

ASX Announcement

13 February 2019

Symphony - Thailand 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 Thailand market.

Thailand is the fifteenth 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, "Following on from the recent activation of Symphony in the Philippines, this new market activation highlights the Company's commitment to accelerated, on-time deployments of our technology."

The Company remains on track to activate another APAC market within the current quarter.

- END -

For further enquiries, please contact:

Ben Dixon
Chief Executive Officer
Adslot Limited
investor.relations@adslot.com

Felicity Conlan
Chief Financial Officer
Adslot Limited
investor.relations@adslot.com

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.

NEW YORK

SYDNEY

LONDON

MELBOURNE

AUCKLAND

MUNICH

SHANGHAI