

ASX Announcement

22 October 2019

## US Agency – Master Services Agreement

Adslot Ltd (ASX:ADJ) is pleased to announce that it has executed a Master Services Agreement (MSA) with US based media agency, Media Storm. The MSA allows Media Storm to commence using the Adslot Media platform to conduct forward guaranteed media buying across Adslot's catalogue of premium publishers in the US market.

Media Storm is a part of integrated marketing services company, the Water Cooler Group and is the second largest independent media agency in the United States. They have offices in New York, Los Angeles and Connecticut.

Initial trading with Media Storm is expected to commence in the current quarter.

The Company continues to make significant progress in commercial and contractual negotiations with a number of the large US agency holding companies. Further updates on these discussions will be provided prior to the end of the month as part of the Company's regular trading update that accompanies its Appendix 4C.

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For further enquiries, please contact:

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### About Adslot

Adslot's mission is to automate the trading of forward guaranteed display advertising, referred to as automated guaranteed. Our leading technology is a purpose built, global media trading platform. Adslot benefits a global community of media buyers and sellers, including media agencies, publishers and advertisers, by providing trading efficiencies and effectiveness made possible only via technology, and by doing so the basis on which the \$80B online display advertising industry will realise its full growth potential.

Adslot is a global organisation with operations in North America, Europe and Asia Pacific and is headquartered in Australia.