

ASX Announcement  
22 November 2019

## 2019 AGM - Amended CEO Presentation

Attached is an amended CEO Presentation from today's 2019 AGM.

The original CEO Presentation released earlier today to the ASX excluded the Symphony update slide (slide 17 of this amended presentation).

Ben Dixon, CEO, provided the Symphony update in today's AGM.

Yours sincerely



Felicity Conlan  
Company Secretary

**Adslot.**



**ADSLOT 2019 AGM  
CEO PRESENTATION.**

# 2019 IN REVIEW.

In FY19, the Company focused on three key strategic priorities:

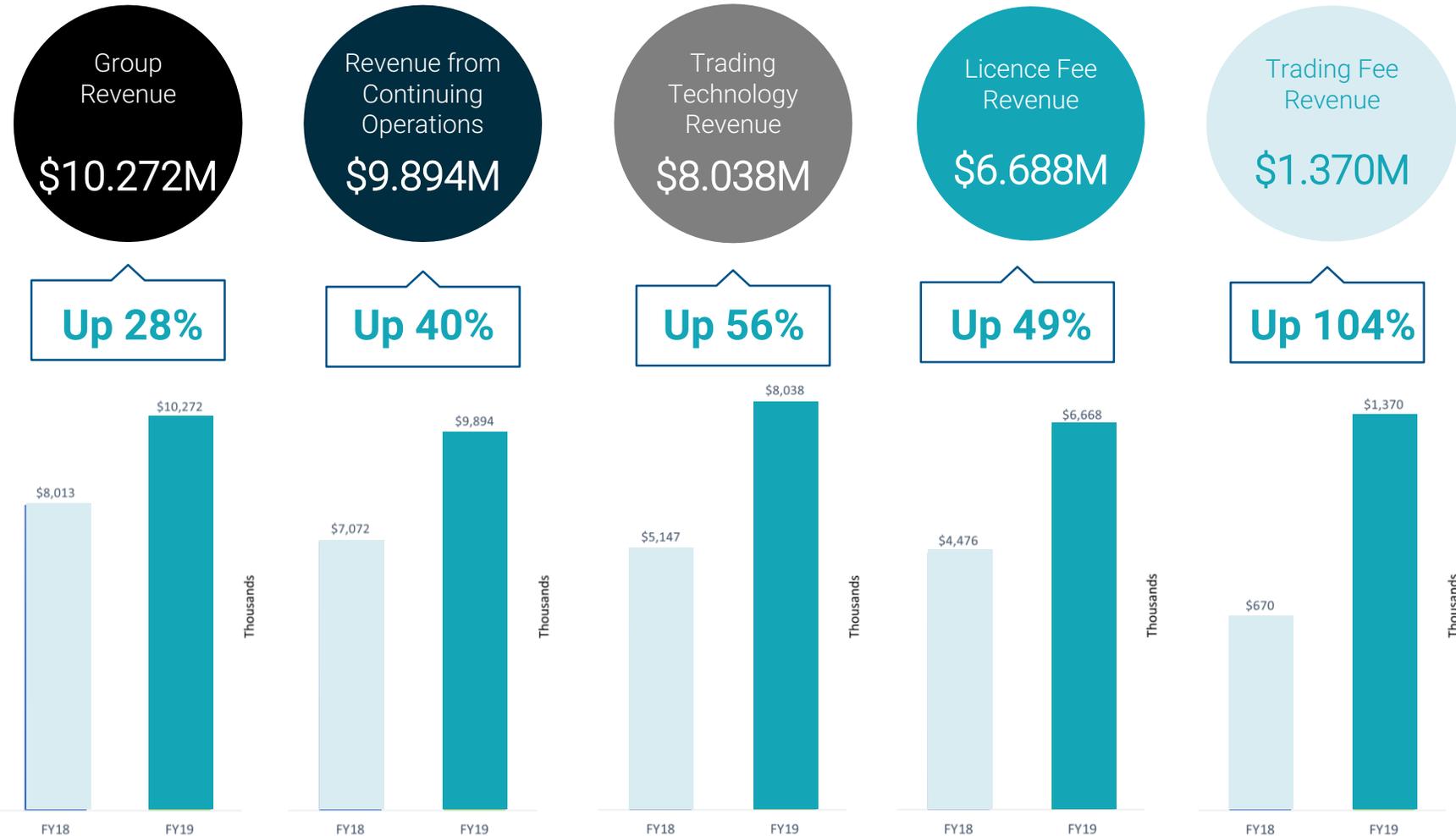
- Return *Symphony* business to growth via regular market deployments (grow Licence Fees);
- Return *Adslot Media* business to growth by focussing on the US market (grow Trading Fees); and,
- Reduce operating costs.

During the year we delivered on these objectives:

- 5 new Symphony markets deployed during the year with a corresponding growth in license fees;
- Trading activity secured from large US advertisers including AT&T and General Motors;
- Additional tier 1 publishers added to the market in the US and UK;
- 10% reduction in operating costs without impact on clients or core product development.



# THIS HAS RESULTED IN IMPROVED FINANCIAL PERFORMANCE.



Note: For the current period, Group Revenue includes Revenue from Continuing Operations (\$9.894M) and Grant Proceeds (\$0.377M)



**OUR PROGRESS.**

# REVIEW: BUSINESS UNITS & REVENUE MODELS.

## Core

## Primary Revenue Model

### **Adslot Media.**

A global digital media marketplace, enabling media buyers and sellers to trade premium display advertising on a targeted, forward-guaranteed basis (direct buys).

**Trading Fees** – a percentage of all media spend on the platform is collected from the publisher. Percentages vary from 5% (Adslot tech fee) to 15% (includes Adslot demand fee).

### **Symphony.**

A global enterprise SaaS platform, providing digital media buying workflow solutions to the world's largest advertising agencies.

**Licence Fees** – recurring subscription revenue, with guaranteed minimums (fixed licence fees) and variable licence fees for each market based on value of media managed (by tier).

## Non-core

### **webfirm**

An Australian-based digital marketing services business, providing website design, hosting, search engine optimization (SEO), search engine marketing (SEM) and social media marketing services to SMBs.

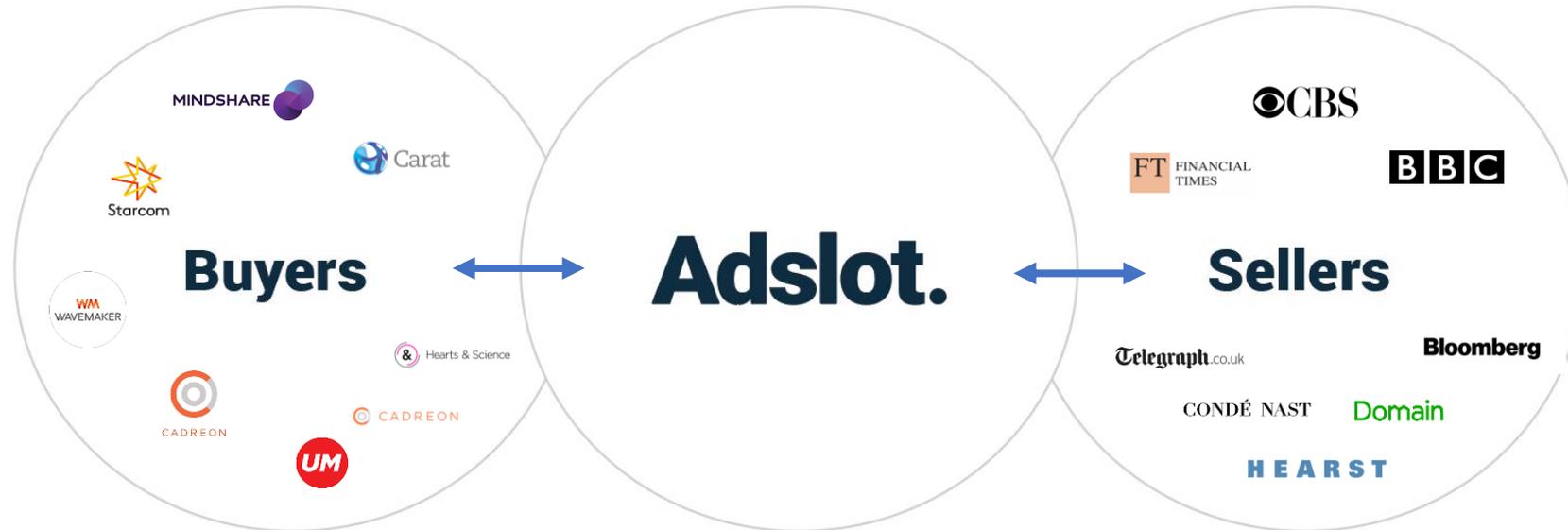
**Services Fees** – fees charged on hourly or fixed basis for design development or consulting; recurring fees charged for SEO, Web hosting and marketing services at package rates.



**ADSLOT MEDIA.**

# ADSLLOT MEDIA

## A PREMIUM DIGITAL MEDIA MARKETPLACE.



As with other online marketplaces, Adslot Media requires the following 3 components:

1. **Sellers** offering premium inventory for sale.
2. A **platform** that efficiently facilitates the transactions.
3. Large **buyers** who are using the marketplace as part of their buying repertoire.

# 1. WE'VE BUILT A COMMUNITY OF PREMIUM PUBLISHERS.

	CONDÉ NAST			Bloomberg			
							
							
							
							

\*partial list

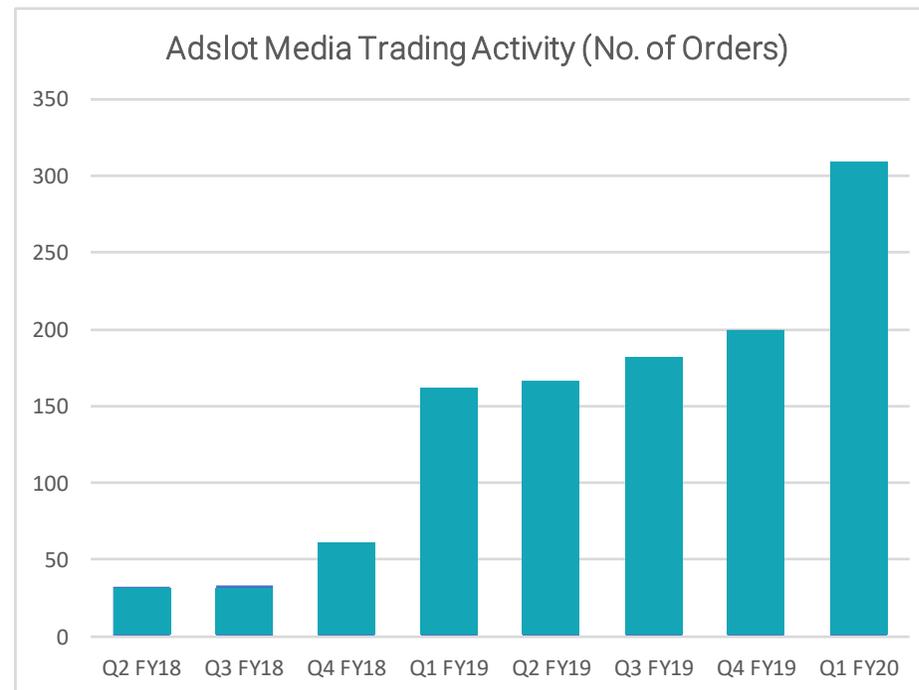
The Adslot Marketplace has attracted Tier 1 publishers in the US, UK and Australia

Approximately 50% of the Comscore Top 50 in the US market are integrated on to the platform

Additional premium publishers being consistently added

## 2. OUR PLATFORM HAS BEEN VALIDATED.

- More than \$25m of premium media has been traded via the Adslot Media platform.
- Trading activity (number of orders) has continued to grow QoQ.
- Media purchased on behalf of more than 300 advertisers including some of the world's best known brands including AT&T, General Motors, and Verizon.
- Repeat trading from all major demand sources.
- Trades received by over 150 different publishers.
- Active trading in major markets around the world – US, UK, Europe.



## 2. OUR PLATFORM HAS BEEN VALIDATED.



FT.com  
FINANCIAL TIMES

“[working with Adslot] has been going really well, not just with the **additional revenue** but it’s the first project I’ve worked on in 10 years of AdOps where **everyone is happy.**”

Jessica Barrett  
Global Head of Programmatic



THOMSON  
REUTERS®

“Adslot is **an important partner for Thomson Reuters**, helping us facilitate the booking process with many clients with independent and major agencies. An ergonomic platform and **great customer support** have been key to making our relationship **successful.**”

Guillaume Péré  
Head of Programmatic EMEA



groupm

“In the course of rolling out our AG offer to publishers Adslot has proven **a reliable and flexible partner** that shares a long-term approach similar to ours of **establishing a market offer beneficial to clients, publishers and agency.**”

Georg Gartlgruber  
Head of Trading, Austria

### 3. OUR CHALLENGE IS TO BRING BUYERS TO THE MARKETPLACE AT SCALE.

- To bring scale to the Adslot Media marketplace the company is pursuing a “top down” sales strategy.
- For the past 6 months our focus has been on pursuing the 6 largest global agency holding companies – WPP, The Interpublic Group, Omnicom, Dentsu, Havas, Publicis.
- These agency holding companies:
  - Control approximately 60% of global media spending;
  - Are well positioned to adopt technology at an enterprise level;
  - Are looking for ways to maintain direct relationships with publishers;
  - Have data assets that cannot currently be activated in a forward guaranteed environment.
- Executing Master Service Agreements (MSAs) with the holding companies enables us to provide access to our platform to all users across their media and trading divisions.



# AGENCY HOLDING COMPANY OUR PROGRESS.

MSA Signed

Key contracting entities

Rank*	Hold Co	Media Division	Media Agencies**	Trading Desks and Data**
1			MINDSHARE <b>MEDIACOM</b>	
2				
3	Omnicom			
4	dentsu			
5				
6				

\*By Global Media Billings

\*\*Not complete list

# DEMAND STRATEGY OUR PROGRESS.



We are starting to see considerable success with our Agency Holding Company strategy

- MSA executed with Cadreon, trading division of the Interpublic Group
- 2 additional MSAs in late stage legal review
- First trade received from 1 x Holding Company under an interim framework prior to MSA
- Pilot activity for 1 x Holding Company scheduled for the December quarter.
- Discussions underway with remaining Holding Companies

We are also seeing success with independent agencies

- MSA executed with Media Storm, 2<sup>nd</sup> largest independent agency in the US.
- Strong trading volumes from mobile specialist agency, Mobkoi (UK / US)

# HOW IS THE CURRENT QUARTER TRACKING TO DATE?

+ **67%**

[ Total number of trades quarter to date  
vs. QoQ Performance ]

+137%  
PCP

+ **42%**

[ Total value of trades quarter to date vs.  
QoQ Performance ]

+2%  
PCP

# LEVERAGING DATA WILL DRIVE FURTHER ADOPTION.

Existing Partner

In discussion



Adobe Audience Manager

neustar.

ORACLE®  
DATA CLOUD



Following release of Adslot's *Audience First* capability, the ability to integrate advertiser's proprietary customer data for targeting has become a key driver of platform adoption.

- Current partnership with Lotame enables most advertiser audiences to be integrated for campaign targeting and forecasting.
- Partnerships and integrations with other prominent Data Management Platforms (DMPs) will improve the speed of onboarding advertiser data and provide additional channels for securing advertiser budgets.

KLIPPKROOG

**SYMPHONY  
PROGRESS UPDATE.**



# **SYMPHONY**

## **A MARKET LEADING SOLUTION.**

Symphony is a world leading workflow automation tool for media agencies;

- Deployed at an enterprise level across an agency
- Facilitates interactions between buyers and sellers
- Integrates with downstream systems of media agencies (finance, campaign tracking, business intelligence)
- Provides agencies with a unique data asset on spend and performance of media

Symphony is a global solution for media buyers;

- Multi regional relationship GroupM, the world's largest buyers of media
- Active in 17 markets across APAC and EMEA
- Deployed with 83 individual agencies
- Over \$6 Billion in annualised spend managed via the platform



A long, straight path through a dense forest of tall, thin trees, leading towards a group of people in the distance. The path is covered in fallen pine needles and is flanked by rows of trees that create a natural tunnel effect. The lighting is bright, suggesting a sunny day, with shadows cast across the path.

**2020**  
**THE YEAR AHEAD.**

# OUR OBJECTIVES FOR 2020.

For FY 2020, the Company will focus on the following key strategic priorities:

## Adslot Media:

- Secure MSAs with remaining agency holding companies
- Activate contracted agencies to drive strong growth in trading fees
- Secure additional premium publishers to grow the quality, quantity and variety of marketplace inventory
- Develop partnerships with key data providers

## Symphony:

- Pursue further market deployments for Symphony with existing and prospective clients

## Operations

- Maintain focus on cost base of the business

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A close-up photograph of two hands holding lit sparklers against a dark, blurred background. The sparklers are bright and glowing, with many small sparks flying out. The text "Thank You." is overlaid in the center in a bold, white, sans-serif font.

**Thank You.**