Adslot.

ADSLOT LTD (ABN 70 001 287 510)
RESULTS FOR ANNOUNCEMENT TO THE MARKET
Appendix 4E - Final report

Details of the reporting period and the previous corresponding period.

Reporting Period	Financial Year ended	**30 June 2019**
Previous Corresponding Period	Financial Year ended	**30 June 2018**

The amount and percentage change up or down from the previous corresponding period of revenue from ordinary activities (Appendix 4E item 2.1).

Revenue from ordinary activities	$	**10,271,629**
Previous corresponding period	$	**8,013,289**
Percentage change up or down from the previous corresponding period of revenue from ordinary activities	%	**28.18%**

The amount and percentage change up or down from the previous corresponding period of profit (loss) from ordinary activities after tax attributable to members (Appendix 4E item 2.2).

Loss from ordinary activities after tax	$	**(7,042,755)**
Previous corresponding period	$	**(11,653,319)**
Percentage change up or down from the previous corresponding period of loss from ordinary activities after tax attributable to members	%	**39.56%**

The amount and percentage change up or down from the previous corresponding period of net profit (loss) for the period attributable to members (Appendix 4E item 2.3).

Loss attributable to members	$	**(7,042,755)**
Previous corresponding period	$	**(11,653,319)**
Percentage change up or down from the previous corresponding period of net loss for the period attributable to members	%	**39.56%**

The amount per security and franked amount per security of final and interim dividends or a statement that it is not proposed to pay dividends (Appendix 4E items 2.4 and 2.5).

No dividends proposed relating to the reporting period

Net tangible assets per security with the comparative figure for the previous corresponding period.

Reporting Period	cents	**0.52**
Previous Corresponding Period	cents	**0.48**

Explanation of income *(Appendix 4E item 2.6)*

Revenue by Principal Activity

Adslot Ltd derives revenue from two principal activities:

1. **Trading Technology** – is made up of:

   - **Licence Fees** (annual subscription revenue), derived predominantly from *Symphony*, a global enterprise SaaS business providing market-leading workflow automation technology to the world's largest media buying agencies*;* and

   - **Trading Fees** (% of trade value), derived predominantly from *Adslot*, a leading global media trading technology platform that enables the world's largest advertisers and publishers to trade premium display advertising directly.

2. **Services** – comprises **Services Fees** derived from:

   - *Webfirm*, an Australian-based digital marketing services business, providing website design, hosting, search engine optimisation (SEO), search engine marketing (SEM) and social media marketing services; and

   - project-based customisation of *Symphony* and *Adslot Media's* Trading Technology.

The strategic focus of the Group is the growth of its *Symphony* and *Adslot Media* Trading Technology businesses.

Principal Activity	**Profile**	**FY19 Revenue ($)**	**FY18 Revenue ($)**	**YOY Growth Rate**
Trading Technology	Global opportunity, rapidly emerging, highly strategic and key growth driver	**8,038,425**	5,146,668	56%
Services	Complimentary to Trading Technology, stand-alone non-strategic	**1,800,592**	1,765,778	2%

Explanation of profit/(loss) from ordinary activities and net profit/(loss) after tax attributable to members *(Appendix 4E item 2.6)*

The current reporting period loss after tax of $7,042,755 is a decrease to the loss of $11,653,319 from the previous corresponding period, as discussed in the Review of Operations found on pages 7 to 10.

Audited results

This report is based on the following financial statements that have been the subject of an independent audit and are not subject to any dispute or qualification.

Other Appendix 4E disclosures

Additional Appendix 4E disclosures can be found in the attached Adslot Ltd financial statements.

Specifically we draw readers' attention to the Review of Operations and likely developments found on pages 7 and 11 respectively.

ADSLOT LTD

ABN 70 001 287 510

FINANCIAL STATEMENTS
for the year ended 30 June 2019

CONTENTS	Page

Directors' Report

Your Directors present their report, together with the financial report of Adslot Ltd ACN 001 287 510 ('the Company') and its controlled entities ('the Group') for the financial year ended 30 June 2019 and the auditor's report thereon.

Information on Directors

Mr Andrew Barlow, Mr Adrian Giles, Mr Ben Dixon, Mr Quentin George, Ms Sarah Morgan and Mr Andrew Dyer were directors for the whole financial year and, with the exception of Mr Quentin George, up to the date of this report. Mr Quentin George resigned subsequent to year end on 16 July 2019.

Mr Andrew Barlow
Executive Chairman
(Age 46)

Andrew Barlow is the founder and Executive Chairman of Adslot, and an experienced technology entrepreneur. Prior to Adslot, Mr Barlow co-founded online competitive intelligence company, Hitwise, with Adrian Giles in 1997. Hitwise was ranked one of the Top 10 fastest growing companies by Deloitte for five years running, before being sold to Experian Group (LSX.EXPN) in May 2007. Mr Barlow was also Founder and CEO of Max Super, an online retail superannuation fund sold to Orchard Funds Management in 2007. Mr Barlow is also the Founder of Venturian, a privately-owned venture capital fund with investments in early-stage technology companies with unique IP, highly scalable business models and global market potential.

Mr Barlow is currently a director of Nitro Software, Inc., a leading provider of PDF creation, conversion and editing software and e-signing cloud services.

Mr Ben Dixon
CEO and Executive Director
(Age 45)

Mr Ben Dixon's career in the advertising industry goes back over 19 years and includes roles at several large multinational agency groups including DDB and Mojo. He has wide experience across both the media buying and account management fields having held senior positions directing accounts for advertisers such as Telstra and Kraft Foods. In particular he was responsible for the development and implementation of e-commerce and online strategies across a number of advertisers.

In late 1999 Ben conceptualised and then co-founded Facilitate Digital Pty Ltd, assuming the role of General Manager. In the subsequent 3 years he played an integral role in steering the business through an industry collapse to a position of strength. Ben was appointed Chief Executive Officer of Facilitate when Adslot acquired it in December 2013.

Mr. Dixon was appointed as the interim CEO on the 27 February 2018. He was made permanent CEO on 1 January 2019.

Mr Adrian Giles
Non-Executive Director
(Age 45)

Adrian Giles is an entrepreneur in the Internet and Information Technology industries. In 1997 Mr Giles co-founded Sinewave Interactive which pioneered the concept of marketing a website using search engines and was the first company in Australia to offer Search Engine Optimisation (SEO) as a service.

In 1997 Mr Giles co-founded Hitwise which grew over 10 years to become one of the most recognised global internet measurement brands in the USA, UK, Australia, NZ, Hong Kong, and Singapore. Whilst positioning the company for a NASDAQ listing in early 2007 Hitwise was sold to Experian (LSX: EXPN) in one of Australia's most successful venture capital backed trade sales.

Mr Giles is also Chairman of ORDER Esports - an Australian esports team and Chairman of Fortress Esports - an esports and video game entertainment company.

Mr Giles is Chair of the Remuneration Committee and a member of the Audit & Risk Committee.

Mr Quentin George **Non-Executive Director** **(Age 49)**	Quentin George is one of the advertising industry's most credentialed and respected thought leaders. Based in the United States, Mr George has previously served as the Chief Digital and Innovation Officer at IPG Mediabrands, where he was responsible for overseeing $2b in digital media spend across global media agency networks, as well as specialist digital agencies for Fortune 500 brands. Mr George has also previously held the positions of Global Head of Digital Media and Strategic Innovation, and President, Global at Universal McCann. In 2008, Mr George led the team that architected and built the industry's first ever, standalone programmatic media-buying agency, Cadreon, which he successfully grew into a multi-national organisation encompassing North America, Europe and Asia-Pacific. Mr George has also previously served on the customer advisory boards of Google, Microsoft Advertising, Yahoo! and AOL. He has also served on high-profile industry advisory boards including the Internet Advertising Bureau (IAB) and the American Association of Advertising Agencies (AAAA's), and has held senior leadership roles at digital agencies such as Razorfish and Organic. Mr George is currently a Senior Advisor at McKinsey & Company. Mr. George resigned as a Director on 16 July 2019.
Ms Sarah Morgan **Non-Executive Director** **(Age 49)**	Sarah has extensive experience in the finance industry, primarily as part of independent corporate advisory firm Grant Samuel. Sarah has been involved in public and private company mergers and acquisitions, as well as equity and debt capital raisings. Sarah holds a degree in Engineering and a Master of Business Administration from the University of Melbourne and is a Graduate of Australian Institute of Company Directors. Sarah is also Non-Executive Director of Hansen Technologies Limited, Future Generation Global Investment Company Limited and Whispir Limited. Ms Morgan is Chair of the Audit and Risk Committee.
Mr Andrew Dyer **Non-Executive Director** **(Age 55)**	Andrew Dyer is a Senior Partner and Director of The Boston Consulting Group (BCG). Mr Dyer has held local, regional and global leadership positions, including leading BCG's People & Organization and Enablement Practices. He has also been a member of BCG's global Executive Committee and held various roles on a number of BCG Board Committees and initiatives. Mr Dyer has over 25 years' consulting experience supporting senior executives in leading companies around the world, with a particular focus on financial and other services businesses. Prior to joining BCG in 1994, Mr Dyer worked for the Commonwealth Bank and the Australian Federal Government. Andrew Dyer is a member of the Audit & Risk Committee and was also appointed to the Remuneration Committee on 2 August 2019.
Ms Felicity Conlan **Company Secretary** **(Age 53)**	Ms Conlan brings to the Group extensive experience in the media/advertising and technology sectors where she has held General Manager - Finance and CFO roles with companies including M&C Saatchi, Network Ten, Beattie McGuinness Bungay (London) and Genero Media. Ms Conlan is a member of CPA Australia and a member of the Australian Institute of Company Directors.

.

Adslot.

Directorships of other listed companies

Other than those disclosed on pages 4 to 5 of this Annual Report no director holds a Directorship in any other listed companies in the three year period immediately before the end of the financial year.

Directors' shareholdings

The following table sets out each director's relevant interest in shares or options in shares of the Group as at the date of this report.

Directors	Ordinary Shares	Share Rights	Share Options	ESOP Shares	Performance Rights
	#	#	#	#	#
Mr Andrew Barlow	48,102,668	-	-	-	-
Mr Adrian Giles	9,571,452	-	-	-	-
Mr Ben Dixon	37,603,660	-	1,000,000	-	-
Mr Quentin George (i)	1,000,000	-	-	-	-
Ms Sarah Morgan	200,500	-	-	-	-
Mr Andrew Dyer	35,659,342	-	4,000,000	-	-

(i) Mr. George resigned as a Director on 16 July 2019.

Remuneration of directors and senior management

Information about the remuneration of directors and senior management is set out in the remuneration report of this directors' report.

Directors' Meetings

The following table sets out the number of meetings of the Group's Directors held during the year ended 30 June 2019 and the number of meetings attended by each Director.

	Board of Directors		Remuneration Committee		Audit and Risk Committee	
Directors	Held	Attended	Held	Attended	Held	Attended
Mr Andrew Barlow	8	7	4	4	-	-
Mr Adrian Giles	8	8	4	4	5	5
Mr Ben Dixon	8	8	-	-	-	-
Mr Quentin George	8	7	4	4	-	-
Ms Sarah Morgan	8	8	-	-	5	5
Mr Andrew Dyer	8	8	-	-	5	3

Principal activities

Adslot Ltd derives revenue from two principal activities:

1. Trading Technology - comprises *Adslot*, a leading global media trading technology platform, and *Symphony*, market-leading workflow automation technology for media agencies.

2. Services - comprises digital marketing services - provided by the Group's *Webfirm* division - and project-based customisation of Trading Technology.

Operating Results

Group revenues for FY19 were $10,271,629, an increase of 28% versus FY18 ($8,013,289).

The Consolidated Group operating loss before interest, income tax, depreciation and amortisation (EBITDA) in FY19 was $2,619,402, a 59% reduction in losses versus FY18 ($6,340,479).

The Consolidated Group operating loss of $7,042,755 is 40% lower than the loss for the prior year of $11,653,319.

Review of Operations

The financial year ended 30 June 2019 saw strong revenue growth for the Company. Total group revenue of $10.3m represented a 28% increase on the prior financial year (FY18: $8.0m). Revenue growth was primarily driven by a $2.2m (+58%) increase in *Symphony* licence fee revenue, supported by a $0.7m (+153%) growth in *Adslot Media* trading fee revenue. Revenues generated from Trading Technology (licence fees and trading fees combined) grew $2.9m (+56%) compared to the prior financial year.

The Company's return to revenue growth and increased business performance was due to the continued focus on the following key strategies for the business in FY19:

1. Continued investment in the *Symphony* product and a focus on new market deployments;
2. Focus on the US market for generating Trading Fees from the *Adslot Media* platform; and
3. Ongoing cost management.

Trading Technology

The strategic focus of the business remains Trading Technology revenues. These revenues are comprised of:

- *Licence Fees* – derived mostly from *Symphony*, a market-leading workflow automation tool for Media Agencies, and also from customised solutions developed for Publishers; and,

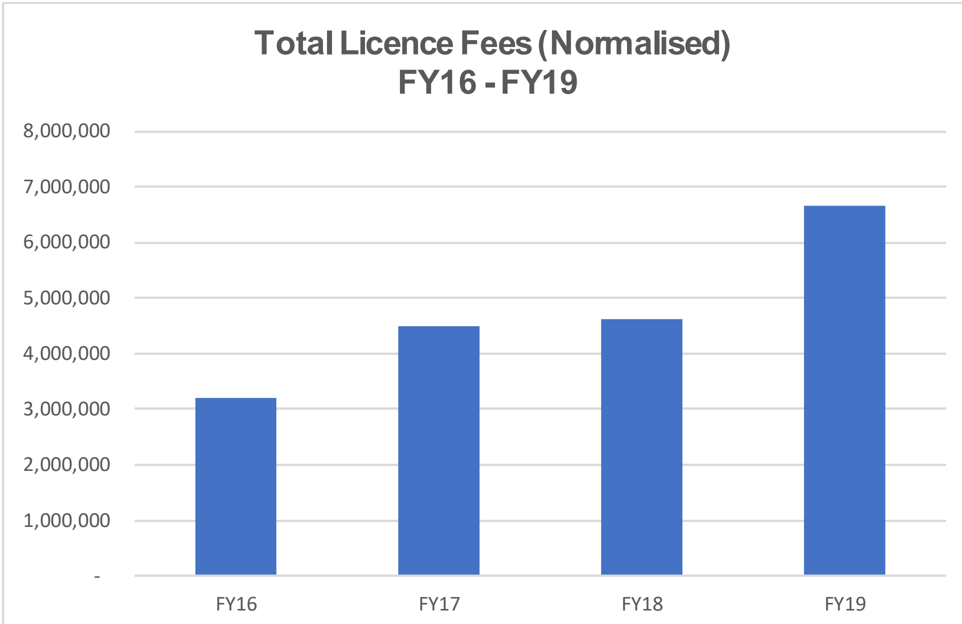
- *Trading Fees* – fees charged as a percentage of media traded via the stand alone *Adslot Media* platform and also via *Symphony*. Trading fees generated via the stand alone *Adslot Media* platform attract a higher % fee and represent a significant majority of Trading Fees.

Licence Fees

Significant events for the past year for *Symphony* include:

- Successful deployment of *Symphony* for GroupM into four new markets, including three in the APAC region (Thailand, Indonesia and Philippines) and one in the EMEA region (South Africa);
- A full year of *Licence Fees* from GroupM India (deployed in June 2018) with further individual agencies activated in the Indian market during the financial year; and,
- Renegotiation of certain key terms of the Company's agreement with GroupM that resulted in an increase in Licence Fees for some previously deployed markets.

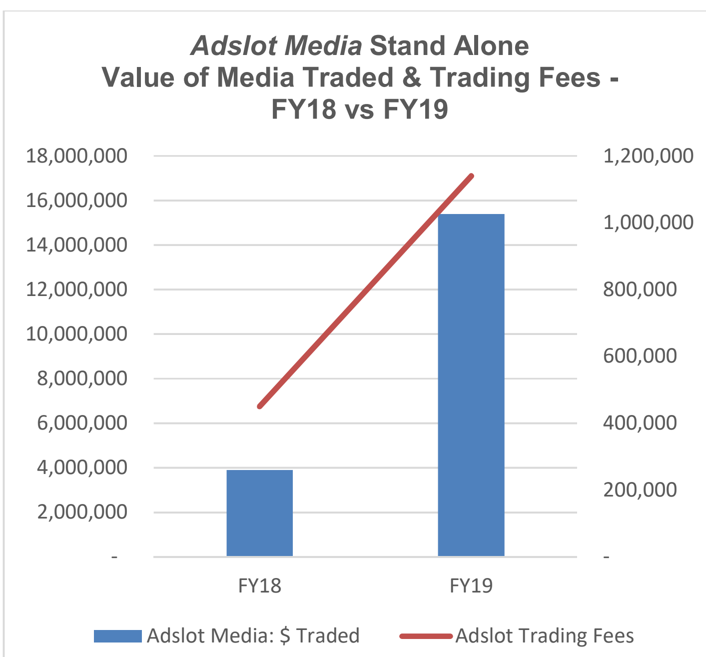
Total Licence Fee revenues across *Symphony* and *Adslot Media* were $6.7m in FY19, representing strong growth of 49% on the prior financial year (FY18: $4.5m).



Note: *Symphony* Licence Fee revenues for FY17 and FY18 are normalised to allow for the reversal of a one-off payment, as outlined in the 20 July 2018 Symphony Outlook release.

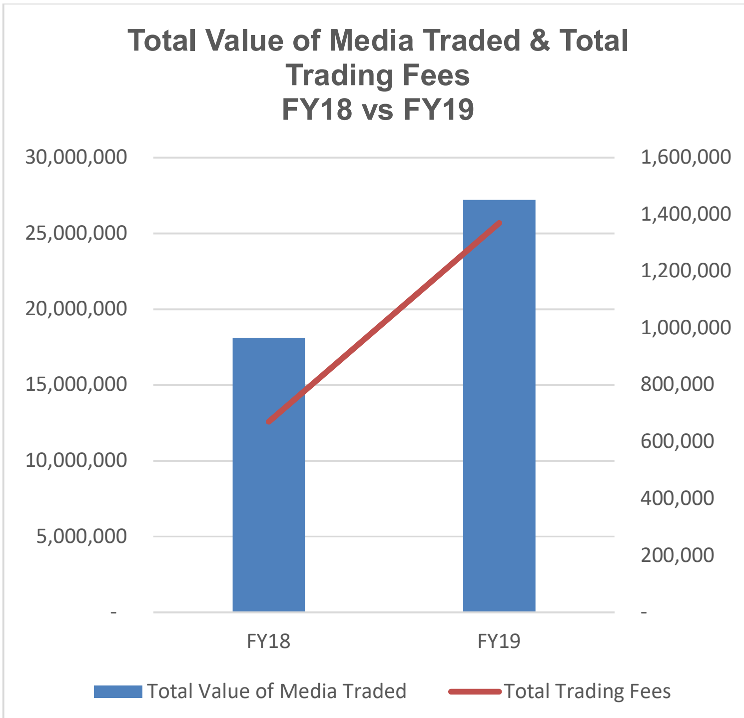
Trading Fees

The value of media traded via the stand alone *Adslot Media* platform grew 295% from \$3.9m in 2018 to \$15.4m in 2019. This increased trading activity resulted in a 153% increase in Trading Fees derived from the *Adslot Media* platform from \$0.5m in 2018 to \$1.1m in 2019.



The total gross value of media transactions (*Adslot Media* and *Symphony* combined) from which the Group derives Trading Fee revenues was $27.2m, an increase of 50% compared to the prior year (FY18: $18.1m).

The trading fees derived from media transactions (*Adslot Media* and *Symphony* combined) grew 104% from $0.7m in 2018 to $1.4m in FY19.



The Group continues to make significant progress in growing adoption and sales pipelines across all active regions, including the US, UK, Europe and Australia.

The Company's growth strategy has seen a focus on securing Master Services Agreements (MSAs) with the six largest global media agency holding companies for the US market. During the year the Group announced the first of these MSAs with Cadreon, the programmatic trading division of the Interpublic Group of Companies. The Group has subsequently announced that it has secured verbal indications from two additional agency holding companies of their intention to execute an MSA.

During the financial year The Group continued to add premium publishers to its *Adslot Media* marketplace around the world. These included *Bloomberg*, *Business Insider*, *CBS*, *Priceline*, *Telegraph* (UK), *BBC* and *Match Media*. In addition the Group entered in to agreements with publishers that see Adslot as a preferred or mandated channel for certain transactions. These included:

- The Group executed an agreement with leading Australian property website *Domain*. This relationship sees the *Adslot Media* platform as a preferred method for non-real estate direct bookings by non-programmatic advertisers.
- The Group commenced a similar project with UK publisher the *Financial Times* (FT) in FY19. The *FT* commenced a project to automate all direct campaigns within a nominated transaction size from both direct advertisers and agencies through the *Adslot Media* platform, creating operational efficiencies.

Services

Services revenue is derived predominantly from Webfirm, the Group's Australian-based digital marketing services business, providing website design, hosting, search engine optimisation (SEO), search engine marketing (SEM) and social media marketing services (FY19: $1.7m). Services revenue is also derived to a lesser extent from custom development work for *Symphony* and *Adslot Media* customers.

Webfirm underwent a strategic review in FY19, pivoting the business towards its higher margin search marketing services and targeting larger clients.

FY19 Services revenue at $1.8m was essentially flat year on year (a nominal 2% increase).

Cost Management

Total operating costs of $12.8m for FY19 represents a $1.4m (-10%) reduction in costs on FY18 ($14.2m). This is primarily driven by salary savings that are $1.1m (-13%) down on the prior period.

Cost reductions were targeted to ensure continued investment in strategic and revenue generating product development and no disruption to existing client relationships.

EBITDA

The growth in revenue combined with tight cost control has seen a 59% reduction ($3.7m) in EBITDA losses from $6.3m in FY18 to $2.6m loss for the 2019 financial year.

Cash Management

Key major shareholders supported the Group in two capital raises in FY19 in August 2018 ($3.5m) and May 2019 ($4.0m) contributing net cash inflows from financing activities of $7.1m (after transaction costs).

Net cash outflows from operating activities for FY19 were $1.1m, a $4.2m reduction on the prior period (FY18: $5.3m net cash outflow). Cash receipts for FY19 were $17.4m, a 110% increase of $9.1m on the prior period (FY18: $8.3m). Cash payments for operating activities at $19.3m were a 33% increase of $4.8m on the prior period (FY18: $14.5m).

Cash as at 30 June 2019 was $8.2m (FY18: $4.8m).

Matters Subsequent to the End of the Financial Year

There has not been any matter or circumstance occurring subsequent to the end of the financial year that has significantly affected, or may significantly affect, the operations of the Group, the results of those operations or the state of affairs of the Group in future years.

Environmental regulations

The Group's operations are not subject to any significant environmental regulations under the Commonwealth, State or any other country in which the entity operates.

Dividends

The Directors do not recommend the declaration of a dividend. No dividend has been declared or paid during the year.

Shares under option

Details of unissued shares or interests under option as at the date of signing this report are.

Issue Type	Expiry Date	Exercise Price $	Balance at beginning of the year (Number)	Issued during the year (Number)	Forfeited during the year (Number)	Exercised during the year (Number)	Balance at end of the year (Number)
Ordinary options	04/10/2021	0.073	3,000,000	-	-	-	3,000,000
Ordinary options	25/11/2021	0.060	5,800,000	-	(200,000)	-	5,600,000
Ordinary options	25/02/2022	0.035	23,500,000	-	-	-	23,500,000
Ordinary options	15/05/2022	0.034	12,700,000	-	(1,300,000)	-	11,400,000
Ordinary options	27/05/2022	0.036	4,000,000	-	-	-	4,000,000
Ordinary options	30/01/2023	0.060	-	5,800,000	-	-	5,800,000
			49,000,000	**5,800,000**	**(1,500,000)**	**-**	**53,300,000**

Shares subject to rights

Details of unissued shares or interests subject to rights as at the date of signing this report are:

Executive Performance Rights

Issue Type	Issue or Acquisition Date	Issue Price $	Balance at beginning of the year (Number)	Issued during the year (Number)	Transfers during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)
Performance Rights	01/09/2016	Nil	2,125,000	-	(1,925,000)	(200,000)	-

Indemnification and Insurance of Officers

The Group has during the financial year, in respect of each person who is or has been an officer of the Group or a related body Corporate, made a relevant agreement for indemnifying against a liability incurred as an officer, including costs and expenses in successfully defending legal proceedings.

Since the end of the financial year, the Group has paid premiums to insure all directors and officers of Adslot Ltd and the Adslot Group of companies, against costs incurred in defending any legal proceedings arising out of their conduct as a director and officer of the Group, other than for conduct involving a wilful breach of duty or a contravention of Sections 232(5) or (6) of the *Corporations Act 2011*, as permitted by section 241A (3) of the Corporations Act. Disclosure of the premium amount is prohibited by the insurance contract.

Proceedings on behalf of the Group

No person has applied to the Court under section 237 of the *Corporations Act 2001* for leave to bring proceedings on behalf of the Group, or to intervene in any proceedings to which the Group is a party, for the purpose of taking responsibility on behalf of the Group for all or part of those proceedings.

No proceedings have been brought or intervened in on behalf of the Group with leave of the Court under section 237 of the *Corporations Act 2001.*

Auditor’s Independence Declaration

The auditor’s independence declaration for the year ended 30 June 2019 has been received and can be found on page 22 of the financial report. Details of amounts paid or payable to the auditor for non-audit services provided during the year are outlined in Note 20 to the financial statements.

The Directors are satisfied that the provision of non-audit services, during the year by the auditor is compatible with the general standard of independence for auditors imposed by the Corporations Act 2001.

Remuneration Report

The remuneration report is set out under the following headings:

Section 1: Non-executive directors' remuneration

Non-executive directors' fees are reviewed annually and are determined by the Board. In making its determination it takes into account fees paid to other non-executive directors of comparable companies.

Non-executive directors' fees are within the maximum aggregate limit of $350,000 per annum agreed to by shareholders at the Annual General Meeting held on 30 November 2009. To preserve the independence and integrity of their position, non-executive directors do not receive performance-based bonuses.

For the 2019 financial year, the Chairman's fees were $100,000 per annum. Non-executive directors' fees were $50,000 per annum. Mr Andrew Dyer waived his non-executive director fees for the 2019 year. In addition, the Chair of the Audit & Risk Committee and the Remuneration Committee received a further $25,000 in recognition of the additional workload of those positions.

Section 2: Executive remuneration

The Board of Directors are responsible for determining and reviewing compensation arrangements for key management personnel and the executive team. The Remuneration Committee makes recommendations on remuneration of key management personnel to the Board.

The Board assesses the appropriateness of the nature and amount of emoluments of these employees on a periodic basis by reference to relevant employment market conditions with the overall objective of ensuring maximum stakeholder benefit by:

a) Attracting the highest quality employees;
b) Retaining the best performing employees
c) Aligning the employees with shareholder outcomes;
d) Aligning employee motivation to a cascading set of key performance indicators that drive the most optimal strategic outcomes for the business; and
e) Ensuring it aligns with the latest industry best practice.

Executives' remuneration consists of a fixed cash component, short-term incentives in the form of cash bonuses, and long-term incentives in the form of equity-based compensation linked to the long term prospects and future performance of the Group. The inclusion of equity-based compensation in executives' remuneration provides a direct link between their remuneration and shareholder wealth, otherwise there are no direct relationships.

In providing the Group's performance and benefits for shareholder wealth, the Board have regard to the following indices in respect of the current financial year and the previous four financial years:

Item	2019	2018	2017	2016	2015
EPS (cents)	(0.49)	(0.91)	(0.70)	(0.77)	(0.89)
Net loss ($)	7,042,755	11,653,319	8,630,187	8,138,485	9,205,521
Share price at 30 June ($)	0.028	0.026	0.051	0.110	0.090

Remuneration Report (Continued)

Section 3: Details of remuneration

Details of the remuneration of the directors and the key management of the Group and its controlled entities are set out in the following tables.

The key management personnel of Adslot Ltd and its controlled entities include the following directors and executive officers:

Directors	**Position**	**Date appointed/resigned**
Mr Andrew Barlow	Executive Chairman Non-Executive Chairman Non-Executive Director	Appointed 27 February 2018 Appointed 26 November 2013 Appointed 16 February 2010
Mr Ben Dixon	Chief Executive Officer Interim Chief Executive Officer Interim Company Secretary Executive Director	Appointed 1 January 2019 27 February to 31 December 2018 15 July to 9 October 2017 Appointed 23 December 2013
Mr Andrew Dyer	Non-Executive Director	Appointed 28 May 2018
Mr Quentin George	Non-Executive Director	Appointed 14 June 2014 Resigned 16 July 2019
Mr Adrian Giles	Non-Executive Director	Appointed 26 November 2013
Ms Sarah Morgan	Non-Executive Director	Appointed 27 January 2015
Executive Officers		
Ms Felicity Conlan	Company Secretary Chief Financial Officer	Appointed 9 October 2017 Appointed 30 August 2017
Mr Tom Peacock	Group Commercial Director	Appointed 23 December 2013

Remuneration Report (Continued)

Section 3: Details of remuneration (Continued)

Group 2019	Short-term benefits			Long Term Benefits	Post-employment benefits	Share-based payment		
Name	Salary & fees $	Short Term Incentive $	Other $	Long Service Leave $	Super-annuation $	Share Options $	Performance Rights $	Total $
Executive directors								
Mr A Barlow (i)	228,262	-	-	-	8,676	-	-	236,938
Mr B Dixon	253,000	50,000	-	16,648	20,051	10,226	-	349,925
Non-executive directors								
Mr A Giles	75,000	-	-	-	-	-	-	75,000
Mr Q George	50,000	-	-	-	-	-	-	50,000
Ms S Morgan	68,493	-	-	-	6,507	-	-	75,000
Mr A Dyer	-	-	-	-	-	18,402	-	18,402
Other key management personnel								
Ms F Conlan	250,000	-	-	594	20,531	49,686	-	320,811
Mr T Peacock	231,500	-	-	7,522	20,531	49,686	-	309,239
Mr I Lowe (ii)	67,509	-	60,000	-	5,133	20,452	-	153,094
Totals	**1,223,764**	**50,000**	**60,000**	**24,764**	**81,429**	**148,452**	**-**	**1,588,409**

(i) includes $136,938 consultancy fees incurred since his appointment as an Executive Chairman.
(ii) resigned as CEO and Executive Director on 27 February 2018. Continued to be a key management personnel until 27 July 2018.

Short Term Incentives

Short Term Incentives (STIs) paid in the year, along with the total STI opportunity in each year, relating to the 2018 and 2019 financial years, are outlined in the table below:

Name	Amount Paid $	Total 2018 STI Opportunity $	Amount Paid $	Total 2019 STI Opportunity $	Assessment Criteria
Mr B Dixon	-	100,000	50,000	100,000	Group performance to budget and executive management to achieve KPIs.
Ms F Conlan	-	50,000	-	50,000	Performance related KPI's
Mr T Peacock	-	N/A (a)	-	N/A (a)	Performance related KPI's
Mr I Lowe	-	N/A	-	80,000 to 160,000	Bonus for completion of strategic project

(a) Not applicable as total bonus opportunity is based on a percentage of the Group's performance.

No STIs were paid in relation to the 2018 financial year. Mr Dixon was the only key management personnel entitled to be paid an STI in the 2019 financial year, which was paid during the 2019 financial year.

Remuneration Report (Continued)

Section 3: Details of remuneration (Continued)

Group 2018	Short-term benefits			Long Term Benefits	Post-employment benefits	Share-based payment		
Name	Salary & fees $	Short Term Incentive $	Other $	Long Service Leave $	Super-annuation $	Share Options $	Performance Rights $	Total $
Executive directors								
Mr A Barlow (i)	141,324	-	-	-	8,676	-	-	150,000
Mr B Dixon	206,000	-	-	3,975	19,570	6,817	53,125	289,487
Mr I Lowe (ii)	360,000	-	-	-	20,049	13,635	-	393,684
Non-executive directors								
Mr A Giles	75,000	-	-	-	-	-	-	75,000
Mr Q George	50,000	-	-	-	-	4,095	-	54,095
Ms S Morgan	68,493	-	-	-	6,507	-	-	75,000
Mr A Dyer (iii)	-	-	-	-	-	32,392	-	32,392
Other key management personnel								
Ms F Conlan (iv)	211,956	-	-	-	17,360	35,036	-	264,352
Mr T Peacock	224,000	-	-	8,108	20,049	35,036	83,097	370,290
Mr B Maher (v)	20,538	-	-	-	1,771	-	-	22,309
Totals	**1,357,311**	**-**	**-**	**12,083**	**93,982**	**127,011**	**136,222**	**1,726,609**

(i) includes $50,000 consultancy fees incurred since his appointment as an Executive Chairman.
(ii) resigned as CEO and Executive Director on 27 February. Continued to be a key management personnel for the rest of the year. Figures represent annual remuneration.
(iii) from 28 May 2018.
(iv) from 30 August 2017.
(v) to 14 July 2017.

Short Term Incentives

No Short Term Incentives (STIs) were paid in the year ended 30 June 2018 relating to the 2017 financial year. The total 2018 STI opportunity is outlined in the table below:

Name	Amount Paid $	Total 2017 STI Opportunity $	Assessment Criteria
Mr I Lowe	-	150,000	Group performance to budget, product development and launch, and client & partnership signings.
Mr B Dixon	-	55,000	Performance related KPI's.
Mr B Maher	-	45,063	Division performance, governance, reporting and performance related KPI's.
Mr T Peacock	-	N/A (a)	Performance related KPI's.

(a) Not applicable as total bonus opportunity is based on a percentage of the Group's performance.

No STIs were paid in relation to the 2017 financial year.

Remuneration Report (Continued)

Section 4: Executive contracts of employment

Formal contracts of employment for all members of the key management personnel are in place. Contractual terms for most executives are similar but do, on occasions, vary to suit different needs. The following table summarises the key contractual terms for all key management personnel.

Length of contract	Open ended.
Fixed Remuneration	Remuneration comprises salary and statutory employer superannuation contributions.
Incentive Plans	Eligible to participate. Incentive criteria and award opportunities vary for each executive.
Notice Period	Key Management Personnel, including executive directors, have notice periods ranging from three to four months. The Chief Executive Officer has a notice period of four months and the Chief Financial Officer and Chief Commercial Officer have notice periods of three months. Other Executives have notice periods ranging from four weeks to three months.
Resignation	Employment may be terminated by giving notice consistent with the notice period.
Retirement	There are no financial entitlements due from the Group on retirement of an executive.
Termination by the Group	The Group may terminate the employment agreement by providing notice consistent with the notice period or payment in lieu of the notice period.
Redundancy	Payments for redundancy are discretionary and are determined having regard to the particular circumstances. There are no contractual commitments to pay redundancy over and above any statutory entitlement.
Termination for serious misconduct	The Group may terminate the employment agreement at any time without notice, and the executive will be entitled to payment of remuneration only up to the date of termination.

Remuneration Report (Continued)

Section 5: Long Term Incentives (equity-based compensation)

Performance Rights over Shares

Shareholders approved at the November 2014 Annual General Meeting the creation of Performance Rights over Shares which enables the Board to offer eligible employees the right to Performance Rights which convert to shares subject to the executive's performance against specific individual financial and non-financial performance criteria. No amounts are paid or payable by the recipient on receipt of the right. The rights carry no voting rights. All rights are subject to service periods which require the employees remain an employee of the Group.

The Performance Rights over Shares Plan was replaced by the Incentive Option Plan in financial year 2018 and as such there have been no new Performance Rights granted during the year ending 30 June 2019. The Performance Rights over Shares Plan concluded during the 2019 financial year.

The following table shows grants of share-based compensation to directors and senior management under the Performance Rights over Shares Plan during the 2019 financial year:

Name	Series	Balance at beginning of the year (Number)	Granted during the year (Number)	Expired during the year (Number)	Exercised during the year (Number)	Balance at the end of the year (Number)
Ben Dixon	Sep 16	250,000	-	-	(250,000)	-
Tom Peacock	Sep 16	375,000	-	-	(375,000)	-
		625,000	**-**	**-**	**(625,000)**	**-**

The following table shows grants of share-based compensation to directors and senior management under the Performance Rights over Shares Plan during the prior year ending 30 June 2018:

Name	Series	Balance at beginning of the year (Number)	Granted during the year (Number)	Expired during the year (Number)	Exercised during the year (Number)	Balance at the end of the year (Number)
Ben Dixon	Sep 16	500,000	-	-	(250,000)	250,000
Brendan Maher	Sep 16	750,000	-	(750,000)	-	-
Tom Peacock	Sep 16	750,000	-	-	(375,000)	375,000
		2,000,000	**-**	**(750,000)**	**(625,000)**	**625,000**

No Performance rights to shares were granted to KMP during the year ended 30 June 2019 and 30 June 2018.

Rights over Shares under the Group's previous ESOP

Upon commencement of his employment on 8 October 2012 Mr Lowe was granted the right to receive up to 17,000,000 shares after the share price of the Group trades above certain 30-day volume-weighted average price (VWAP) hurdles. Each right would convert into one ordinary share of Adslot Ltd when the VWAP criteria was met. In the event of a Change of Control of the Group some of the Rights over Shares would have vested on a sliding scale between the take-over price and required VWAP of the next eligible series.

No amounts would have been paid or payable by the recipient on receipt of the right. The rights carried no voting rights. Mr Lowe has signed a Separation and Exit Deed with the Group with a separation date of 27 August 2018. All of Mr Lowe's Share Rights automatically lapsed on the separation date.

Remuneration Report (Continued)

Section 5: Long Term Incentives (Continued)

Incentive Option Plan

At the November 2017 Annual General Meeting, shareholders approved the creation of the Group's Incentive Option Plan which enables the Board to offer eligible employees and directors the right to options which convert to fully-paid ordinary shares upon exercise, subject to meeting certain vesting criteria.

The objective of the Incentive Option Plan is to attract, motivate and retain key employees and the Group considers that the adoption of the Incentive Option Plan and the future issue of options under the Incentive Option Plan will provide selected employees and directors with the opportunity to participate in the future growth of the Group.

Adslot continually reviews its operations, performance and the broader market conditions to ensure that incentives offered to key executives are aligned with the growth of the Group and shareholder outcomes whilst ensuring it can attract and retain experienced talent in a competitive industry. Adslot continues to operate within a highly competitive employment environment for experienced people in the technology and software field.

No amounts are paid or payable by the recipient on the receipt of the options. The options carry no voting rights. All options are subject to service periods which require the employees remain an employee or Director of the Group.

The following tables show grants and movements of share-based compensation to directors and senior management under the Incentive Option Plan during the current financial year and the previous financial year:

2019

Name	Series	Balance at beginning of the year (Number)	Granted during the year (Number)	Expired during the year (Number)	Exercised during the year (Number)	Balance at the end of the year (Number)	Vested and exercisable at the end of the year (Number)
Ian Lowe (i)	OP # 18-1	2,000,000	-	-	-	2,000,000	-
Ben Dixon	OP # 18-1	1,000,000	-	-	-	1,000,000	-
Felicity Conlan	OP # 18-2	1,000,000	-	-	-	1,000,000	-
Tom Peacock	OP # 18-2	1,000,000	-	-	-	1,000,000	-
Felicity Conlan	OP # 18-3	6,500,000	-	-	-	6,500,000	6,500,000
Tom Peacock	OP # 18-3	6,500,000	-	-	-	6,500,000	6,500,000
Andrew Dyer (ii)	OP # 18-5	4,000,000	-	-	-	4,000,000	3,000,000
		22,000,000	**-**	**-**	**-**	**22,000,000**	**16,000,000**

(i) Based on the Separation and Exit Deed signed with the Group, Mr Lowe is entitled to retain the 2,000,000 options issued to him. The Board has agreed to exercise its discretion to waive the vesting condition that Mr Lowe remains an employee.

(ii) In conjunction with his appointment as Director, Mr Dyer was granted 4 million options. The exercise price of each Option is $0.036 and the Options expire on 27 May 2022. 2 million of the options vested immediately. The remaining 2 million vest in four equal tranches in 6 month intervals from the date of appointment. Mr Dyer has agreed to waive his annual base director fees of $50,000 per annum for the first two years of his directorship.

There were no new options granted to key management personnel under the Incentive Option Plan during the year ended 30 June 2019.

Remuneration Report (Continued)

Section 5: Long Term Incentives (Continued)

2018

Name	Series	Balance at beginning of the year (Number)	Granted during the year (Number)	Expired during the year (Number)	Exercised during the year (Number)	Balance at the end of the year (Number)	Vested and exercisable at the end of the year (Number)
Ian Lowe (i)	OP # 18-1	-	2,000,000	-	-	2,000,000	-
Ben Dixon	OP # 18-1	-	1,000,000	-	-	1,000,000	-
Felicity Conlan	OP # 18-2	-	1,000,000	-	-	1,000,000	-
Tom Peacock	OP # 18-2	-	1,000,000	-	-	1,000,000	-
Felicity Conlan	OP # 18-3	-	6,500,000	-	-	6,500,000	-
Tom Peacock	OP # 18-3	-	6,500,000	-	-	6,500,000	-
Andrew Dyer (ii)	OP # 18-5	-	4,000,000	-	-	4,000,000	2,000,000
		-	**22,000,000**	**-**	**-**	**22,000,000**	**2,000,000**

(i) Based on the Separation and Exit Deed signed with the Group, Mr Lowe is entitled to retain the 2,000,000 options issued to him. The Board has agreed to exercise its discretion to waive the vesting condition that Mr Lowe remains an employee.

(ii) In conjunction with his appointment as Director, Mr Dyer was granted 4 million options. The exercise price of each Option is $0.036 and the Options expire on 27 May 2022. 2 million of the options vested immediately. The remaining 2 million vest in four equal tranches in 6 month intervals from the date of appointment. Mr Dyer has agreed to waive his annual base director fees of $50,000 per annum for the first two years of his directorship.

The options are valued using the Black-Scholes pricing model. The model inputs for options granted during the year ended 30 June 2018 included:

Model Input	OP # 18-1	OP # 18-2	OP # 18-3	OP # 18-5
Grant Date	05/10/17	26/11/17	26/02/18	28/05/18
Expiry Date	04/10/21	25/11/21	25/02/22	27/05/22
Exercise Price $	0.073	0.060	0.035	0.036
5-day VWAP at Grant Date $	0.050	0.041	0.024	0.025
Expected Volatility	62.62%	61.92%	69.20%	86.58%
Risk Free Interest rate	1.83%	1.83%	1.99%	2.02%

Remuneration Report (Continued)

Section 5: Long Term Incentives (Continued)

Details of Share Options, ESOP and other rights to ordinary shares in the Group provided as remuneration of directors and the key management personnel of the Group are set out below:

Name	Options Granted During the Year				Rights Vested During the Year			
	2019 (Options)		2018 (Options)		2019 (Rights)		2018 (Rights)	
	Number	$	Number	$	Number	$	Number	$
Directors								
Mr A Giles	-	-	-	-	-	-	-	-
Mr A Barlow	-	-	-	-	-	-	-	-
Mr B Dixon	-	-	1,000,000	19,600	250,000	31,250	250,000	31,250
Mr Q George	-	-	-	-	-	-	-	-
Ms S Morgan	-	-	-	-	-	-	-	-
Mr A Dyer	-	-	4,000,000	55,208	-	-	-	-
Other Key Management Personnel								
Ms F Conlan	-	-	7,500,000	84,722	-	-	-	-
Mr T Peacock	-	-	7,500,000	84,722	375,000	46,875	375,000	46,875
Mr Ian Lowe	-	-	2,000,000	39,200	-	-	-	-

The assessed fair value at issue date of the rights, and the assessed fair value at grant date of the options, granted to the executive are allocated equally over the period from issue/grant date to vesting date, and the amount is included in the remuneration tables above.

Remuneration Report (Continued)

Section 6: Equity holdings and transactions

The number of shares in the Group held during the financial year by each Director of Adslot Ltd and other key management personnel of the Group, including their personally related parties, are set out below:

2019 Name	Balance at the start of the year (Number)	Received during the year on exercise of an option or right (Number)	Net other changes during the year (Number)	Balance at the end of the year (Number)
Directors				
Mr A Giles	7,571,452	-	2,000,000	9,571,452
Mr A Barlow	35,674,668	-	12,428,000	48,102,668
Mr B Dixon	37,353,660	250,000	-	37,603,660
Mr Q George	-	1,000,000	-	1,000,000
Ms S Morgan	200,500	-	-	200,500
Mr A Dyer	21,659,342	-	14,000,000	35,659,342
Other key management personnel				
Ms F Conlan	500,000	-	-	500,000
Mr T Peacock	3,228,807	375,000	(228,807)	3,375,000
Totals	**106,188,429**	**1,625,000**	**28,199,193**	**136,012,622**

Section 7: Other transactions with Key Management Personnel

Transactions with Directors and their personally related entities:

During the years ending 30 June 2019 and 30 June 2018 there were no transactions with Directors and their personally related entities.

This marks the end of the audited remuneration report.

This report is made in accordance with a resolution of directors.

Andrew Barlow

Chairman

22 August 2019

Collins Square, Tower 5
727 Collins Street
Melbourne Victoria 3008

Correspondence to:
GPO Box 4736
Melbourne VIC 3001

T +61 3 8320 2222
F +61 3 8320 2200
E info.vic@au.gt.com
W www.grantthornton.com.au

Auditor's Independence Declaration

To the Directors of Adslot Limited

In accordance with the requirements of section 307C of the Corporations Act 2001, as lead auditor for the audit of Adslot Ltd for the year ended 30 June 2019, I declare that, to the best of my knowledge and belief, there have been:

a no contraventions of the auditor independence requirements of the Corporations Act 2001 in relation to the audit; and

b no contraventions of any applicable code of professional conduct in relation to the audit.

Grant Thornton

Grant Thornton Audit Pty Ltd
Chartered Accountants

Mcllimpson

M J Climpson
Partner – Audit & Assurance

Melbourne, 22 August 2019

Consolidated Statement of Profit or Loss and Other Comprehensive Income

For the year ended 30 June 2019

	Notes	2019 $	2018 $
Total revenue for services rendered	3	**9,839,017**	6,912,447
Interest revenue	3	**55,144**	160,017
Total revenue from continuing operations	3	**9,894,161**	7,072,464
Other income	3	**377,468**	940,825
Total revenue and other income	3	**10,271,629**	8,013,289
Hosting & other related technology costs		**(1,214,754)**	(832,936)
Employee benefits expense	4,10	**(7,817,748)**	(8,943,887)
Directors' fees		**(436,938)**	(350,000)
Recruitment fees		**(106,649)**	(99,935)
Advertising expense		**(258,976)**	(221,407)
Lease – rental premises	4	**(1,024,336)**	(958,707)
Impairment of receivables	4	**(3,489)**	(4,537)
Listing & registrar fees		**(87,620)**	(92,392)
Legal fees		**(65,835)**	(140,071)
Travel expenses		**(367,553)**	(420,995)
Consultancy fees		**(218,638)**	(264,869)
Audit and accountancy fees		**(196,012)**	(185,744)
Other expenses	4	**(919,212)**	(900,468)
Share based payment expense	22	**(118,127)**	(777,804)
Depreciation and amortisation expenses	4	**(4,367,983)**	(5,442,959)
Total expenses		**(17,203,870)**	(19,636,711)
Loss before income tax expense		**(6,932,241)**	(11,623,422)
Income tax benefit / (expense)	5	**(110,514)**	(29,897)
Loss after income tax expense		**(7,042,755)**	(11,653,319)
Net loss attributable to members		**(7,042,755)**	(11,653,319)
Other comprehensive income / (loss)			
Items that may be reclassified subsequently to profit or loss			
Foreign exchange translation		**107,591**	(4,136)
Total other comprehensive income / (loss)		**107,591**	(4,136)
Total comprehensive loss attributable to the members		**(6,935,164)**	(11,657,455)

		2019 Cents	2018 Cents
Earnings per share (EPS) from loss from continuing operations attributable to the ordinary equity holders of the Group			
Basic earnings per share	17	**(0.49)**	(0.91)
Diluted earnings per share	17	**(0.49)**	(0.91)

The above Consolidated Statement of Profit or Loss and Other Comprehensive Income should be read in conjunction with the accompanying notes.

Consolidated Statement of Financial Position

As at 30 June 2019

	Notes	2019 $	2018 $
Current assets			
Cash and cash equivalents	7	**8,165,544**	4,775,331
Trade and other receivables	8	**6,424,659**	5,471,925
Total current assets		**14,590,203**	10,247,256
Non- current assets			
Property, plant & equipment	9	**601,239**	832,833
Deferred tax assets	5	**36,370**	36,370
Intangible assets	10	**22,886,434**	23,202,768
Total non-current assets		**23,524,043**	24,071,971
Total assets		**38,114,246**	34,319,227
Current liabilities			
Trade and other payables	11	**6,538,788**	2,925,743
Contract liabilities	12	**374,781**	445,491
Lease Incentive Liability	13	**146,300**	60,248
Provisions	14	**658,736**	587,150
Total current liabilities		**7,718,605**	4,018,632
Non- current liabilities			
Lease Incentive Liability	13	**323,110**	555,463
Provisions	14	**439,041**	360,763
Deferred tax liabilities	5	**36,370**	36,370
Total non-current liabilities		**798,521**	952,596
Total liabilities		**8,517,126**	4,971,228
Net assets		**29,597,120**	29,347,999
Equity			
Issued capital	15	**145,838,216**	138,397,710
Reserves	16	**649,149**	712,654
Accumulated losses		**(116,890,245)**	(109,762,365)
Total equity		**29,597,120**	29,347,999

The above Consolidated Statement of Financial Position should be read in conjunction with the accompanying notes.

Consolidated Statement of Changes in Equity

For the year ended 30 June 2019

2019

	Notes	Issued Capital $	Reserves $	Accumulated Losses $	Total Equity $
Balance at 1 July 2018		138,397,710	712,654	(109,762,365)	29,347,999
Adjustment from adoption of AASB 15	1(a)	-	-	(85,125)	(85,125)
Adjusted balance at 1 July 2018		138,397,710	712,654	(109,847,490)	29,262,874
Movement in foreign exchange translation reserve	16	-	107,591	-	107,591
Other comprehensive income		-	107,591	-	107,591
Loss attributable to members of the Group		-	-	(7,042,755)	(7,042,755)
Total comprehensive income/(loss)		-	107,591	(7,042,755)	(6,935,164)
Transactions with equity holders in their capacity as equity holders					
Contributions of equity, net of transaction costs	15	7,151,283	-	-	7,151,283
Reclassification of vested performance rights	16	184,223	(184,223)	-	-
Net movement in treasury shares		105,000	(105,000)	-	-
Increase in employees share based payments reserve	16	-	118,127	-	118,127
		7,440,506	(171,096)	-	7,269,410
Balance 30 June 2019		145,838,216	649,149	(116,890,245)	29,597,120

2018

	Notes	Issued Capital $	Reserves $	Accumulated Losses $	Total Equity $
Balance at 1 July 2017		137,949,047	389,929	(98,109,046)	40,229,930
Movement in foreign exchange translation reserve	16	-	(4,136)	-	(4,136)
Other comprehensive income		-	(4,136)	-	(4,136)
Loss attributable to members of the Group		-	-	(11,653,319)	(11,653,319)
Total comprehensive income/(loss)		-	(4,136)	(11,653,319)	(11,657,455)
Transactions with equity holders in their capacity as equity holders					
Contributions of equity, net of transaction costs	15	-	-	-	-
Reclassification of vested performance rights	16	412,119	(414,399)	-	(2,280)
Net movement in treasury shares		36,544	(36,544)	-	-
Increase in employees share based payments reserve	16	-	777,804	-	777,804
		448,663	326,861	-	775,524
Balance 30 June 2018		138,397,710	712,654	(109,762,365)	29,347,999

The above Consolidated Statement of Changes in Equity should be read in conjunction with the accompanying notes.

Consolidated Statement of Cash Flows

For the year ended 30 June 2019

	Notes	2019 $	2018 $
Cash flows from operating activities			
Receipts from trade and other debtors		**17,401,152**	8,276,865
Interest received		**56,077**	157,478
Receipt of R&D tax incentive and other Grants		**733,145**	768,439
Payments to trade creditors, other creditors and employees		**(19,300,249)**	(14,476,555)
Interest paid		**-**	(60)
Net cash outflows from operating activities	23	**(1,109,875)**	(5,273,833)
Cash flows from investing activities			
Payments for property, plant and equipment		**(33,109)**	(134,740)
Proceeds from sale of fixed assets		**-**	330
Receipt of R&D tax incentive relating to capitalised assets		**2,265,149**	1,921,946
Payments for intangible assets		**(5,021,387)**	(6,068,636)
Net cash outflows from investing activities		**(2,789,347)**	(4,281,100)
Cash flows from financing activities			
Proceeds from issue of shares		**7,500,000**	-
Payments of equity raising costs		**(392,949)**	-
Net cash inflows from financing activities		**7,107,051**	-
Net increase / (decrease) in cash held		**3,207,829**	(9,554,933)
Cash at the beginning of the financial year		**4,775,331**	14,320,147
Effects of exchange rate changes on cash		**182,384**	10,117
Cash at the end of the financial year	7	**8,165,544**	4,775,331

The above Consolidated Statement of Cash Flows should be read in conjunction with the accompanying notes.

Notes to the Financial Statements

For the year ended 30 June 2019

1. Summary of Significant Accounting Policies

The financial report covers Adslot Ltd ('the Company') and controlled entities ('the Group'). Adslot Ltd is a listed public company, incorporated and domiciled in Australia. The financial report is for the financial year ended 30 June 2019 and is presented in Australian dollars.

The principal accounting policies adopted in the preparation of these consolidated financial statements are summarised below. These policies have been consistently applied to all the years presented, unless otherwise stated.

(a) New or amended Accounting Standards and Interpretations adopted

The group has adopted all of the new, revised or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board (AASB) that are mandatory for the current reporting period. The adoption of these Accounting Standards and Interpretations did not have any significant impact on the financial performance or position of the group.

Any new, revised or amended Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

AASB 15 Revenue from Contracts with Customers

AASB 15 replaced AASB 118 which covered revenue arising from the sale of goods and the rendering of services and AASB 111 which covered construction contracts. The new standard is based on the principle that revenue is recognised when control of a good or service transfers to a customer. The standard was adopted on 1 July 2018 using the modified retrospective approach.

The adoption of AASB 15 has affected the following areas which are associated with the Webfirm business:

<u>Search Engine Optimization (SEO) revenues</u>

The Group has historically recognised 30% of annual SEO contracts upfront to reflect the initial work involved. However, there is no specific performance obligation nor is there an identifiable transaction price for this initial work. As such, and in accordance with AASB 15, revenue arising from this upfront work needs to be recognised over time as clients simultaneously receive the service and the Group satisfies its performance obligations. On initial adoption on 1 July 2018, the Group increased deferred revenue by $117,195 and adjusted the retained earnings by the same amount.

<u>Domain Name Registration (DNR) and SSL Certification revenues</u>

DNR services is provided by the Group where the client's domain name is registered for 2 years with a third-party registry. SSL Certification services involves obtaining annual SSL Certificates on behalf of the client from a third party and installing in the client's website. Historically these revenues have been recognised over time.

For both DNR and SSL certification, on initial set up the service has been delivered in full to the customer; and the customer is able to realize benefit from service received without further involvement from the Group. Furthermore, the Group separately prices and sells these products. There are no further performance obligations for the Group. Therefore, as per AASB 15, the Group needs to recognise revenue at a point of time, not over a period of time. On initial adoption on 1 July 2018 the Group reduced deferred revenue by $25,620 for Domain Names Registration and $6,450 for SSL certification and adjusted the retained earnings by the same amounts.

Notes to the Financial Statements

For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(a) New or amended Accounting Standards and Interpretations adopted (Continued)

On the date of the initial application of AASB15, 1 July 2018, the impact to retained earnings of the Group is as follows:

Impact Area	Other Equity	Accumulated Losses	Total Equity
	$	$	$
Search Engine Optimization (SEO)	-	(117,195)	(117,195)
Domain Name Registration (DNR)	-	25,620	25,620
SSL Certification	-	6,450	6,450
Total	**-**	**(85,125)**	**(85,125)**

On 1 July 2018 unearned income under Other Liabilities were reclassified as Contract Liabilities; as such other liabilities decreased by $445,491 and contract liabilities increased by $360,366.

The tables below highlight the impact of AASB 15 on the Group's statement of profit or loss and other comprehensive income and the statement of financial position for the period ending 30 June 2019. The adoption of AASB 15 did not have an impact on the Group's statement of cash flows.

Consolidated Statement of Profit or Loss and Other Comprehensive Income (Extract)	Amounts under AASB 118 & 111	Adjustments	Amounts under AASB 15
	$	$	$
Total revenue from continuing operations	9,855,289	38,872	9,894,161
Loss after income tax expense	**(7,081,627)**	**38,872**	**(7,042,755)**
Total comprehensive income for the year	**(6,974,036)**	**38,872**	**(6,935,164)**

Consolidated Statement of Financial Position (Extract)	Amounts under AASB 118 & 111	Adjustments	Amounts under AASB 15
	$	$	$
CURRENT LIABILITIES			
Unearned income	328,528	(328,528)	-
Contract liabilities	-	374,781	374,781
TOTAL LIABILITIES	**8,470,873**	**46,253**	**8,517,126**
NET ASSETS	**29,643,373**	**(46,253)**	**29,597,120**
EQUITY			
Accumulated losses	(116,843,992)	(46,253)	(116,890,245)
TOTAL EQUITY	**29,643,373**	**(46,253)**	**29,597,120**

Notes to the Financial Statements

For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(a) New or amended Accounting Standards and Interpretations adopted (Continued)

AASB 9 Financial Instruments

AASB 9 Financial Instruments replaces AASB 139 Financial Instruments: Recognition and Measurement requirements. It addresses the classification, measurement and derecognition of financial assets and financial liabilities, introduces new rules for hedge accounting and a new impairment model for financial assets.

The group adopted AASB 9 using a modified retrospective approach. The new standard has no impact on the Group's current classification, measurement and derecognition of financial assets and liabilities.

The Group does not have any debt instruments, available-for sale financial assets or any hedging agreements. For trade and other receivables the Group applies the simplified approach permitted by AASB 9, whereby the loss allowance is measured at an amount equal to lifetime expected credit losses. Lifetime expected credit loss is the amount the Group expects to lose due to default events that are possible over the life of the financial instrument. There was no impact on the impairment of trade receivables on adoption of AASB 9.

(b) Basis of preparation

This general purpose financial report has been prepared in accordance with Australian Accounting Standards, other authoritative pronouncements of the Australian Accounting Standards Board (AASB) and the *Corporations Act 2001.*

Compliance with IFRS

Australian Accounting Standards include International Financial Reporting Standards as adopted in Australia. Compliance with Australian Accounting Standards ensures that the financial statements and notes of Adslot Ltd comply with International Financial Reporting Standards (IFRS) as issued by the International Accounting Standards Board (IASB). Adslot Ltd is a for-profit entity for the purpose of preparing the financial statements.

Historical cost convention

These financial statements have been prepared under the historical cost convention as modified by the revaluation of available-for-sale financial assets. Under the historical cost convention assets are recorded at the amount of cash or cash equivalents paid or the fair value of the consideration given to acquire them at the time of their acquisition. Liabilities are recorded at the amount of proceeds received in exchange for the obligation, or in some circumstances at the amounts of cash or cash equivalents expected to be paid to satisfy the liability in the normal course of business.

Critical accounting estimates

The preparation of financial statements in conformity with Australian Accounting Standards requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Group's accounting policies. The estimates and associated assumptions are based on historical experience and other factors that are considered relevant. Actual results may differ from these estimates. The estimates and associated assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects both current and future periods.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(c) Going concern

Management continues to invest resources to support growth in trading fees, primarily from holding companies in the US market. In August 2018 ($3.5m) and May 2019 ($4.0m) the Group successfully raised $7.5 million via share placements, resulting in $7.1 million net cash inflows from financing activities. Combined with the net cash outflows from operating and investing activities of $3.9million, the net cash inflow for the year was $3.2 million. Management anticipate incurring further net cash outflows from operations until such time as sufficient revenue growth is achieved.

As previously disclosed, the Group received a notification of finding of ineligible R&D activities in relation to the FY16 claim. The Group has requested an internal review of the decision which is ongoing. Management believe its FY16 R&D claim is consistent with the criteria of the scheme.

If a delay in expected growth in revenues and/or a negative outcome of AusIndustry's review of the FY16 R&D claim was to occur, this has the potential to create a cash flow risk to the Group which could affect its ability to pay its debts as and when they fall due, and to realise its assets in the normal course of business.

However, the Directors believe the Group will be able to continue to pay its debts as and when they fall due for the following reasons:

- the Group had a cash position of $8.2 million at 30 June 2019;
- strong Symphony licence fees to continue in FY20;
- the ongoing cost management program;
- the opportunity to implement further cost reductions; and
- the ability to raise additional capital.

Accordingly, the Directors believe there exists a reasonable expectation that the Group can continue to pay its debts as and when they fall due, and the financial report has been prepared on a going concern basis.

(d) Principles of consolidation

Subsidiaries

The consolidated financial statements comprise those of the Group, and the entities it controlled at the end of, or during, the financial year. The Group controls a subsidiary if it is exposed, or has rights, to variable returns from its involvement with the subsidiary and has the ability to affect those returns through its power over the subsidiary.

All intra-group transactions, balances, income and expenses between entities in the Group included in the financial statements have been eliminated in full. Where unrealised losses on intra-group asset sales are reversed on consolidation, the underlying asset is also tested for impairment from a group perspective. Where an entity either began or ceased to be controlled during the year, the results are included only from the date control commenced or up to the date control ceased. The accounting policies adopted in preparing the financial statements have been consistently applied by entities in the Group.

Investments in subsidiaries are accounted for at cost less impairment losses in the parent entity information in Note 25.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(d) Principles of consolidation (Continued)

Business combinations

Acquisition of subsidiaries and businesses are accounted for using the acquisition method. The consideration for each acquisition is measured at the aggregate of the fair values (at the date of exchange) of assets given, liabilities incurred or assumed and equity instruments issued by the Group in exchange for control of the acquiree. Acquisition related costs are recognised in profit or loss as incurred.

The Group recognises identifiable assets and liabilities assumed in the business combination regardless of whether they have been previously recognised in the acquiree's financial statements prior to acquisition. Assets acquired and liabilities assumed are generally measured at their acquisition date fair values. Goodwill is stated after separate recognition of identifiable intangible assets calculated as the excess of the sum of the fair value of the consideration transferred over the acquisition date fair value of identifiable net assets. If the identifiable net assets exceed the consideration transferred, the excess amount is recognised in profit or loss immediately.

Any deferred settlement of cash consideration is discounted to its present value as at the date of acquisition. The discount rate used is the incremental borrowing rate that the Group can obtain from an independent financier under comparable terms and conditions.

Foreign Currency Exchange

In preparing the financial statements of the individual entities, transactions in currencies other than the entity's functional currency are recorded at the rates of exchange prevailing on the dates of the transactions. At each reporting date, monetary items denominated in foreign currencies are retranslated at the rates prevailing at the reporting date. Exchange differences are recognised in the Consolidated Statement of Profit or Loss and Other Comprehensive Income in the period in which they arise.

On consolidation, the assets and liabilities of the Group's foreign operations are translated into Australian dollars at exchange rates prevailing on the reporting date. Income and expense items are translated at the closing exchange rates for the period. Exchange differences arising, if any, are charged/credited to other comprehensive income and recognised in the Group's foreign currency translation reserve in equity. On disposal of a foreign operation the cumulative translation difference recognised in equity are reclassified to profit or loss and recognised as part of the gain or loss on disposal.

(e) Cash and cash equivalents

For the purposes of the Consolidated Statement of Cash Flows, cash includes cash on hand and deposits at call which are readily convertible to cash and are not subject to significant risk of changes in value, net of bank overdrafts.

Publisher Account Cash represents share of advertising revenue held before release to Adslot Publishers.

Notes to the Financial Statements (Continued)

For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(f) Property, plant and equipment

Property, plant and equipment are stated at cost less accumulated depreciation and any impairment in value. The carrying values of property, plant and equipment are reviewed for impairment when events or changes in circumstances indicate the carrying value may not be recoverable. Leasehold improvements are depreciated using the straight-line method over the remaining period of the underlying lease.

Depreciation is calculated on a straight-line basis for all plant and equipment. The estimated useful lives, residual values and depreciation method are reviewed at the end of each annual reporting period, with the effect of any changes recognised on a prospective basis.

The gain or loss arising on disposal or retirement of an item of property, plant and equipment is determined as the difference between the sales proceeds and the carrying amount of asset and is recognised in profit or loss. The following depreciation rates are used for each class of depreciable asset:

Computer Equipment	33– 40% per annum
Plant & Equipment	20 – 33% per annum
Leasehold Improvements	20 – 100% per annum

(g) Receivables

Trade receivables are recognised initially at fair value and thereafter are measured at amortised cost, less provision for impairment. They are non-derivative financial assets with fixed or determinable amounts not quoted in an active market. Trade accounts receivable are generally settled between 14 and 60 days and carried at amounts recoverable.

Collectability of trade receivables is reviewed on an ongoing basis. Debts that are known to be uncollectible are written off. The Group makes use of a simplified approach in accounting for trade receivables and records the loss allowance at the amount equal to the expected lifetime credit losses. In using this practical expedient, the Group uses its historical experience, external indicators and forward-looking information to calculate the expected credit losses. The amount of the expected credit loss is recognised in profit or loss. Subsequent recoveries of amounts previously written off are credited against the allowance account.

(h) Trade and other creditors – financial liabilities

Trade accounts payable and other creditors represent liabilities for goods and services provided to the Group prior to the end of the financial year and which are unpaid. The amounts are unsecured and are usually paid within 45 days of recognition.

Financial liabilities are measured subsequently at amortised cost using the effective interest method.

(i) Borrowings

Borrowings are initially recognised at fair value (less transaction costs) and subsequently measured at amortised cost. Any difference between the proceeds and the redemption amount is recognised in profit or loss over the period of the borrowing using the effective interest method.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(j) Finance costs

Finance costs are recognised as expenses in the period in which they are incurred except where they are incurred in the construction of a qualifying asset in which case the finance costs are capitalised as part of the asset.

(k) Income tax

The income tax expense or revenue for the period is the tax payable on the current period's taxable income based on the national income tax rate for each jurisdiction adjusted by changes in deferred tax assets and liabilities attributable to temporary differences between the tax bases of assets and liabilities and their carrying amounts in the financial statements, and to unused tax losses.

Deferred tax assets and liabilities are recognised for temporary differences at the tax rates expected to apply when the assets are recovered or liabilities are settled, based on those tax rates which are enacted or substantively enacted for each jurisdiction. The relevant tax rates are applied to the cumulative amounts of deductible and taxable temporary differences to measure the deferred tax asset or liability. An exception is made for certain temporary differences arising from the initial recognition of an asset or a liability. No deferred tax asset or liability is recognised in relation to these temporary differences if they arose in a transaction, other than a business combination, that at the time of the transaction did not affect either accounting profit or taxable profit or loss.

Deferred tax assets are recognised for deductible temporary differences and unused tax losses only if it is probable that future taxable amounts will be available to utilise those temporary differences and losses. Deferred tax liabilities are always provided for in full.

Deferred tax liabilities and assets are not recognised for temporary differences between the carrying amount and tax bases of investments in controlled entities where the parent entity is able to control the timing of the reversal of the temporary differences and it is probable that the differences will not reverse in the foreseeable future.

Current and deferred tax balances attributable to amounts recognised directly in equity are also recognised directly in equity.

Tax consolidation legislation

Adslot Ltd and its wholly-owned Australian controlled entities have implemented the tax consolidation legislation. The head entity, Adslot Ltd, and the controlled entities in the tax consolidated group account for their own current and deferred tax amounts. These tax amounts are measured as if each entity in the tax consolidated group continues to be a stand-alone taxpayer in its own right.

To the extent that it is not probable that taxable profit will be available in the foreseeable future against which the unused tax losses or unused tax credits can be utilised, the deferred tax assets of its own and its controlled entities are not recognised by Adslot Ltd.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(l) Employee benefits

Wages and salaries, annual leave and sick leave

Short-term employee benefits are current liabilities included in employee benefits, measured at the undiscounted amount that the Group expects to pay as a result of the unused entitlement. Annual leave is included in ‘provisions’. The Group does not discount the leave liability calculations as the Group expects all annual leave for all employees to be used wholly within 12 months of the end of reporting period.

Long service leave

The liability for long service leave expected to be settled within 12 months of the reporting date is recognised in provisions for employee entitlements and is measured at the amount expected to be paid when the liabilities are settled. The liability for long service leave expected to be settled more than 12 months from the reporting date, is recognised in the non-current provision for employee benefits and is measured as the present value of the estimated future cash outflows to be made by the Group in respect of services provided by employees up to reporting date.

Share-based compensation benefits

Equity-settled share-based payments with employees and others providing similar services are measured at the fair value of the equity instrument at the grant date. The fair value at grant date is determined using a binomial option pricing model that takes into account the exercise price, the term of the option, the impact of dilution, the share price at grant date, the expected price volatility of the underlying share, the expected dividend yield and the risk-free interest rate for the term of the option.

The fair value determined at the grant date of the equity-settled share-based payments is recognised as an expense, with a corresponding increase in equity (share-based payments reserve) on a straight line basis over the vesting period.

Upon the exercise of options, the balance of the share-based payments reserve relating to those options is transferred to share capital while the proceeds received, net of any directly attributable transaction costs, are credited to share capital.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(m) Intangible Assets

Goodwill

Goodwill arising in a business combination is recognised as an asset at the date that control is acquired (acquisition date). Goodwill is measured as the excess of the fair value of consideration paid over the fair value of the identifiable net assets of the entity or operations acquired. Goodwill acquired in business combinations is not amortised. Instead, goodwill is tested for impairment at least on an annual basis. An impairment loss for goodwill is recognised immediately in profit or loss and is not reversed in a subsequent period.

Research and development expenditure

Research costs are expensed as incurred. An intangible asset arising from development expenditure on an internal project is recognised only when the Group can demonstrate the technical feasibility of completing the intangible asset so that it will be available for use or sale, its intention to complete and its ability to use or sell the asset, how the asset will generate future economic benefits, the availability of resources to complete the development and the ability to measure reliably the expenditure attributable to the intangible asset during its development. Following the initial recognition of the development expenditure, the cost model is applied requiring the assets to be carried at cost less any accumulated amortisation and accumulated impairment losses. Any expenditure so capitalised is amortised over the period of expected benefits from the related project.

The carrying value of an intangible asset arising from development costs is tested for impairment annually when the asset is not yet available for use or more frequently when an indicator of impairment arises during the reporting period.

Intellectual property

The intellectual property relates to the platform technology, branding and domains acquired as a result of the acquisition of Adslot, QDC IP Technology and Facilitate Digital businesses. Where the useful life is assessed as indefinite, assets are not amortised and the carrying value is tested for impairment annually or more frequently if events or changes in circumstances indicate impairment. It is carried at cost less impairment losses. For those assets assessed as having a finite life, they are amortised on a straight-line basis over the estimated useful life of the asset. The expected accounting useful life of intellectual property relating to the Adslot, QDC IP Technology and Facilitate Digital business is 4 to 5 years.

Domain name

Acquired domain names are accounted for at cost, useful life is assessed as indefinite and the assets are not amortised. The carrying value is tested for impairment annually or more frequently if events or changes in circumstances indicate impairment. They are carried at cost less impairment losses.

Software

Software represents internally developed software platforms capitalised according to accounting standards. Software is assessed as having a finite life and is amortised on a straight-line basis over the estimated useful life of the asset. The expected accounting useful life of software is 5 years.

The carrying value of the software is tested for impairment when an indicator of impairment arises during the reporting period.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(n) Leased assets

Leases of assets under which the Group assumes substantially all the risks and benefits of ownership are classified as finance leases. This is distinct from operating leases under which the lessor effectively retains substantially all such risks and benefits. Property, plant and equipment acquired by finance leases are capitalised at the present value of the minimum lease payments as a finance lease asset and as a corresponding lease liability from date of inception of the lease. Lease assets are amortised over the period the entity is expected to benefit from the use of the assets or the term of the lease, whichever is shorter. Finance lease liabilities are reduced by the component of principal repaid. Lease payments are allocated between the principal component of the liability and interest expense.

Operating lease payments are charged to statement of profit or loss and other comprehensive income on a straight-line basis over the period of the lease term. Associated costs such as maintenance and insurance are expensed as incurred.

(o) Goods and services tax

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except:

i. Where the amount of GST incurred is not recoverable from the taxation authority, it is recognised as part of the cost of acquisition of an asset or as part of an item of expense; or

ii. For receivables and payables which are recognised inclusive of GST.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(p) Revenue recognition

The Group derives revenue from trading technology and services. To determine whether to recognise revenue, the Group follows a 5-step process:

1. Identifying the contract with a customer
2. Identifying the performance obligations
3. Determining the transaction price
4. Allocating the transaction price to the performance obligations
5. Recognising revenue when/as performance obligation(s) are satisfied

The Group often enters into transactions involving a range of the Group's products and services. In all cases, the total transaction price for a contract is allocated amongst the various performance obligations based on their relative stand-alone selling prices. The transaction price for a contract excludes any amounts collected on behalf of third parties.

Revenue is recognised either at a point in time or over time, when (or as) the Group satisfies performance obligations by transferring the promised services to its customers.

The Group recognises contract liabilities for consideration received in respect of unsatisfied performance obligations and reports these amounts as contract liabilities in the statement of financial position. Similarly, if the Group satisfies a performance obligation before it receives the consideration, the Group recognises either a contract asset or a receivable in its statement of financial position, depending on whether something other than the passage of time is required before the consideration is due.

Revenue is recognised for the major business activities as follows:

Revenue from Trading Technology - Licence Fees

Adslot and Symphony licence fees are derived by providing customers access to the Group's technology platforms. The fee is based on either annual contracted amounts, the number of users, a tier system based on historical volumes traded on the platform, and/or resources allocated. The contracts are ongoing but cancellable with defined notice periods. The Group is expected to maintain its performance obligations throughout the contracted period for the client to achieve the benefits of the platforms. As per AASB 15, revenue is recognised over time; since the promise to grant a licence as a performance obligation is satisfied over time. The client simultaneously receives and consumes the benefit from the Group's performance of providing access to the platforms.

Revenue from Trading Technology – Trading Fees

Adslot Publisher revenues are recognised over time. Only the portion of the media campaign that is retained by the Group for their services is recorded as revenue. This is typically a percentage of the total media transacted on the Adslot platform. Where media campaigns are realised over a period a time, the portion that extends beyond the reporting period is not taken up as revenue as the performance obligations have not been satisfied. Where the funds for these campaigns are prepaid by advertisers those amounts are treated as contract liabilities in the Consolidated Statement of Financial Position. As the fees are usage-based revenues the revenue is recognised over time when the usage occurs and the performance obligations are satisfied.

Funds collected or collectable from advertisers and due to be repaid to publisher clients are disclosed in the accounts as publisher creditors and categorised under Trade and other payables in the Consolidated Statement of Financial Position.

Symphony trading fees are charged for the use of the Symphony platform as a workflow solution. The fee is based on a percentage fee calculated from the total transacted value of campaigns. As per AASB 15, revenue is recognised over time when the usage occurs and the performance obligations are satisfied.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(p) Revenue recognition (Continued)

Rendering of services

Service revenue is recognised at a point in time or over time based on when the performance obligations are met, and the customer can realise benefit from service received without further involvement from the Group.

Symphony services revenue is derived as a once off Symphony activation fee or custom development work. The revenue is recognised at a point in time when the Group has completed its performance obligation and the customer has obtained the ability to direct the use of, and obtain substantially all of the remaining benefits from, the work carried out.

Website development revenue is recorded based on project delivery revenue over time as the project is completed. All projects are assigned percentages of project completion (based on actual work in progress) and all website development revenue applicable to percentage of incomplete work is recorded as contract liabilities . As such revenue is recognised over time when the performance obligations are met and when the Group receives a right to payment for performance completed to date.

Search Engine Optimisation and Search Engine Advertising attempts to improve search engine rankings of the client's website or bid on certain keywords in order for their clickable ads to appear in search results. These are ongoing contracts and can be cancelled with 90 days' notice. The Group needs to continuously manage these campaigns; as such the revenue is recognised over time as the clients simultaneously receive the service and the Group satisfies its performance obligations.

Hosting revenue is derived for hosting the client's websites in third party cloud servers managed by the Group. These contracts are ongoing and can be cancelled with 90 days' notice. Clients may pay upfront annually. The Group needs to continually satisfy the performance obligations of hosting the site and provide customer support, as and when required. Therefore, revenue is recognised over time.

For Domain Names Registration and SSL Certification at the time of initial activation the service has been transferred in full to the customer; and the customer is able to realise benefits from services received without further involvement from the Group. Furthermore, the Group separately prices and sells these products. There is no further performance obligation for the Group. As such revenue needs to be recognised at a point in time.

Interest revenue

Interest revenue is recognised when it is probable that the economic benefits will flow to the Group and the amount can be measured reliably, taking into account the effective yield on the financial asset.

Government grants

In accordance with AASB 120, government grants are recognised at fair value where there is reasonable assurance that the grant will be received and all grant conditions will be met. Where appropriate grants relating to expense items are recognised as other income in reporting the related expense, over the periods necessary to match the grant to the costs they are compensating. Grants relating to assets are credited to deferred income and are amortised on a straight line basis over the expected lives of the assets.

Sale of non-current assets

The net gain from the sale of non-current asset sales is recognised as income at the date control of the asset passes to the buyer, usually when the signed contract of sale becomes unconditional.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(q) Financial Instruments

Recognition and derecognition

Financial assets and financial liabilities are recognised when the Group becomes a party to the contractual provisions of the financial instrument and are measured initially at fair value adjusted by transactions costs, except for those carried at fair value through the profit or loss statement, and which are measured initially at fair value. Subsequent measurement of financial assets and financial liabilities are described below.

Financial assets are derecognised when the contractual rights to the cash flows from the financial asset expire, or when the financial asset and substantially all the risks and rewards are transferred. A financial liability is derecognised when it is extinguished, discharged, cancelled or expires.

Classification and initial measurement of financial assets

Except for those trade receivables that do not contain a significant financing component and are measured at the transaction price in accordance with AASB 15, all financial assets are initially measured at fair value adjusted for transaction costs (where applicable).

Subsequent measurement of financial assets

For the purpose of subsequent measurement, financial assets, other than those designated and effective as hedging instruments, are classified as financial assets at amortised cost.

Classifications are determined by both:

- The entity's business model for managing the financial asset; and
- The contractual cash flow characteristics of the financial assets.

All income and expenses relating to financial assets that are recognised in profit or loss are presented within finance costs, finance income or other financial items, except for impairment of trade receivables which is presented within other expenses.

Financial assets at amortised cost

Financial assets are measured at amortised cost if the assets meet the following conditions (and are not designated as financial assets at fair value through profit and loss):

- they are held within a business model whose objective is to hold the financial assets and collect its contractual cash flows; and
- the contractual terms of the financial assets give rise to cash flows that are solely payments of principal and interest on the principal amount outstanding.

After initial recognition, these are measured at amortised cost using the effective interest method. Discounting is omitted where the effect of discounting is immaterial. The Group's cash and cash equivalents, trade and most other receivables fall into this category of financial instruments as well as government bonds.

Trade and other receivables and contract assets

The Group makes use of a simplified approach in accounting for trade and other receivables as well as contract assets and records the loss allowance at the amount equal to the expected lifetime credit losses. In using this practical expedient, the Group uses its historical experience, external indicators and forward-looking information to calculate the expected credit losses.

Trade and other receivables and contract assets are subject to review at least at each reporting date to identify expected credit losses.

At reporting date and throughout the reporting period the Group did not have any other financial instruments other than trade and other receivables.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(r) Leasehold improvements

The cost of improvements to leasehold properties is amortised over the unexpired period of the lease or the estimated useful life of the improvement to the Group, whichever is the shorter.

(s) Earnings per share

Basic earnings per share

Basic earnings per share for continuing operations and total operations attributable to members of the Group are determined by dividing net profit after income tax from continuing operations and the net profit attributable to members of the Group respectively, excluding any costs of servicing equity other than ordinary shares, by the weighted average number of ordinary shares outstanding during the financial period. The number of shares used in the calculation at any time during the period is based on the physical number of shares issued.

Diluted earnings per share

Diluted earnings per share adjusts the figures used in the determination of basic earnings per share to take into account the after income tax effect of interest and other financing costs associated with dilutive potential ordinary shares and the weighted average number of shares assumed to have been issued for no consideration in relation to dilutive potential ordinary shares.

(t) Dividends

Provision is made for the amount of any dividend determined or recommended by the directors on or before the end of the financial year but not distributed at reporting date.

(u) Impairment of assets

Goodwill and intangible assets that have an indefinite useful life are not subject to amortisation and are tested annually for impairment or more frequently if events or changes in circumstances indicate that they might be impaired. Other assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset’s carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset’s fair value less costs to sell and value in use. For the purposes of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash inflows which are largely independent of the cash inflows from other assets or groups of assets (cash-generating units). Non-financial assets other than goodwill that suffered impairment are reviewed for possible reversal of the impairment at each reporting date.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(v) Segment reporting

Operating segments are reported in a manner consistent with the internal reporting provided to the chief operating decision maker. The chief operating decision maker has been identified as the Chief Executive Officer.

Each of the operating segments is managed separately as each of these service lines requires different technologies, service different clients and sells different products. All inter-segment transactions are carried out at arm's length prices.

The Group reports its segments based on geographical locations:

- APAC – Australia, New Zealand and Asia;
- EMEA – Europe, the Middle East and Africa; and
- The Americas – North, Central and South America.

(w) Provisions, contingent assets and contingent liabilities

Provisions for product warranties, legal disputes, onerous contracts or other claims are recognised when the Group has a present legal or constructive obligation as a result of a past event, it is probable that an outflow of economic resources will be required from the Group and amounts can be estimated reliably. The timing or amount of the outflow may still be uncertain.

Restructuring provisions are recognised only if a detailed formal plan for the restructuring exists and management has either communicated the plan's main features to those affected or started implementation. Provisions are not recognised for future operating losses.

Provisions are measured at the estimated expenditure required to settle the present obligation, based on the most reliable evidence available at the reporting date, including the risks and uncertainties associated with the present obligation. Where there are a number of similar obligations, the likelihood that an outflow will be required in settlement is determined by considering the class of obligations as a whole. Provisions are discounted to their present values, where the time value of money is material.

Any reimbursement that the Group is virtually certain to collect from a third party with respect to the obligation is recognised as a separate asset. However, this asset may not exceed the amount of the related provision.

No liability is recognised if an outflow of economic resources as a result of present obligations is not probable. Such situations are disclosed as contingent liabilities unless the outflow of resources is remote.

(x) Critical accounting judgements and key sources of estimation uncertainty

Critical judgements in applying the entity's accounting policies

The following are the critical judgements (apart from those involving estimations, which are dealt with below), that management has made in the process of applying the Group's accounting policies and that have the most significant effect on the amounts recognised in the financial statements:

Revenue recognition

In web development and web hosting business operations, management assesses stage of completion of each project and recognises revenue in the period in which development work is undertaken. In making its judgement, management considered the standard duration of such contracts, stage of progress in contracts and commencement date of such contracts. Accordingly, management has deferred recognising some web development and web hosting revenue of an estimated value of services to be rendered in the future.

Notes to the Financial Statements (Continued)

For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(x) Critical accounting judgements and key sources of estimation uncertainty (Continued)

Key sources of estimation uncertainty

The following are the key assumptions concerning the future and other key estimation uncertainty at the reporting date, that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

Impairment of goodwill and intangible assets

Determining whether goodwill and intangible assets are impaired requires an estimation of the fair value less costs to sell of the cash-generating units to which goodwill and intangible assets have been allocated. Under the market-based approach for fair value less costs to sell calculations, the entity is required to estimate the amount obtainable from the sale of an asset or CGU in an arm's length transaction between knowledgeable, willing parties, less the costs of disposal.

The Group's shares are traded on the Australian Stock Exchange, and in the absence of a binding sale agreement, the year-end share price is used to calculate the asset's market value.

In the event the share price falls an impairment of the related intangible assets may result.

The carrying amount of goodwill and intangible assets at the reporting date was $22,886,434 (2018: $23,202,768) and there were no impairment losses (2018: nil) recognised during the current financial year. Refer to Note 10 for further details.

Capitalisation of internally developed software

Distinguishing the research and development phases of software projects and determining whether the recognition requirements for the capitalisation of development costs are met, requires judgement. After capitalisation, management monitors whether the recognition requirements continue to be met and whether there are any indicators that capitalised costs may be impaired.

The capitalisation of internally developed software amount for the year was $3,792,752 (2018: $3,666,409). Refer to Note 10 for further details.

Share based payments

The calculation of the fair value of options issued requires significant estimates to be made in regards to several variables such as volatility and the probability of options reaching their vesting period. The estimations made are subject to variability that may alter the overall fair value determined. The share based payment expense for the year was $118,127 (2018: $777,804).

Unrecognised deferred tax assets

As disclosed in Note 5, the Group recognises deferred tax assets relating to temporary differences, capital losses or operating losses when it is probable that they will be able to be utilised in future reporting periods. Due to the continuing operating losses, the Directors have determined it is not appropriate to recognise deferred tax assets until a point in time where it is probable that future taxable income is going to be available to utilise the assets. The tax benefit of deferred tax assets not recognised is $9,600,762 (2018: $10,541,711). Refer to Note 5 for further details.

Research and development tax concessions

A receivable of $2,051,661 (2018: $3,279,573) has been recognised in relation to a research and development tax concession for the 2019 financial year. Refer to Note 8 for further details. The actual claim is yet to be submitted with the Australian Tax Office and therefore there remains some uncertainty in regards to the quantum of the concession to be received. The financial statements reflect the Directors' estimate of the receivable after taking into account the likelihood of each component of the claim being received.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(y) New standards and interpretations issued but not effective

The following new or amendments to existing standards have been published and are mandatory for accounting periods beginning on or after 1 July 2019 or later periods, but have not yet been adopted by the Group.

AASB 16 Leases

AASB 16 was issued in February 2016 and is applicable for reporting periods beginning on or after 1 January 2019. The new standard replaces the current standard AASB 117 Leases and for lessees will eliminate the classifications of operating leases and finance leases. The objective of AASB 16 is to improve transparency on financial leverage and capital employed by bringing all lease assets and liabilities onto the balance sheet.

Subject to exceptions, a 'right-of-use' asset and lease liability are recognised at the commencement of the lease. The right-of-use asset is recognised at an amount that is equivalent to the initial measurement of the lease liability, adjusted for lease prepayments, lease incentives received, initial direct costs incurred, and an estimate of any future restoration, removal or dismantling costs.

The lease liability is recognised at the present value of future lease payments comprising fixed lease payments less incentives, variable lease payments, residual guarantees payable, payment of purchase options where exercise is reasonably certain, and any anticipated termination penalties. The lease payments are discounted at the rate implicit in the lease, or where not readily determinable, the entity's incremental borrowing rate.

The exceptions relate to short-term leases of 12 months or less and leases of low-value assets (such as personal computers and small office furniture) where an accounting policy choice exists whereby either a 'right-of-use' asset is recognised or lease payments are expensed to profit or loss as incurred.

Straight-line operating lease expense recognition will be replaced with a depreciation charge for the leased asset (included in operating costs) and an interest expense on the recognised lease liability (included in finance costs). In the earlier periods of the lease, the expenses associated with the lease under AASB 16 will be higher when compared to lease expenses under AASB 117. However, EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation) results will be improved as the operating expense is replaced by interest expense and depreciation in profit or loss under AASB 16. For classification within the statement of cash flows, the lease payments will be separated into both a principal (financing activities) and interest (either operating or financing activities) component.

For lessor accounting, the standard does not substantially change how a lessor accounts for leases.

The standard will affect primarily the accounting for the Group’s operating leases. As at the reporting date, the Group has non-cancellable operating lease commitments of $3,604,816, see note 19.

A preliminary assessment of the transition to AASB 16 indicates that majority of the Group’s operating leases at 30 June 2019 will be exempted from being classified as a lease under AASB16 they relate to payments for short-term and low value leases which will be recognised on a straight-line basis as an expense in profit or loss.

The operating leases for the office premises in Sydney and Melbourne will meet the definition of a lease under AASB 16, and on adoption on 1 July 2019 the Group will recognise the lease liability and the right of use of an asset for these leases.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

1. Summary of Significant Accounting Policies (Continued)

(y) New standards and interpretations issued but not effective (Continued)

The Group will adopt the standard from 1 July 2019 and will opt to apply the simplified approach.

As at 1 July 2019, it is anticipated that the impact on the financial statement would be;

Initial recognition;

- right of use assets of $2,792,597 including the net book value of the leasehold improvement of $689,499 capitalised at 30 June 2019 to be recognised,
- lease liabilities of $2,472,799 to be recognised,
- reversal of existing lease incentive liability of $469,411 (merging with lease liability),
- creation of a make good provision liability of $165,859 which is the present value of estimated make good cost at end of the leases,
- reversal of the existing make good provision of $49,591 included in accrued expenses,
- increasing the retained losses by $16,557.

AASB 16 is available for early adoption but have not been applied in this financial report.

There are no other standards that are not yet effective and that are expected to have a material impact on the Group in the current or future accounting periods.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

2. Segment Information

2019	**APAC**	**EMEA**	**The Americas**	**Total**
Operating segments	**$**	**$**	**$**	**$**
Revenue for services rendered (i)	**8,711,221**	**477,541**	**650,255**	**9,839,017**
Segment result from continuing operations	**(1,971,143)**	**(348,518)**	**(1,310,843)**	**(3,630,504)**
Depreciation included in segment result (Note 9)	**251,096**	**1,228**	**6,573**	**258,897**
Amortisation included in segment result (Note 10)	**4,109,086**	**-**	**-**	**4,109,086**
Additions to non-current assets (PP&E) (Note 9)	**23,208**	**3,784**	**-**	**26,992**
Statement of financial position				
Segment assets	**39,658,875**	**295,844**	**180,112**	**40,134,831**
Segment liabilities	**19,555,388**	**127,145**	**131,484**	**19,814,017**

2018	**APAC**	**EMEA**	**The Americas**	**Total**
Operating segments	**$**	**$**	**$**	**$**
Revenue for services rendered (i)	6,464,519	275,999	171,929	6,912,447
Segment result from continuing operations	(5,591,454)	(555,384)	(1,710,534)	(7,857,372)
Depreciation included in segment result (Note 9)	223,593	772	7,132	231,498
Amortisation included in segment result (Note 10)	5,211,462	-	-	5,211,462
Additions to non-current assets (PP&E) (Note 9)	18,208	-	2,316	20,524
Statement of financial position				
Segment assets	35,834,855	123,351	178,056	36,136,262
Segment liabilities	15,726,667	97,445	130,848	15,954,960

Segment revenue reconciles to total revenue from continuing operations as follows:

Revenue	**2019 $**	**2018 $**
Total segment revenue	**9,839,017**	6,912,447
Head office revenue	**-**	-
Interest revenue	**55,144**	160,017
Total revenue from continuing operations	**9,894,161**	7,072,464

(i) Refer to Note 3 for a description Revenue.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

2. Segment Information (Continued)

A reconciliation from segment result to operating profit before income tax is provided as follows:

Segment Result	2019 $	2018 $
Total segment result	**(3,630,504)**	(7,857,372)
Interest revenue	**55,144**	160,017
Other revenue	**377,468**	940,825
Share option expenses	**(118,127)**	(777,804)
Gain / (Loss) on foreign exchange	**(32,263)**	44,611
Income tax benefit/(expense)	**732**	(12,755)
Profit/ (Loss) on sale/write off of asset	**(3,083)**	182
Other head office income/(expenses) not allocated in segment result	**(3,692,122)**	(4,151,024)
Loss before income tax from continuing operations	**(7,042,755)**	(11,653,319)

Reportable segment assets are reconciled to total assets as follows:

Segment assets	2019 $	2018 $
Total segment assets	**40,134,831**	36,136,262
Head office assets	**48,085,810**	48,289,359
Intersegment eliminations	**(50,106,395)**	(50,106,394)
Total assets as per the statement of financial position	**38,114,246**	34,319,227

Reportable segment liabilities are reconciled to total liabilities as follows:

Segment liabilities	2019 $	2018 $
Total segment liabilities	**19,814,017**	15,954,960
Head office liabilities	**491,016**	845,451
Intersegment eliminations	**(11,787,907)**	(11,829,183)
Total liabilities as per the statement of financial position	**8,517,126**	4,971,228

The Group's Total Revenue and Other Income (Note 3) and its non-current assets (other than financial instruments) are divided into the following geographical areas:

	2019 $		2018 $	
	Revenue	Non-Current Assets	Revenue	Non-Current Assets
Australia (Domicile)	**7,526,723**	**23,511,419**	6,657,110	24,052,355
USA	**650,255**	**3,084**	171,929	9,284
Other countries	**2,094,651**	**9,540**	1,184,250	10,332
Total	**10,271,629**	**23,524,043**	8,013,289	24,071,971

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

2. Segment Information (Continued)

Revenues from external customers in the Group's domicile, Australia, as well as its major markets the USA, have been identified on the basis of the customer's geographical location. Non-current assets are allocated based on their physical location.

Notes to and forming part of the segment information

Business segments

The Group reports its segments based on geographical locations:

- APAC – Australia, New Zealand and Asia;
- EMEA – Europe, the Middle East and Africa; and
- The Americas – North, Central and South America.

Accounting policies

The accounting policies of the reportable segments are the same as the Group's accounting policies described in Note 1.

Segment revenues, expenses, assets and liabilities are those that are directly attributable to a segment and the relevant portion that can be allocated to the segment on a reasonable basis. Segment profit represents the profit earned by each segment without investment revenue, finance costs and income tax expense. This is the measure reported to the chief operating decision maker for the purposes of resource allocation and assessment of segment performance.

Segment assets include all assets used by a segment and consist primarily of operating cash, receivables, capitalised R&D and other intangible assets, net of related provisions but do not include non-current inter-entity assets and liabilities which are considered quasi-equity in substance.

Segment liabilities consist primarily of trade and other creditors, employee benefits and sundry provisions and accruals. Segment assets and liabilities do not include income taxes.

Inter-segment transfers

Segment revenue reported above represents revenue generated from external customers. There were no Inter segment revenue transfers or expenses to be eliminated on consolidation (2018: nil).

Major customers

The Group provides services to and derives revenue from a number of customers across all the divisions. The Group had certain customers whose revenue individually represented 10% or more of the Group's total revenue.

For the year to 30 June 2019, one customer accounted for 10% or more of revenue (2018: one).

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

3. Revenue and Other Income

	2019 $	2018 $
Revenue		
Revenue from Trading Technology	**8,038,425**	5,146,669
Revenue from Services	**1,800,592**	1,765,778
Total revenue for services rendered	**9,839,017**	6,912,447
Interest revenue	**55,144**	160,017
Total revenue from continuing operations	**9,894,161**	7,072,464
Other income		
Grant income	**377,468**	853,859
Revenue from Adserving	**-**	86,967
Total Other Income	**377,468**	940,825
Total revenue and other income	**10,271,629**	8,013,289

Revenue derived from the two product lines are described as follows:

Trading Technology

Comprises *Adslot*, a leading global media trading technology, and *Symphony*, market-leading workflow automation technology, purpose built for digital media agencies.

Services

Comprising marketing services that are provided by the Group's *Webfirm* division to SME clients and project-based customisation of *Trading Technology*.

Adslot.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

4. Expenses

	2019 $	2018 $
Loss before income tax includes the following specific expenses:		
Depreciation and amortisation		
Amortisation – Software development costs	**4,109,086**	5,211,462
Amortisation – Leasehold improvements	**163,354**	125,802
Depreciation – Computer & Equipment	**90,090**	102,215
Depreciation – Plant & equipment	**5,453**	3,480
Total depreciation and amortisation	**4,367,983**	5,442,959
Other charges against assets		
Impairment of trade receivables	**3,489**	4,537
Employee benefits expense	**7,817,748**	8,943,887
Total capitalised development wages	**5,288,455**	6,068,635
Employee benefits included in Share based payment expense	**99,726**	741,317
Total employee benefits	**13,205,929**	15,753,839
Defined contribution superannuation expense included in Employee benefit expense	**840,297**	1,026,983
Capitalised development wages (net of related grants)	**3,792,752**	3,666,409
Capitalised development wages included in the R&D grant	**1,495,703**	2,402,226
Total capitalised development wages	**5,288,455**	6,068,635
Rental expense – operating leases	**1,024,336**	958,707
Foreign currency (gain) / loss included in Other expenses	**32,264**	(44,611)

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

5. Income Tax Expense

	2019	2018
	$	$
a) Numerical reconciliation of income tax expense to prima facie tax benefit		
Loss before income tax	**(6,932,241)**	(11,623,422)
Prima facie tax benefit on loss before income tax at 27.5% (2018: 27.5%)	**(1,906,366)**	(3,196,441)
Tax effect of:		
Other non-allowable items	**12,766**	14,661
Share based expensed during year	**32,485**	213,896
Research and development tax concession	**1,297,027**	2,073,293
Income tax benefit attributable to entity	**(564,088)**	(894,591)
Deferred tax income relating to utilisation of unused tax losses	-	-
Deferred tax assets relating to tax losses not recognised	**433,327**	979,254
Other – adjustments and net foreign exchange differences	**20,247**	(114,560)
Income tax benefit/(expense) attributable to entity	**(110,514)**	(29,897)

b) Movement in deferred tax balances

	Balance at 1 July 2018	Recognised in Profit & Loss	Acquired in Business combination	Balance at 30 June 2019 Net	Deferred tax assets	Deferred tax liabilities
	$	$	$	$	$	$
Trade and other receivables	**(125,957)**	**10,496**	**-**	**(115,461)**	**-**	**(115,461)**
Property, plant and equipment	**199**	**(17)**	**-**	**182**	**-**	**182**
Intangible assets	**165,435**	**(13,786)**	**-**	**151,649**	**-**	**151,649**
Unused tax losses	**(39,677)**	**3,307**	**-**	**(36,370)**	**(36,370)**	**-**
Net tax (assets) / liabilities	**-**	**-**	**-**	**-**	**(36,370)**	**36,370**

	Balance at 1 July 2017	Recognised in Profit & Loss	Acquired in Business combination	Balance at 30 June 2018 Net	Deferred tax assets	Deferred tax liabilities
	$	$	$	$	$	$
Trade and other receivables	(125,957)	10,496	-	(115,461)	-	(115,461)
Property, plant and equipment	199	(17)	-	182	-	182
Intangible assets	165,435	(13,786)	-	151,649	-	151,649
Unused tax losses	(39,677)	3,307	-	(36,370)	(36,370)	-
Net tax (assets) / liabilities	-	-	-	-	(36,370)	36,370

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

5. Income Tax Expense (Continued)

c) Deferred tax assets not brought to account

In the course of periodic reviews, an inconsistency was identified in relation to the treatment of R&D accounting expenditure for the tax returns for the 2014, 2015 and 2016 income years. Adjustments have been made to correct the understatement of the add-back of R&D accounting expenditure, reducing the carried forward tax loss balances in each income year. These adjustments impact the deferred tax assets not brought to account only and do not impact the financial statements.

	Adjustment
2016	1,442,834
2015	1,813,806
2014	1,740,723
Total	**4,997,363**

In January 2019 Adslot made a voluntary disclosure to AusIndustry in relation to the ineligibility of a small sub-set of activities in the 2016 R&D claim. This adjustment increases the carried forward tax loss balances by $219,923. A provision for a refund of $164,280 was included in the December 2018 interim financial statements.

Above adjustments have been included in the Deferred tax assets not brought to account calculations for 2019. These tax assets will only be realised if the conditions for deductibility set out on Note 1(k) occur.

	2019	**2018**
	$	**$**
Temporary differences	**(6,121,877)**	(5,344,713)
Tax Losses:		
Operating losses	**40,795,482**	43,439,948
Capital losses	**238,258**	238,258
	34,911,863	38,333,493
Potential tax benefit (27.5% 2018: 27.5%)	**9,600,762**	10,541,711

The Group and its wholly-owned Australian resident entities have formed a tax-consolidated group and are therefore taxed as a single entity. The head entity within the tax-consolidated group is Adslot Ltd.

Deferred tax liabilities from temporary differences of $1,683,516 (2018: $1,469,769) have not been recognised as they have been offset with deferred tax assets of the same value.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

6. Dividends

The Group did not declare any dividends in the current year or prior year. There are no franking credits available to shareholders of the Group.

7. Cash and Cash Equivalents

	2019	2018
	$	$
Cash at bank and on hand	5,775,127	3,755,744
Cash held on behalf of Publishers	2,390,417	1,019,587
	8,165,544	4,775,331

Included in the Cash at Bank is $509,605 (2018: $615,289) of funds held on term deposit as guarantee for our corporate credit card facilities and for the benefit of landlords under office lease agreements.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

8. Trade and Other Receivables

	2019	2018
Current:	**$**	**$**
Trade debtors	**4,260,637**	2,042,744
Less: Allowance for impairment	**(2,782)**	(2,370)
Trade debtors not impaired	**4,257,855**	2,040,374
Research and Development grant receivable (i)	**1,887,381**	3,279,573
Other receivables (ii)	**56,165**	(93,219)
Prepayments	**223,258**	245,197
	6,424,659	5,471,925

(i) Based on a finding made by Innovation Australia in relation to the FY16 R&D activities, the Group expects the ATO to amend the R&D Tax Incentive Offset for FY16 and seek repayment of $1.5m previously paid to the Group. It is expected the FY19 claim will be paid less any outstanding amounts owed to the ATO at time of payment.
(ii) 2018 balance included $116,821 erroneously received in June 2018 from a trade debtor. This amount was refunded in July 2018.

The average age of the Group's trade debtors is 40 days (2018: 49 days).

(a) Ageing of trade debtors not impaired

	2019	2018
	$	**$**
0 – 30 days	**3,034,440**	1,436,910
31 – 60 days	**81,287**	255,626
61 – 90 days	**136,628**	228,540
Over 91 days	**1,005,500**	119,298
	4,257,855	2,040,374

(b) Movement in the provision for impairment

	2019	2018
	$	**$**
Balance at beginning of the year	**2,370**	2,814
Impairment recognised during the year	**2,782**	2,370
Amounts written off as uncollectible	**(2,370)**	-
Amounts recovered during the year	**-**	(2,814)
Balance at the end of the year	**2,782**	2,370

In determining the recoverability of a trade receivable, the Group considers any recent history of payments and the status of the projects to which the debt relates. No payment terms have been renegotiated. The concentration of credit risk is limited due to the customer base being large and unrelated. Accordingly, the Directors believe that there is no further provision required in excess of the allowance for impairment.

Fair value of receivables

Fair value of receivables at year end is measured to be the same as receivables net of the allowance for impairment.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

9. Property, Plant and Equipment

	2019	2018
	$	$
Leasehold improvements – at cost	**816,061**	815,965
Less: Accumulated amortisation	**(289,915)**	(126,466)
	526,146	689,499
Plant and equipment – at cost	**93,119**	90,307
Less: Accumulated depreciation	**(84,527)**	(79,054)
	8,592	11,253
Computer equipment – at cost	**446,030**	531,109
Less: Accumulated depreciation	**(379,529)**	(399,028)
	66,501	132,081
Total carrying amount of property, plant and equipment	**601,239**	832,833

Reconciliations of the carrying amounts of each class of property, plant and equipment at the beginning and end of the current financial year are set out below:

2019

	Leasehold Improvements	Plant and Equipment	Computer Equipment	Total
	$	$	$	$
Carrying amount at 1 July 2018	**689,499**	**11,253**	**132,081**	**832,833**
Additions	**-**	**2,757**	**30,257**	**33,014**
Disposals/ Write Offs	**-**	**-**	**(6,059)**	**(6,059)**
Depreciation / amortisation expense	**(163,354)**	**(5,453)**	**(90,090)**	**(258,897)**
Net foreign exchange differences	**-**	**36**	**312**	**348**
Carrying amount at 30 June 2019	**526,145**	**8,593**	**66,501**	**601,239**

2018

	Leasehold Improvements	Plant and Equipment	Computer Equipment	Total
	$	$	$	$
Carrying amount at 1 July 2017	22,990	24,709	196,045	243,744
Additions	792,311	(8,537)	33,456	817,230
Disposals/ Write Offs	-	(1,449)	1,197	(252)
Depreciation / amortisation expense	(125,802)	(3,480)	(102,215)	(231,497)
Net foreign exchange differences	-	10	3,598	3,608
Carrying amount at 30 June 2018	689,499	11,253	132,081	832,833

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

10. Intangible Assets

	Internally Developed Software $	Domain Name $	Intellectual Property $	Goodwill $	Total $
Year ended 30 June 2019					
Opening net book amount	**6,462,835**	**38,267**	**1,539,727**	**15,161,939**	**23,202,768**
Additions	**3,792,752**	**-**	**-**	**-**	**3,792,752**
Amortisation	**(2,569,359)**	**-**	**(1,539,727)**	**-**	**(4,109,086)**
Carrying amount at 30 June 2019	**7,686,228**	**38,267**	**-**	**15,161,939**	**22,886,434**
At 30 June 2019					
Cost	**15,400,189**	**38,267**	**29,045,251**	**15,161,939**	**59,645,646**
Accumulated amortisation and impairment	**(7,713,961)**	**-**	**(29,045,251)**	**-**	**(36,759,212)**
Carrying amount at 30 June 2019	**7,686,228**	**38,267**	**-**	**15,161,939**	**22,886,434**

	Internally Developed Software $	Domain Name $	Intellectual Property $	Goodwill $	Total $
Year ended 30 June 2018					
Opening net book amount	4,721,903	38,267	4,825,712	15,161,939	24,747,821
Additions	3,666,409	-	-	-	3,666,409
Amortisation	(1,925,477)	-	(3,285,985)	-	(5,211,462)
Carrying amount at 30 June 2018	6,462,835	38,267	1,539,727	15,161,939	23,202,768
At 30 June 2018					
Cost	11,607,437	38,267	29,045,251	15,161,939	55,852,894
Accumulated amortisation and impairment	(5,144,602)	-	(27,505,524)	-	(32,650,126)
Carrying amount at 30 June 2018	6,462,835	38,267	1,539,727	15,161,939	23,202,768

Notes to the Financial Statements (Continued)

For the year ended 30 June 2019

10. Intangible Assets (Continued)

Internally Developed Software

Internally developed software represents a number of software platforms developed within the Group. The following table shows the portion of platform development costs that are capitalised and expensed for the current financial year, 2019:

Platform	Capitalised Wages	R&D grants offsetting capitalised wages	Net Capitalised Wages
	$	$	$
Adslot Publisher and Marketplace	**1,592,262**	**(577,515)**	**1,014,747**
Symphony	**3,696,193**	**(918,188)**	**2,778,005**
	5,288,455	**(1,495,703)**	**3,792,752**

The following table shows the portion of platform development costs that are capitalised and expensed for the prior financial year, 2018:

Platform	Capitalised Wages	R&D grants offsetting capitalised wages	Net Capitalised Wages
	$	$	$
Adslot Publisher and Marketplace	1,432,707	(623,227)	809,480
Symphony	4,635,928	(1,778,999)	2,856,929
	6,068,635	(2,402,226)	3,666,409

The Directors have assessed the accounting useful life of these internally developed software systems, for accounting purposes, to be five years. This assessment has given regard to the expected financial benefits of the technology.

Domain names

Domain names opening carrying value of $38,267 (2018: $38,267) relates to the various domain names held by Webfirm and Adslot. The Directors have assessed that this intellectual property has an indefinite useful life on the basis that the Directors do not believe that there is a foreseeable limit on the period over which this asset is expected to generate cash inflows for the entity.

Intellectual property

Adslot Technologies Pty Ltd ("Adslot") holds valuable copyright and patent licences ("Licences") in respect of Combinatorial Auction Platform Technology ("CAP" or "Core IP") owned by Enterprise Point Pty Ltd and its controlled entities ("Enterprise"). $5,932,006 (2018: $5,932,006) of the opening balance relates to this "CAP" technology. Accumulated amortisation of this asset as at 30 June 2019 was $5,932,006 (2018: $5,932,006). This asset has been fully amortised.

QDC IP Technology ("QDC") is creative ad building and video advertising technology with licences to the Core IP valued at $6,466,517 (2018: $6,466,517) in the opening balance and attached to the Adslot CGU. Accumulated amortisation of this asset as at 30 June 2019 was $6,466,517 (2018: $6,466,517). This asset has been fully amortised.

The Symphony platform technology was acquired as part of the Facilitate Digital Holdings Limited acquisition. The fair value attributable to the Symphony technology platform intellectual property was $16,191,496 (2018: $16,191,496). Accumulated amortisation of this asset at 30 June 2019 was $16,191,496 (2018: $14,651,770). This asset was fully amortised during the year.

Notes to the Financial Statements (Continued)

For the year ended 30 June 2019

10. Intangible Assets (Continued)

Intellectual property (Continued)

The Facilitate for Agencies ("FFA") platform technology was acquired as part of the Facilitate Digital Holdings Limited acquisition. The fair value attributable to the FFA technology platform intellectual property was $455,231 (2018: $455,231). Accumulated amortisation of this asset at 30 June 2019 was $455,231 (2018: $455,231). This asset has been fully amortised.

The Directors have assessed the accounting useful life of all of the above technologies for accounting purposes to be five years. This assessment has given regard to the expected financial benefits of the technologies to be potentially well beyond a five year period, together with the risk that competitors could replicate these technologies and in light of the Group's ongoing commitment to research and development of the Core IP.

Goodwill

The Goodwill balance relating to the acquisition of Facilitate has an attributed fair value of $15,161,939 and has not been impaired.

(a) Cash Generating Units (CGUs)

For the purpose of impairment testing, goodwill has been allocated to the group of CGUs that are expected to benefit from the acquisition, being both the Adslot and Symphony CGUs. A summary of the carrying amount of goodwill and intangible assets with indefinite useful lives is detailed below:

	2019		2018	
CGU	**Goodwill $**	**Intangible assets with indefinite useful lives $**	**Goodwill $**	**Intangible assets with indefinite useful lives $**
Adslot and Symphony CGUs	**15,161,939**	-	15,161,939	-

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

10. Intangible Assets (Continued)

Intellectual property (Continued)

(b) Impairment testing and key assumptions

The Group tests whether goodwill and other intangible assets have suffered any impairment in accordance with the Group's accounting policies. The recoverable amounts of assets and CGUs have been determined using a fair value less costs to sell approach. The directors have assessed the fair value having regard to a market-based approach and have determined the goodwill is not impaired.

The directors' determination of fair value using a market based approach is the market capitalisation of the Group, less the value attributed to business units that are not part of the group of CGUs attributed to goodwill, less other net assets.

The most significant judgements and key assumptions pertaining to the calculation are:

- the Group's share price (ASX: ADJ as at 30 June 2019 of $0.028);
- a 4x valuation multiple on EBITDA to estimate the value of the business unit (Webfirm) that is not part of the group of CGUs attributed to goodwill; and
- costs to sell including a transaction fee (3.5% of total value) plus estimate of legal, account and other consultant costs ($200k).

The Group's directors appointed an independent expert to review the approach adopted by management in assessing the carrying value of the intangible assets of the Group as at 30 June 2018. The review supported the selection of methodology and the assessment of the value of the Group under the primary quoted security price approach. The director's determined the same methodology be adopted for the tests at 30 June 2019.

(c) Sensitivity analysis

The Group's share price forms the basis of the market-based approach. A material adverse change in the Group's share price would likely result in the carrying amount exceeding the recoverable amount.

On 9 May 2019 Adslot Limited announced the successful closing of a $4.0 million share placement to institutional and sophisticated investors. The placement is a reference point as a binding sale agreement in an arm's length transaction.

Sensitivity Analysis has been performed using the placement offer price of $0.025, a recalculation of the Costs to Sell and all other elements of the 30 June calculation remaining equal. The result also shows a surplus fair value over carrying value of the intangible assets at a share price of $0.025, albeit with less headroom. Calculations show that only when the share price falls below $0.020, and all other variables remain constant, does a deficit occur.

There are no other material sensitivities involved in the directors' determination of fair value using a market based approach.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

11. Trade and Other Payables

	2019 $	2018 $
Trade creditors	**518,498**	546,024
Publisher creditors (i)	**5,154,892**	1,514,495
Other creditors	**865,398**	865,224
	6,538,788	2,925,743

(i) Refer to Note 1(p) for further information on publisher creditors.

12. Other Liabilities

	2019 $	2018 $
Current: contract liabilities	**374,781**	445,491

Contract liabilities relates to website development and hosting invoices that are rendered based on full contract terms at the contracts' inception, however performed over stages which straddle the reporting date, licence fees billed in advance and advertising campaigns that have been purchased but whose delivery will occur after the reporting date.

13. Lease Incentives Liabilities

	2019 $	2018 $
Current: Lease Incentives Liability	**146,300**	60,248
Non-current: Lease Incentives Liability	**323,110**	555,463

The lease agreements for some premises included a free fit-out provided by the lessor as a lease incentive. The assets obtained by the Group have been recognised as leasehold improvements at fair value and are depreciated over the lease term (see Note 9). A corresponding liability is presented as part of the lease liabilities and is reversed on a straight-line basis over the lease term.

14. Provisions

	2019 $	2018 $
Current: Employee benefits	**658,736**	587,150
Non-current: Employee benefits	**439,041**	360,763

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

15. Contributed equity

	2019 Number	2018 Number	2019 $	2018 $
Ordinary Shares – Fully Paid	**1,587,875,994**	1,284,950,994	**145,838,216**	138,397,710

Ordinary shares participate in dividends and the proceeds on winding up of the parent entity in proportion to the numbers of shares.

At the shareholders meeting each ordinary share is entitled to one vote when a poll is called, otherwise each shareholder has one vote on a show of hands.

Movements in Paid-Up Capital

Date	Details	Number of shares	Issue price	Capital raising costs	Value
		Number	$	$	$
01-Jul-17	Balance (including Treasury shares)	1,284,328,769		(2,619,769)	138,287,281
11-Oct-17	Issue of shares – Performance Rights vesting	3,677,500	$0.113	(2,278)	412,119
30-Jun-18		1,288,006,269		(2,622,047)	138,699,400
	Less: Treasury shares	(3,055,275)		-	(301,690)
30-Jun18	**Balance**	1,284,950,994		(2,622,047)	138,397,710
01-Jul-18	**Balance (including Treasury shares)**	**1,288,006,269**		**(2,622,047)**	**138,699,400**
09-Aug-18	Share Placement	118,000,000	$0.025	(97,305)	2,852,695
19-Sep-18	Share Placement	22,000,000	$0.025	(18,142)	531,858
09-May-19	Share Placement	160,000,000	$0.025	(233,270)	3,766,730
30-Jun-19		**1,588,006,269**		**(2,970,764)**	**145,850,683**
	Less: Treasury shares	(130,275)		-	(12,467)
30-Jun19	**Balance**	**1,587,875,994**		**(2,970,764)**	**145,838,216**

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

15. Contributed equity (Continued)

Treasury Shares

Treasury shares are shares in Adslot Ltd that are held by the Adslot Employee Share Trust, which administers the Adslot Employee Share Ownership Plan (ESOP). This Trust has been consolidated in accordance with Note 1(d). Shares held by the Trust on behalf of eligible employees are shown as treasury shares in the financial statements. Shares issued under this scheme will, subject to the provision of the Trust deed, rank equally in all respects and will have the same rights and entitlements as ordinary shares under the Constitution of the Group.

Treasury Shares movements during the financial year are summarised below:

Issue Type	Issue or Acquisition Date	Issue Price $	Balance at beginning of the year (Number)	Issued during the year (Number)	Transfers during the year (Number)	Balance at end of the year (Number)
Employee ESOP	16/06/14	0.105	1,000,000	-	(1,000,000)	-
Employee ESOP	01/05/15	0.090	1,942,775	-	(1,812,500)	130,275
Employee ESOP	01/09/16	0.125	112,500	-	(112,500)	-
			3,055,275	**-**	**(2,925,000)**	**130,275**

Rights over shares movements during the financial year are summarised below:

Issue Type	Required VWAP Price $	Balance at beginning of the year (Number)	Granted during the year (Number)	Expired during the year (Number)	Vested during the year (Number)	Balance at end of the year (Number)
Rights over shares	0.200	3,000,000	-	3,000,000	-	-
Rights over shares	0.300	4,000,000	-	4,000,000	-	-
Rights over shares	0.400	5,000,000	-	5,000,000	-	-
Rights over shares	0.500	5,000,000	-	5,000,000	-	-
		17,000,000	**-**	**17,000,000**	**-**	**-**

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

15. Contributed equity (Continued)

Performance rights movements during the financial year are summarised below:

Issue Type	Issue or Acquisition Date	Issue Price $	Balance at beginning of the year (Number)	Issued during the year (Number)	Transfers during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)
Performance Rights	01/09/16	Nil	2,125,000	-	(1,925,000)	(200,000)	-
			2,125,000	**-**	**(1,925,000)**	**(200,000)**	**-**

Options movements during the financial year are summarised below:

Issue Type	Expiry Date	Exercise Price $	Balance at beginning of the year (Number)	Issued during the year (Number)	Forfeited during the year (Number)	Exercised during the year (Number)	Balance at end of the year (Number)
Ordinary options	04/10/21	0.073	3,000,000	-	-	-	3,000,000
Ordinary options	25/11/21	0.060	5,800,000	-	(200,000)	-	5,600,000
Ordinary options	25/02/22	0.035	23,500,000	-	-	-	23,500,000
Ordinary options	15/05/22	0.034	12,700,000	-	(1,300,000)	-	11,400,000
Ordinary options	27/05/22	0.036	4,000,000	-	-	-	4,000,000
Ordinary options		0.060	-	5,800,000	-	-	5,800,000
			49,000,000	**5,800,000**	**(1,500,000)**	**-**	**53,300,000**

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

16. Reserves

	2019	2018
	$	$
Reserves		
Share–based payments reserve	**434,882**	605,978
Foreign currency translation reserve	**214,267**	106,676
	649,149	712,654

Share–based payments reserve		
Opening balance	**605,978**	279,117
Reclassification of Treasury Shares	**(105,000)**	(36,544)
Reclassification vested Performance Rights	**(184,223)**	(414,399)
Share based payment expense	**118,127**	777,804
Closing balance	**434,882**	605,978

Foreign currency translation reserve		
Opening balance	**106,676**	110,812
Movement on currency translation	**107,591**	(4,136)
Closing balance	**214,267**	106,676

The Share-based payments reserve is used to record the value of options accounted for in accordance with AASB2: Share Based Payments.

The foreign currency translation reserve is used to record the value of aggregate movements in the translation of foreign currency in accordance with AASB 121: The Effects of Changes in Foreign Exchange Rates.

Adslot.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

17. Earnings Per Share

	2019 Cents	2018 Cents
(a) Basic earnings per share		
Loss attributable to the ordinary equity holders of the Group	**(0.49)**	(0.91)

(b) Diluted earnings per share		
Loss attributable to the ordinary equity holders of the Group	**(0.49)**	(0.91)

	2019 $	2018 $
(c) Reconciliation of earnings used on calculating earnings per share (i)		
Loss from continuing operations attributable to the members of the Group used on calculating basic and diluted earnings per share	**(7,042,755)**	(11,653,319)

	2019 Number	2018 Number
(d) Weighted average number of shares used as the denominator		
Weighted average number of shares on issue used in the calculation of basic EPS	**1,432,078,391**	1,283,691,139

	2019 Number	2018 Number
(e) Weighted average number of shares used as the denominator		
Weighted average number of shares on issue used in the calculation of diluted EPS	**1,432,078,391**	1,283,691,139

(i) During 2019 and 2018 there were no discontinued operations or values attributable to minority interests.

	2019 Number	2018 Number
Weighted average number of rights and options that could potentially dilute basic earnings per share in the future, but are not included in the calculation of diluted EPS because they are anti-dilutive for the period presented.	**50,428,767**	17,186,327

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

18. Contingencies

In April 2019, the Group received a Certificate of Finding from Innovation and Science Australia regarding review of the Group's R&D tax incentive claim for the 2016 financial year (FY16).

The Certificate of Finding determined certain core and supporting activities claimed by the Group in FY16 as non-compliant with the terms of the scheme. This opinion relates to a sub-set of activities claimed.

The Group disagrees with the position provided by Innovation and Science Australia and believes the activities to be compliant with the terms of the scheme. In order to defend its position, the Group lodged a request with the Board of Innovation and Science Australia to reconsider the decision under Division 5 of the IR&D Act, for which the Group may ultimately be required to repay up to $1,527,734 plus potential penalties and interest.

The ultimate outcome of this review is still pending and cannot be predicted with certainty.

In order to defend its position, the Group may initiate proceedings in the Administrative Appeals Tribunal to dispute the finding made by Innovation Australia in relation to the FY16 claim.

These amounts have not been brought to account as the potential repayment of the FY16 R&D claim is only a possible obligation that is payable contingent upon further review by up to two independent bodies that are outside the Group's control.

Based on the April 2019 finding made by Innovation Australia in relation to the FY16 R&D claim, it is expected the ATO will amended the Research & Development Tax Incentive Offsets for the 2016 income year and seek repayment of amounts previously paid to the Group in respect of the FY16 R&D Claim. The ATO may claim interest and penalties should the matter be found in Innovation and Science Australia's favour.

19. Commitments

	2019 $	2018 $
Operating lease commitments		
Total operating lease expenditure contracted for at reporting date but not capitalised in the financial statements payable:		
Within 1 year	**963,533**	917,155
Between 1 and 5 years	**1,874,982**	2,687,661
	2,838,515	3,604,816

The lease commitments detailed above relate to rental premises and lease rental of printer/copier.

Capital commitments

The Group has not entered any capital expenditure contracts at reporting date that are not recognised as liabilities on the Statement of Financial Position.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

20. Remuneration of auditors

	2019	2018
	$	$
During the year the following fees were paid/payable to the auditor of the Group:		
Audit services		
Audit and review of financial reports	**115,000**	112,000
During the year the following fees were paid/payable to a related entity of the auditor of the Group:		
Other services		
Taxation compliance, GroupM compliance audit and Research and Development grant advice	**96,503**	119,070
	211,503	231,070

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

21. Key Management Personnel Disclosures

Directors

The following persons were directors of the Group during the financial year:

Mr Andrew Barlow (Executive Chairman)
Mr Adrian Giles (Non-Executive Director)
Mr Quentin George (Non-Executive Director)
Ms Sarah Morgan (Non-Executive Director)
Mr Andrew Dyer (Non-Executive Director)
Mr Ben Dixon (Executive Director & CEO) (i)

Other key management personnel

The following persons also had authority and responsibility for planning, directing and controlling the activities of the Group, directly or indirectly, during the financial year:

Name	**Position**
Ms Felicity Conlan	Chief Financial Officer and Company Secretary
Mr Tom Peacock	Group Commercial Director
Mr Ian Lowe (ii)	Former CEO

Key management personnel compensation

	2019 **$**	**2018** **$**
Short-term employee benefits	**1,333,764**	1,357,311
Post-employment benefits	**81,429**	93,982
Other long-term employee benefits	**24,764**	12,083
Share based payments	**148,452**	263,233
Total compensation (a)	**1,588,409**	1,726,609

(i) Mr Dixon was an Executive Director for the entire financial year. He was appointed as the CEO on 1 January 2019 having performed as the interim CEO since 27 February 2018.
(ii) Mr Lowe's resigned as CEO and Executive Director on 27 February 2018. Continued to be a key management personnel until 27 July 2018.

(a) There were 9 key management personnel throughout 2019, some of whom have a part year of service (2018: 10).

Business Acquisitions:

There were no related party transactions during the year ended 30 June 2019.

Transactions with Directors and their personally related entities:

During the year there were no transactions with Directors and their personally related entities (2018: nil).

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

22. Share Based Payments

Employee Share Option Plan (ESOP)

In November 2012 the Group gained approval to establish an employee incentive scheme comprising the Adslot Limited Share Option Plan and the Adslot Employee Share Trust.

Awards of rights to shares are available to be issued to eligible employees and are subject to a two-year service period and if this service period is not met, the rights to shares will be forfeited by the eligible employee. Shares held by the Trust under the scheme will have voting and dividend rights, and the right to participate in further issues pro-rata to all ordinary shareholders.

ESOP rights to shares are valued at fair value at the date the options were granted.

The ESOP was replaced by the Performance Rights over Shares Plan in financial year 2015 and as such there have been no new ESOP rights granted during the years ending 30 June 2015 to 30 June 2019. The remaining ESOP shares vested at the end of the financial year and have subsequently been transferred to the employees.

The following tables shows the movement of share-based compensation to employees under the ESOP for the period.

2019

Grant Date	Escrow End Date	Valuation Price $	Balance at start of the year (Number)	Granted during the year (Number)	Transferred during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)	Vested at the end of the year (Number)
15/06/14	15/06/15	0.105	250,000	-	(250,000)	-	-	-
15/06/14	2016-2018	0.105	750,000	-	(750,000)	-	-	-
Total			**1,000,000**	**-**	**(1,000,000)**	**-**	**-**	**-**
Weighted average share price			**$0.105**	**-**	**$0.105**	**-**	**-**	**-**
Weighted average remaining contractual life at 30 June 2019 (days)								-

2018

Grant Date	Escrow End Date	Valuation Price $	Balance at start of the year (Number)	Granted during the year (Number)	Transferred during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)	Vested at the end of the year (Number)
15/06/14	15/06/15	0.105	250,000	-	-	-	250,000	250,000
15/06/14	2016-2018	0.105	750,000	-	-	-	750,000	750,000
27/08/15	07/09/17	0.080	67,567	-	(67,567)	-	-	-
Total			**1,067,567**	**-**	**(67,567)**	**-**	**1,000,000**	**1,000,000**
Weighted average share price			**$0.103**	**-**	**$0.080**	**-**	**$0.105**	**$0.105**
Weighted average remaining contractual life at 30 June 2018 (days)								-

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

22. Share Based Payments (continued)

Performance Rights over Shares

Shareholders approved at the November 2014 Annual General Meeting the creation of Performance Rights over Shares which enables the Board to offer eligible employees the right to Performance Rights which convert to shares subject to the employee's performance against certain performance criteria. No amounts are paid or payable by the recipient on receipt of the right. The rights carry no voting rights. All rights are subject to service periods which require the employees remain an employee of the Group.

The following table shows grants and movements of share-based compensation to employees under the Performance Rights over Shares Plan during the current financial year:

2019

Grant Date	Assessment period	Valuation Price $	Balance at start of the year (Number)	Granted during the year (Number)	Transferred during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)	Vested at the end of the year (Number)
01/09/16	2 years	0.125	2,125,000	-	(1,925,000)	(200,000)	-	-
Total			**2,125,000**	**-**	**(1,925,000)**	**(200,000))**	**-**	**-**

No Performance Rights over Shares were granted during the financial year 2019.

2018

Grant Date	Assessment period	Valuation Price $	Balance at start of the year (Number)	Granted during the year (Number)	Transferred during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)	Vested at the end of the year (Number)
26/08/15	2 years	0.074	1,090,000	-	(790,000)	(300,000)	-	-
27/06/16	2 years	0.100	400,000	-	(400,000)	-	-	-
01/09/16	1 year	0.125	250,000	-	(250,000)	-	-	
01/09/16	2 years	0.125	7,500,000	-	(2,437,500)	(2,937,500)	2,125,000	-
Total			**9,240,000**	**-**	**(3,877,500)**	**(3,237,500)**	**2,125,000**	**-**

No Performance Rights over Shares were granted during the financial year 2018.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

22. Share Based Payments (continued)

Rights over Shares

Upon commencement of employment (8 October 2012) Mr Lowe was granted the right to receive the following shares after the share price of the Group trades above a 30-day volume-weighted average price (VWAP) as per the table below. Each right would convert into one ordinary share of Adslot Ltd when the VWAP criteria is met. In the event of a Change of Control of the Group some of these Rights would vest on a sliding scale between the take over price and required VWAP of the next eligible series.

No amounts are paid or payable by the recipient on receipt of the right. The rights carry no voting rights. Some rights are subject to escrow per the below table and all rights are subject to Mr Lowe remaining an employee of the Group.

No Rights over Shares were issued in 2019 (2018: nil). These shares were forfeited with the departure of Mr Lowe during the year. The following tables shows movement in the Rights over Shares for the current financial year (no change in the last two years):

2019

Issue Date	Required VWAP Price $	Escrow Required from award	Valuation Price $	Balance at start of the year (Number)	Granted during the year (Number)	Vested during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)
8-Oct-2012	0.20	2 years	64,500	3,000,000	-	-	3,000,000	-
8-Oct-2012	0.30	-	66,000	4,000,000	-	-	4,000,000	-
8-Oct-2012	0.40	-	73,000	5,000,000	-	-	5,000,000	-
8-Oct-2012	0.50	-	63,500	5,000,000	-	-	5,000,000	-
Total			**267,000**	**17,000,000**	**-**	**-**	**17,000,000**	**-**

2018

Issue Date	Required VWAP Price $	Escrow Required from award	Valuation Price $	Balance at start of the year (Number)	Granted during the year (Number)	Vested during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)
8-Oct-2012	0.20	2 years	64,500	3,000,000	-	-	-	3,000,000
8-Oct-2012	0.30	-	66,000	4,000,000	-	-	-	4,000,000
8-Oct-2012	0.40	-	73,000	5,000,000	-	-	-	5,000,000
8-Oct-2012	0.50	-	63,500	5,000,000	-	-	-	5,000,000
Total			**267,000**	**17,000,000**	**-**	**-**	**-**	**17,000,000**

Notes to the Financial Statements (Continued)

For the year ended 30 June 2019

22. Share Based Payments (continued)

Employee Option Plan

Shareholders approved at the November 2017 Annual General Meeting the creation of Incentive Option Plan which enables the Board to offer eligible employees and directors the right to options which can be exercised to shares subject to the certain vesting criteria.

The objective of the Option Plan is to attract, motivate and retain key employees and it is considered by the Group that the adoption of the Option Plan and the future issue of Options under the Option Plan will provide selected employees and directors with the opportunity to participate in the future growth of the Group.

No amounts are paid or payable by the recipient on the receipt of the options. The options carry no voting rights. All options are subject to service periods which require the employees remain an employee or Director or the Group.

The following table shows grants and movements of share-based compensation to employees under the Employee Option Plan during the current financial year:

2019

Grant Date	Expiry Date	Exercise Price $	Balance at start of the year (Number)	Granted during the year (Number)	Exercised during the year (Number)	Lapsed during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)	Vested and exercisable at the end of the year (Number)
05/10/17	04/10/21	0.073	3,000,000	-	-	-	-	3,000,000	-
26/11/17	25/11/21	0.060	5,800,000	-	-	-	(200,000)	5,600,000	-
26/02/18	25/02/22	0.035	23,500,000	-	-	-	-	23,500,000	23,500,000
16/05/18	15/05/22	0.034	12,700,000	-	-	-	(1,300,000)	11,400,000	11,400,000
28/05/18	27/05/22	0.036	4,000,000	-	-	-	-	4,000,000	3,000,000
30/01/19	30/01/23	0.060	-	5,800,000	-	-	-	5,800,000	-
Total			**49,000,000**	**5,800,000**	**-**	**-**	**(1,500,000)**	**53,300,000**	**37,900,000**
Weighted average exercise price			**$0.040**	**$0.060**	**-**	**-**	**$0.037**	**$0.042**	**$0.035**

The options are valued using the Black-Scholes pricing model. The model inputs for options granted during the year ended 30 June 2019 included:

Model Input	OP # 191
Grant Date	30/01/19
Expiry Date	30/01/23
Exercise Price $	0.060
5-day VWAP at Grant Date $	0.041
Expected Volatility	92.93%
Risk Free Interest rate	0.99%

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

22. Share Based Payments (continued)

2018

Grant Date	Expiry Date	Exercise Price $	Balance at start of the year (Number)	Granted during the year (Number)	Exercised during the year (Number)	Lapsed during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)	Vested and exercisable at the end of the year (Number)
05/10/17	04/10/21	0.073	-	3,000,000	-	-	-	3,000,000	-
26/11/17	25/11/21	0.060	-	6,550,000	-	-	(750,000)	5,800,000	-
26/02/18	25/02/22	0.035	-	25,750,000	-	-	(2,250,000)	23,500,000	-
16/05/18	15/05/22	0.034	-	12,700,000	-	-	-	12,700,000	1,000,000
28/05/18	27/05/22	0.036	-	4,000,000	-	-	-	4,000,000	2,000,000
Total			**-**	**52,000,000**	**-**	**-**	**(3,000,000)**	**49,000,000**	**3,000,000**
Weighted average exercise price			**-**	**$0.040**	**-**	**-**	**$0.041**	**$0.040**	**$0.035**

The options are valued using the Black-Scholes pricing model. The model inputs for options granted during the year ended 30 June 2018 included:

Model Input	OP # 18-1	OP # 18-2	OP # 18-3	OP # 18-4	OP # 18-5
Grant Date	05/10/17	26/11/17	26/02/18	16/05/18	28/05/18
Expiry Date	04/10/21	25/11/21	25/02/22	15/05/22	27/05/22
Exercise Price $	0.073	0.060	0.035	0.034	0.036
5-day VWAP at Grant Date $	0.050	0.041	0.024	0.023	0.025
Expected Volatility	62.62%	61.92%	69.20%	85.12%	86.58%
Risk Free Interest rate	1.83%	1.83%	1.99%	2.02%	2.02%

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

23. Cash Flow reconciliation

	2019	2018
Reconciliation of Net Cash Flows from Operating Activities to Loss for the year	**$**	**$**
Add/(less) non-cash and other items:		
Loss for the year after income tax	**(7,042,755)**	(11,653,319)
Adjustment from adoption of AASB 15 (movement in contract liabilities)	**(85,125)**	-
Depreciation and amortisation	**4,367,983**	5,442,959
Cash Based: Depreciated Leasehold Fitout	**(146,300)**	(107,260)
Share based payment	**118,127**	777,804
Impairment of receivables	**3,489**	4,537
(Profit)/Loss on asset write off	**3,083**	(182)
Unrealised foreign currency loss / (gain)	**(31,327)**	15,908
Movements in receivables relating to investing activities	**(1,036,515)**	480,280
Changes in assets and liabilities (net of effects of acquisition and disposal of entities)		
(Increase)/Decrease in receivables	**(952,734)**	(786,304)
(Decrease)/Increase in payables and other provisions	**3,692,199**	551,744
Net cash outflow from operating activities	**(1,109,875)**	(5,273,833)

24. Financial Risk Management

The Group's operations expose it to various financial risks including market, credit, liquidity and cash flow risks. Risk management programmes and policies are employed to mitigate the potential adverse effects of these exposures on the results of the Group.

Financial risk management is carried out by the Chief Financial Officer with oversight provided by the Audit & Risk Committee and Board.

(a) Market risks

Market risks include foreign exchange risk, interest rate risk and other price risk. The Group's activities expose it to the financial risks of changes in foreign currency, interest rate risk relating to interest earned on cash and cash equivalents.

Disclosures relating to foreign currency risks are covered in Note 24(d) and interest rate risk is covered in Note 24(e). The Group does not have formal policies that address the risks associated with changes in interest rates or changes in fair values on available-for-sale financial assets.

(b) Credit risk

Credit risk represents the loss that would be recognised if counterparties failed to perform as contracted.

The credit risk on financial assets, other than investments, of the Group which have been recognised in the Consolidated Statement of Financial Position is the carrying amount net of any provision for doubtful debts.

The Group has no significant concentrations of credit risk. As disclosed in Note 8(a), 'Impairment of receivables', the Group has policies in place to ensure that sales of services are made to customers with appropriate credit history. Before accepting any new customers, the Group internally reviews the potential customer's credit quality. A substantial deposit on contract in website development and hosting segment of the Group mitigates initial credit risk.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

24. Financial Risk Management (Continued)

The Group held the following financial assets with potential credit risk exposure:

Financial assets

	2019 $	2018 $
Cash and cash equivalents	**8,165,544**	4,775,331
Trade debtors and Other receivables (Note 8)	**6,424,659**	5,471,925
	14,590,203	10,247,256

(c) Liquidity risk

Financial liabilities

	2019 $	2018 $
Trade and other payables	**6,538,788**	2,925,743

Prudent liquidity risk management implies maintaining sufficient cash and marketable securities, the availability of funding through an adequate amount of committed credit facilities and the ability to close-out market positions. Due to the dynamic nature of the underlying business, the Board aims at maintaining flexibility in funding by keeping committed credit lines and sufficient cash available.

All financial liabilities are expected to be settled within 12 months of the reporting date, per the contractual terms of the obligations.

(d) Foreign currency risk

Most of the Group's transactions are carried out in Australian Dollars (AUD). Exposures to currency exchange rates arise from the Group's overseas operations which are primarily denominated in US dollars (USD), Pound Sterling (GBP), Euros (EUR), New Zealand dollars (NZD), Chinese Yuan (CNY) and Malaysian Ringgit (MYR).

Foreign currency exposure is monitored by the Board on a periodic basis.

Foreign currency denominated financial assets and liabilities which expose the Group to currency risk are disclosed below. The amounts shown are those reported to key management translated into AUD at the closing rate:

	USD A$	GBP A$	EUR A$	NZD A$	CNY A$	MYR A$
30 June 2019						
Financial Assets	**7,473,794**	**310,516**	**159,241**	**63,779**	**47,189**	**2,746**
Financial Liabilities	**(4,670,052)**	**(365,601)**	**(105,015)**	**(6,511)**	**(34,406)**	**-**
Total Exposure	**2,803,742**	**(55,085)**	**54,226**	**57,268**	**12,783**	**2,746**
30 June 2018						
Financial Assets	1,716,774	78,689	91,938	40,636	31,220	3,857
Financial Liabilities	(796,334)	(193,004)	(44,996)	(1,452)	(29,907)	-
Total Exposure	920,440	(114,315)	46,942	39,184	1,313	3,857

Adslot.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

24. Financial Risk Management (Continued)

The following table illustrates the sensitivity on profit and equity in relation to the Group's financial assets and liabilities and the USD/AUD exchange rate, GBP/AUD exchange rate, EUR/AUD exchange rate, NZD/AUD exchange rate and CNY/AUD exchange rate 'all other things being equal'. It assumes a +/- 10% change of the following exchange rates for the year ended 30 June 2019 (30 June 2018:10%).

These percentages have been determined based on the average market volatility in exchange rates in the previous 12 months. There is no Equity exposure to foreign currency risk.

	+10%						
	USD	**GBP**	**EUR**	**NZD**	**CNY**	**MYR**	**Total**
30 June 2019	**A$**	**A$**	**A$**	**A$**	**A$**	**A$**	**A$**
Impact on Profit	**(250,745)**	**15,674**	**(6,185)**	**-**	**(357)**	**(250)**	**(241,863)**
Impact on Reserves	**(4,141)**	**(10,666)**	**1,255**	**(5,206)**	**(805)**	**-**	**(19,563)**
Impact on Equity	**(254,886)**	**5,008**	**(4,930)**	**(5,206)**	**(1,162)**	**(250)**	**(261,426)**
30 June 2018							
Impact on Profit	(131,245)	(4,318)	(2,091)	-	(373)	(351)	(138,378)
Impact on Reserves	47,569	14,710	(2,176)	(3,562)	254	-	56,795
Impact on Equity	(83,676)	10,392	(4,267)	(3,562)	(119)	(351)	(81,583)

	-10%						
	USD	**GBP**	**EUR**	**NZD**	**CNY**	**MYR**	**Total**
30 June 2019	**A$**	**A$**	**A$**	**A$**	**A$**	**A$**	**A$**
Impact on Profit	**306,466**	**(19,157)**	**7,560**	**-**	**437**	**305**	**295,611**
Impact on Reserves	**5,061**	**13,037**	**(1,535)**	**6,363**	**983**	**-**	**23,909**
Impact on Equity	**311,527**	**(6,120)**	**6,025**	**6,363**	**1,420**	**305**	**319,520**
30 June 2018							
Impact on Profit	160,410	5,278	2,556	-	456	429	169,129
Impact on Reserves	(58,139)	(17,980)	2,660	4,354	(310)	-	(69,415)
Impact on Equity	102,271	(12,702)	5,216	4,354	146	429	99,714

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

24. Financial Risk Management (Continued)

(e) Cash flow and interest rate risk

As the Group has no significant interest-bearing assets or liabilities (except cash), the Group's income and operating cash flows are not materially exposed to changes in market interest rates.

Interest rate sensitivity analysis

The sensitivity analysis below has been determined based on exposure to interest rates on interest bearing bank balances throughout the reporting period. A 100-basis point increase or decrease is used when reporting interest rate risk internally to key management personnel and represents management's assessment of the possible change in interest rates (also comparable to movement in interest rates during the reporting year).

At reporting date, if interest rates had been 100 basis points higher or lower and all other variables were held constant, the Group's net profit would:

	+1% **$**	**-1%** **$**
30 June 2019	**30,800**	**(28,163)**
30 June 2018	68,461	(64,993)

This is mainly attributable to the Group's exposure to interest rate on its bank balances bearing interest.

(f) Net fair value of financial assets and liabilities

The net fair value of cash and cash equivalents and other short-term financial assets and financial liabilities of the Group approximates their carrying value.

The net fair value of other financial assets and financial liabilities is based upon market prices where a market exists or by discounting the expected future cash flows by the current interest rates for assets and liabilities with similar risk profiles.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

25. Parent Entity Information

The following details of information are related to the parent entity, Adslot Ltd, at 30 June 2019. This information has been prepared using consistent accounting policies as presented in Note 1.

	2019 $	2018 $
Current assets	**3,630,511**	3,667,011
Non-current assets	**44,463,013**	44,919,847
Total assets	**48,093,524**	48,586,858
Current liabilities	**306,357**	447,356
Non-current liabilities	**323,111**	555,463
Total liabilities	**629,468**	1,002,819
Contributed equity	**145,850,683**	138,699,400
Share-based payments reserve	**434,880**	605,975
Retained losses	**(98,821,507)**	(91,721,336)
Total equity	**47,464,056**	47,584,039
Loss for the year	**(7,118,262)**	(10,014,024)
Total comprehensive loss for the year	**(7,118,262)**	(10,014,024)

The Commitments Note 19 includes commitments by the parent entity related to leases of the Melbourne office premises at 425 Collins Street, Melbourne (34 ½ months) for an amount of $801,574 (2018: $1,063,969) and the Sydney office premises at 10-14 Waterloo Street, Surry Hills (42 months) for an amount of $1,844,115 (2018: $2,358,486).

26. Related Party Transactions

Other than the transactions disclosed in Note 21 relating to key management personnel, there have been no related party transactions that have occurred during the current or prior financial year.

27. Events Subsequent to Reporting Date

There has not been any matter or circumstance occurring subsequent to the end of the financial year that has significantly affected, or may significantly affect, the operations of the Group, the results of those operations or the state of affairs of the Group in future years.

Notes to the Financial Statements (Continued)
For the year ended 30 June 2019

28. Consolidated Entities

Name	Country of Incorporation	Ordinary Share Consolidated Equity Interest	
		2019	2018
Parent entity		%	%
Adslot Ltd	Australia		
Controlled entities			
Adslot Technologies Pty Ltd	Australia	**100**	100
Ansearch.com.au Pty Ltd	Australia	**100**	100
Ansearch Group Services Pty Ltd	Australia	**100**	100
Webfirm Pty Ltd	Australia	**100**	100
QDC IP Technologies Pty Ltd	Australia	**100**	100
Adslot UK Limited	United Kingdom	**100**	100
Adslot Inc.	United States	**100**	100
Symphony International Solutions Limited	Australia	**100**	100
Symphony Workflow Pty Ltd	Australia	**100**	100
Symphony Media Pty Ltd	Australia	**100**	100
Facilitate Digital (Shanghai) Software Service Co., Ltd	China	**100**	100
Facilitate Digital Limited	New Zealand	**100**	100
Facilitate Digital Trust	New Zealand	**100**	100
Facilitate Digital, LLC	United States	**100**	100
Facilitate Digital UK Limited	United Kingdom	**100**	100
Facilitate Digital Deutschland GmbH	Germany	**100**	100

Equity interests in all controlled entities are by way of ordinary shares.

Directors' Declaration

The directors declare that the financial statements, comprising the statement of profit or loss and other comprehensive income, statement of financial position, statement of changes in equity, statement of cash flows and accompanying notes, as set out on pages 27 to 78 are in accordance with the *Corporations Act 2001* and:

(a) comply with Australian Accounting Standards, the *Corporations Regulations 2001* and other mandatory professional reporting requirements in Australia;

(b) give a true and fair view of the Company's financial position as at 30 June 2019 and of its performance, as represented by the results of its operations and its cash flows, for the financial year ended on that date; and

(c) the Company has included in the notes to the financial statements an explicit and unreserved statement of compliance with International Financial Reporting Standards.

In the directors' opinion:

(a) there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

(b) the audited remuneration disclosures set out on pages 12 to 21 of the Directors' Report comply with section 300A of the *Corporations Act 2001*.

The directors have been given the declaration by the Chief Executive Officer and Chief Financial Officer required by section 295A of the *Corporations Act 2001*.

This declaration is made in accordance with a resolution of the directors.

Andrew Barlow
Chairman
Adslot Ltd

22 August 2019

Collins Square, Tower 5
727 Collins Street
Melbourne VIC 3008

Correspondence to:
GPO Box 4736
Melbourne VIC 3001

T +61 3 8320 2222
F +61 3 8320 2200
E info.vic@au.gt.com
W www.grantthornton.com.au

Independent Auditor's Report

To the Members of Adslot Limited

Report on the audit of the financial report

Opinion

We have audited the financial report of Adslot Limited (the Company) and its subsidiaries (the Group), which comprises the consolidated statement of financial position as at 30 June 2019, the consolidated statement of profit or loss and other comprehensive income, consolidated statement of changes in equity and consolidated statement of cash flows for the year then ended, and notes to the consolidated financial statements, including a summary of significant accounting policies, and the Directors' declaration.

In our opinion, the accompanying financial report of the Group is in accordance with the *Corporations Act 2001*, including:

a giving a true and fair view of the Group's financial position as at 30 June 2019 and of its performance for the year ended on that date; and

b complying with Australian Accounting Standards and the *Corporations Regulations 2001*.

Basis for opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Group in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Material uncertainty related to going concern

We draw attention to Note 1 (c) in the financial statements, which indicates that the Group incurred net loss of $7.04 million for the year, and management anticipate incurring further net losses from operations until such time as sufficient revenue growth is achieved. As stated in Note 1 (c), these events or conditions, along with other matters as set forth in Note 1 (c), indicate that a material uncertainty exists that may cast doubt on the Group's ability to continue as a going concern. Our opinion is not modified in respect of this matter.

Key audit matters

Key audit matters are those matters that, in our professional judgement, were of most significance in our audit of the financial report of the current period. These matters were addressed in the context of our audit of the financial report as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

In addition to the matter described in the *Material uncertainty related to going concern* section, we have determined the matters described below to be the key audit matters to be communicated in our report.

Key audit matter	How our audit addressed the key audit matter
Intangible assets and goodwill impairment testing **Note 10**	
At 30 June 2019, goodwill and other intangibles included within the Group's statement of financial position amounted to $22.9m. The requirement per AASB 136 *Impairment of Assets* is for an entity to assess at the end of each reporting period whether there is any indication that an asset may be impaired. Should any indication of impairment exist, the entity shall estimate the recoverable amount of the asset. Impairment testing of goodwill and intangible assets requires a high degree of estimation and judgement by management and there is subjectivity involved relating to assumptions and key inputs. Due to these reasons, this has been assessed as a key audit matter.	Our procedures included, amongst others: • Reviewing the impairment model for compliance with AASB 136 *;* • Assessing management's determination of the Group's cash generating units based on our understanding of the nature of the Group's business, the economic environment in which segments operate and the Group's internal reporting structure; • Testing the completeness and accuracy of the source data utilised by the model; • Testing the mathematical accuracy and appropriateness of the methodology of the underlying model calculations; • Assessing the reasonableness of inputs and assumptions used in the market based model prepared by management; • Performing a sensitivity analysis of the key assumptions in model; and • Reviewing relevant disclosures for adequacy in the financial statements.
Research and development grants and capitalised wages **Note 1(x)**	
The Group has recognised $3.8m relating to capitalised developments costs as intangible assets as at 30 June 2019. The Group has also claimed associated research and development (R&D) grants from AusIndustry to the value of $2.1m under the R&D Tax Incentive Scheme, for estimated and submitted R&D claims at year end. Determining whether the criteria for capitalising R&D costs are met requires a high level of judgement and there is a risk that the criteria for capitalised development costs in accordance with AASB 138 *Intangible Assets* are not achieved. Further to the above, AASB 120 *Accounting for Government Grants and Disclosure of Government Assistance* also requires grants received relating to costs that are capitalised to be offset against the capitalised amount, while grants relating to costs that are not capitalised to be recognised as income. R&D grant claims submitted but not yet received relating to costs incurred in the previous financial year and for the estimated R&D grant claim pertaining to costs incurred during the 2019 financial year, are to be recognised as a receivable,. Given the subjectivity and management judgement applied in assessing whether costs meet the recognition criteria of AASB 138, this has been assessed as a key audit matter.	Our procedures included, amongst others: • Obtaining an understanding of the capitalisation process and how costs are allocated to the project; • Reviewing compliance with criteria for capitalisation of costs under AASB 138; • Assessing the reasonableness of total development costs against expectations, having regard to prior year costs and current year budgeted costs; • Testing on a sample basis, capitalised development costs incurred to underlying supporting documentation; • Ensuring the above sample meets the recognition requirements of accounting standing AASB 138; • Tracing the R&D receivable to submitted claims and where applicable, subsequent cash receipt; • Testing the mathematical accuracy of R&D grant claims accrued for; • Obtaining an understanding of the current status of discussions with AusIndustry in relation to R&D claims; and • Assessing the appropriateness of the disclosures in the financial statements.

Information other than the financial report and auditor's report thereon

The Directors are responsible for the other information. The other information comprises the information included in the Group's annual report for the year ended 30 June 2019, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors for the financial report

The Directors of the Company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the Directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the Directors are responsible for assessing the Group's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Directors either intend to liquidate the Group or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website at: http://www.auasb.gov.au/auditors_responsibilities/ar1.pdf. This description forms part of our auditor's report.

Report on the remuneration report

Opinion on the remuneration report

We have audited the Remuneration Report included in pages 12 to 21 of the Directors' report for the year ended 30 June 2019.

In our opinion, the Remuneration Report of Adslot Limited, for the year ended 30 June 2019 complies with section 300A of the *Corporations Act 2001*.

Responsibilities

The Directors of the Company are responsible for the preparation and presentation of the Remuneration Report in accordance with section 300A of the *Corporations Act 2001*. Our responsibility is to express an opinion on the Remuneration Report, based on our audit conducted in accordance with Australian Auditing Standards.

Grant Thornton

Grant Thornton Audit Pty Ltd
Chartered Accountants

M J Climpson
Partner – Audit & Assurance

Melbourne, 22 August 2019

Corporate Governance Statement

In accordance with Listing Rule 4.10.3, Adslot's Corporate Governance Statement can be found at http://www.adslot.com/investor-relations/governance/

Shareholder Information

Additional information required by the Australian Securities Exchange Limited and not shown elsewhere in this report is as follows. The information is current as at 16 August 2019.

Distribution of equity securities

	Ordinary Shares Number of Holders	Ordinary Shares Number of Shares
The number of shareholders by size of shareholding are:		
1 – 1,000	205	22,939
1,001 – 5,000	322	1,068,211
5,001 – 10,000	491	3,935,663
10,001 – 100,000	1,250	48,899,441
100,001 +	908	1,534,080,015
TOTAL	**3,176**	**1,588,006,269**
The number of shareholders holding less than a marketable parcel of shares (17,858 shares):	1,347	9,441,734

Twenty largest shareholders

The names of the twenty largest holders of quoted shares are:

		Listed Ordinary Shares Number of Shares	Listed Ordinary Shares % of Shares
1	NATIONAL NOMINEES LIMITED	184,756,486	11.63
2	MR PETER JOHN DIAMOND + MRS DIANA ELIZABETH DIAMOND	140,000,000	8.82
3	J P MORGAN NOMINEES AUSTRALIA PTY LIMITED	107,721,356	6.78
4	DAWNIE DIXON PTY LTD	76,046,522	4.79
5	INVIA CUSTODIAN PTY LIMITED	52,252,850	3.29
6	ANDAMA HOLDINGS PTY LTD	48,940,000	3.08
7	VENTURIAN PTY LTD	48,102,668	3.03
8	CAPITAL ACCRETION PTY LTD	40,000,000	2.52
9	AMBLESIDE VENTURES PTY LTD	33,091,710	2.08
10	SAPEAME PTY LTD	27,300,000	1.72
11	MR RICHARD ARMSTRONG CALDOW	16,000,000	1.01
12	MDJD PTY LTD	15,000,000	0.94
13	HILLBOI NOMINEES PTY LTD	13,702,951	0.86
14	CITICORP NOMINEES PTY LIMITED	12,361,631	0.78
15	G & D DIXON INVESTMENTS PTY LTD	12,302,184	0.77
16	MR VLADIMIR ANTHONY VITEZ & MS CATHERINE MARY DOWLAN	11,000,000	0.69
17	CHARMED5 PTY LTD	10,692,376	0.67
18	DAK DRAFTING SERVICES PTY LTD	10,000,000	0.63
19	WALLOON SECURITIES PTY LTD	10,000,000	0.63
20	BRISPOT NOMINEES PTY LTD	9,937,705	0.63
	Total Top 20 holders of Ordinary Shares	**879,149,339**	**55.36**
	Remaining holders balance	**708,856,930**	**44.64**

Classes of Shares - Adslot Ltd has only one class of share on issue, being fully paid ordinary shares.

Substantial Shareholders

	Shares	% Shares
Peter Diamond	155,000,000	9.76
Private Portfolio Managers Pty Ltd	96,091,818	6.05
Geoff Dixon	95,599,666	6.02

Voting Rights - All ordinary shares carry one vote per share without restrictions.

Corporate Directory

Directors
Mr Andrew Barlow – Executive Chairman
Mr Ben Dixon – Chief Executive Director
Mr Adrian Giles – Non-Executive Director
Ms Sarah Morgan – Non-Executive Director
Mr Andrew Dyer – Non-Executive Director

Chief Executive Officer
Mr Ben Dixon

Company Secretary
Ms Felicity Conlan

Auditors
Grant Thornton Australia
Collins Square, Tower 5
727 Collins Street
Melbourne VIC 3008 Australia

Bankers
National Australia Bank Limited
330 Collins Street,
Melbourne VIC 3000 Australia

Share Register
Computershare Registry Services Pty Ltd
Yarra Falls
452 Johnston Street
Abbotsford, VIC 3001 Australia

Home Stock Exchange
Australian Securities Exchange Limited
Level 45, South Tower
Rialto, 525 Collins Street
Melbourne, VIC 3000 Australia
ASX Code: ADJ

Website
www.adslot.com

Registered Office
Adslot Ltd
Level 2, 419 Collins Street,
Melbourne VIC 3000 Australia
Phone: + 61 3 8695 9100
Fax: + 61 3 9696 0700

Head Office
Adslot Ltd
Level 2, 419 Collins Street,
Melbourne VIC 3000 Australia
Phone: + 61 3 8695 9100
Fax: + 61 3 9696 0700

Asia Pacific Offices
Level 8, 10-14 Waterloo Street
Surry Hills NSW 2010 Australia

1-231, Shanghai 1933
No 10 Shajing Road
Shanghai 200080
China

301S Botany Road
Botany Downs, Auckland
New Zealand

North America Office
79 Madison Avenue
New York, NY 10016
United States of America

European Offices
Three Tuns House
109 Borough High Street
London, SE1 1NL
United Kingdom

8th Floor 33
Theatinerstrasse 11
80333 Munchen Bayern
Germany