

ASX Announcement

31 May 2019

Adslot Signs Additional Premium Publishers

Adslot Ltd (ASX:ADJ) is pleased to announce that it has added three additional prominent global publishers to its Adslot Media marketplace.

The Company has signed agreements with leading business and financial news provider Bloomberg and Associated Newspapers, the publishers of the Mail Online (Daily Mail), This is Money and Metro. Both publishers will have their inventory available for purchase through the Adslot Media marketplace in multiple countries around the world.

In addition, the Company has commenced deployment of its technology with leading UK financial news publisher, The Financial Times (FT). The FT have deployed Adslot for the automation of direct campaigns to create operational efficiencies, thereby allowing campaign managers to have more time to focus on driving revenue and key accounts. First trades via this relationship have already been received with activity expected to grow strongly over coming quarters.

These new publishers follow on from the recently announced agreements with US publishers PopSugar, Flight Aware, Minute Media and Johnson Publishing.

Adslot's Chief Executive Officer, Ben Dixon said, "we are delighted to welcome these new publishers to our marketplace of premium digital media inventory. We continue to offer additional scale to buyers of digital media in multiple markets around the world and these recent developments further strengthen our offering in the Business, Lifestyle and Travel segments. The Company continues to pursue additional premium publishers in multiple markets and looks forward to bringing further valuable supply to the marketplace in the coming months."

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Adslot.

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.