

ASX Announcement

5 February 2019

## Symphony - Philippines market activation

Adslot Ltd (ASX:ADJ) is pleased to announce that it has completed activation of its *Symphony* digital media workflow technology for GroupM agencies in the Philippines market.

The Philippines is the fourteenth market to be activated under the Company's multi-market agreement with GroupM, the world's largest media buyer.

The Company receives an Activation Fee upon market activation, with ongoing License Fees to commence in the following month (March 2019).

Adslot's Chief Executive Officer, Ben Dixon said, "This latest market activation for GroupM represents the first of three activations in the APAC region scheduled for the March 2019 quarter, and follows the completion of development works for those markets in the December quarter of 2018.

"We look forward to continuing activation of the *Symphony* product across further markets in APAC and EMEA (Europe, Middle-East and Africa) for GroupM over the remainder of 2019."

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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.