

ASX Announcement

21 January 2020

Adslot appoints President of US operations

Adslot Ltd (ASX:ADJ) is pleased to announce that it has appointed highly experienced CEO and sales executive, Chris Maher, as the Company's President, North America.

Mr Maher brings over 20 years of experience leading venture-backed, growth companies in the digital media space.

Mr Maher is the former US General Manager and EVP of Global Sales for Hitwise - a global SaaS internet measurement and competitive intelligence firm. As Hitwise's first US employee, Mr Maher established Hitwise's US operations in New York and San Francisco; built a sales and marketing team of more than 125 employees; and grew the Company's global revenues from A\$8M in 2003 to more than A\$45M (US\$38M) in 2007. Mr Maher was one of the six-member executive team that led the sale of the business to Experian for US\$240M (A\$300M+) in June 2007.

Following the sale of the company, Mr Maher became President of the Hitwise global division within Experian, and grew revenue from US\$38M to US\$64M over the following two years. At the time, he led global operations of more than 250 employees, servicing more than 1,500 top-tier enterprise clients across the US, UK and Asia Pacific.

Prior to joining Adslot, Mr Maher was CEO of influencer marketing pioneer Ripple Street (formerly known as House Party, Inc) where he led the business for 7.5 years and worked with the majority of the Fortune 100 companies in the United States.

Adslot CEO Ben Dixon said, "We are delighted to announce the appointment of Chris Maher to this critical role within the US team. His vast experience and track record of success will help take Adslot to the next level in the US market. We have made considerable progress in the past 12 months in laying the foundation for our success in the US. This includes onboarding of tier 1 publishers and the execution of Master Service Agreements with some of the largest media buyers in the world. With Chris leading our already strong US team, I have every confidence in our ability to deliver on our enormous potential in the US."

Chris Maher said, "I am excited to be joining Adslot at this critical point in their journey in the US market. It is clear the company has an excellent product with a strong value proposition in what is a large and valuable segment. I look forward to being part of its success going forward."

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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.