

ASX Announcement

28 June 2018

Symphony - Indian market deployment

Adslot Ltd (ASX:ADJ) is pleased to announce that it has completed an on-time deployment of its *Symphony* digital media workflow technology for GroupM agencies in the Indian market, with license fees to commence as of June 2018.

India is the thirteenth and most recent market successfully deployed under the Company's multi-market agreement with GroupM, the world's largest media buyer.

As previously disclosed, it is anticipated that once fully activated, India will be the second largest deployed *Symphony* market after China. The Indian media market is fast growing with digital ad spend having increased by more than 20% CAGR over the past 5 years, almost double the global average.

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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 \$80B online display advertising 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