

ASX Announcement

27 June 2019

US Market Update

Adslot Ltd (ASX:ADJ) is pleased to provide an update on progress in the US market, in particular with regard to agency holding company discussions as previously discussed in the Outlook section of the Company's Trading Update of April 30, 2019.

The Company can confirm that it has executed a trading agreement with the programmatic trading division of one of the six largest agency holding companies in the United States. This trading agreement enables buyers within this trading division to access the Adslot platform and purchase media from Adslot's network of publishers within the US market. This represents the first such agreement with one of the six largest media agency holding companies in the United States. Initial trades from this source are anticipated within the September 2019 quarter.

In addition, the Company has reached agreement with two additional agency holding companies to enable initial trading in anticipation of executing a Master Services Agreement (MSA) at a later date. Initial trades from these agencies are also anticipated within the September 2019 quarter.

Discussions regarding the execution of MSAs with the remaining three large agency holding companies continue to progress.

The Company is also pleased to announce that it has signed additional US based publishers to further enhance supply in its US marketplace. These include leading business publisher *Business Insider* and social planning website *eVite*, used by over 160m users annually. Inventory for these publishers will be added to the marketplace in coming weeks. Further, the Company expects to add additional premium publishers to the US marketplace over the September 2019 quarter.

The Company will continue to update the market on further significant developments in the US market as they occur.

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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.