrest. As Adslot enters newer and less familiar regions there is a risk that it fails to understand the laws, regulations and business customs of these regions.

## **Failure to protect intellectual property rights**

The value of the Adslot brand and products is dependent on an ability to protect intellectual property, including business processes and know-how, copyrights and trademarks. There is a risk that Adslot may be unable to detect the unauthorised use of its intellectual property rights in all instances. Further, actions taken to protect intellectual property may not be adequate or enforceable and thus may not prevent the misappropriation of intellectual property and proprietary information. Breach of Adslot's intellectual property rights may result in the need to commence legal action, such as infringement or administrative proceedings, which could be costly time consuming and potentially difficult to enforce in certain jurisdictions and may ultimately prove unfavourable. Failure to protect intellectual property rights could have an adverse impact on Adslot's operations and financial performance.

# KEY RISKS.

## General risks

Adslot is exposed to a number of other general business risks including risks relating to breach of third party intellectual property rights, failure to keep abreast of changes in political and regulatory environments, foreign exchange, potential litigation and certain investment risks.

The following risks have been identified as being key general risks. These risks have the potential to have a significant adverse impact on Adslot which may in turn affect the financial position, prospects and price of its listed securities. Some of these risks can be mitigated by the use of safeguards and appropriate systems and controls, others can be covered by insurance, but some are outside the control of Adslot and cannot be mitigated or insured against.

### **Economic conditions**

The economic condition of both domestic and global markets may affect the performance of Adslot. Factors such as fluctuations in currencies (including exchange rates), commodity prices, inflation rate, interest rates, supply and demand and industrial disruption may have an impact on operating costs and therefore future possible revenues and the share market price.

Securities listed on a stock market can experience price and volume fluctuations that are often unrelated to the performance of the company. General factors that may affect the market price of Adslot shares include economic conditions, both locally and internationally, the global security situation, the possibility of terrorist disturbances and changes in government legislation or policy.

### **Dilution**

Adslot shareholders will be diluted by the issue of New Shares under the Placement.

### **Foreign exchange risks**

A proportion of Adslot's revenues, costs, assets and liabilities are denominated in currencies other than Australian dollars. Exchange rate movements affecting these currencies may impact the income statement or assets and liabilities of Adslot, to the extent the foreign exchange rate risk is not hedged or not appropriately hedged.

### **Taxation**

Future changes in Australian taxation law, including changes in interpretation or application of the law by the courts or taxation authorities in Australia, may affect taxation treatment of an investment in Adslot shares, or the holding and disposal of those shares. Further, changes in tax law, or changes in the way tax law is expected to be interpreted, in the various jurisdictions in which Adslot operates, may impact the future tax liabilities of Adslot.



# KEY RISKS.

## **Business factors**

The continuing economic viability of Adslot will be dependent on managing risk factors normally found in conducting a business, including management of contractual risks, litigation due to breach of agreements or in relation to employees (through personal injuries, industrial matters or otherwise), loss of services of key management or operational personnel or change in tax and accounting laws.

There can be no assurance that parties with whom Adslot has entered into commercial arrangements will adhere to the terms of the contracts and arrangements. There is the potential of material failure by or insolvency of any customer or supplier used by Adslot in any of its activities. Such being the case, this could cause disruption to the operations of Adslot. Adslot is unable to predict the risk of insolvency or other managerial failure by any of its customers or suppliers or other service providers used by Adslot.

All of the mentioned business factors could have a material adverse effect on the results of the operations or the financial condition of Adslot.

## **Change in accounting policy**

Adslot is subject to the usual business risk that there may be changes in accounting policies which impact Adslot.

# **GLOSSARY.**

# GLOSSARY.

**RTB** – “Real-Time Bidding”, otherwise known as “programmatic” refers to digital display advertising that is traded in real-time, on an impression-by-impression basis, driven by algorithms representing both buyer (DSP) and seller (SSP).

**DSP** – “Demand-Side Platform” – a technology platform used by media buyers to buy ad impressions in real-time via exchanges using computer algorithms.

**SSP** – “Supply-Side Platform” – a technology platform used by media publishers to sell ad impressions in real-time via exchanges using computer algorithms.

**DMP** – “Data Management Platform” – a technology platform used by either media buyers or sellers which contains demographic or behavioural information on individual users, to enable audience targeting.

**CPM** - “Cost per Mille” or “cost per thousand impressions” is a standard advertising term by which publishers price advertising inventory. One impression is one ad view.

**PMP** – “Private Market Place” is a capability within the RTB ecosystem that allows publishers to restrict availability of their ad inventory to certain (pre-approved) advertisers

**UI** – “User Interface” is the interface that users operate applications or software on desktop or laptop computers, mobile or tablet devices, etc.

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**THANK YOU.**