

ASX Announcement  
30 July 2020

## Adslot Investor Webinar

Adslot Ltd (ASX:ADS) held a Live Investor Webinar at 10.00 am (AEST) today (Thursday 30 July 2020).

The Live Webinar was hosted by the Company's CEO, Mr Ben Dixon, and the President of Adslot's US operations, Mr Chris Maher.

Attached is the *Q4 FY2020 Investor Call* presentation that accompanies the Webinar.

A recording of the webinar can be found in the investor section of the Adslot website [here](#).

Note: the recording will available from 2pm today.

- END -

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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.

**Adslot.**

# **Q4 FY2020 INVESTOR CALL.**

**30 July 2020 (ASX: ADS)**



# REVIEW: ADSLOT PLATFORMS & REVENUE MODELS.

	Platform	Primary Revenue Model
<b>Adslot Media.</b>	A global digital media marketplace, enabling media buyers and sellers to trade premium display advertising on a targeted, forward-guaranteed basis (direct buys).	<b>Trading Fees</b> – 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).
<b>Symphony.</b>	A global enterprise SaaS platform, providing digital media buying workflow solutions to the world's largest advertising agencies.	<b>Licence Fees</b> – recurring subscription revenue, with guaranteed minimums (fixed licence fees) and variable licence fees for each market based on value of media managed (by tier).

A group of business professionals in a modern office hallway. A man in a light blue shirt and tie is walking towards the camera, smiling and gesturing. Behind him, a woman in a light-colored dress is also smiling. Other people are visible in the background, walking away. The hallway has large windows on the right and a textured wall on the left. The text 'Q4 TRADING UPDATE.' is overlaid in the center, with a blue horizontal line below it.

# Q4 TRADING UPDATE.

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# HOW ARE WE TRACKING?

**+84%**

[ Total value of trades Q4 - QoQ]

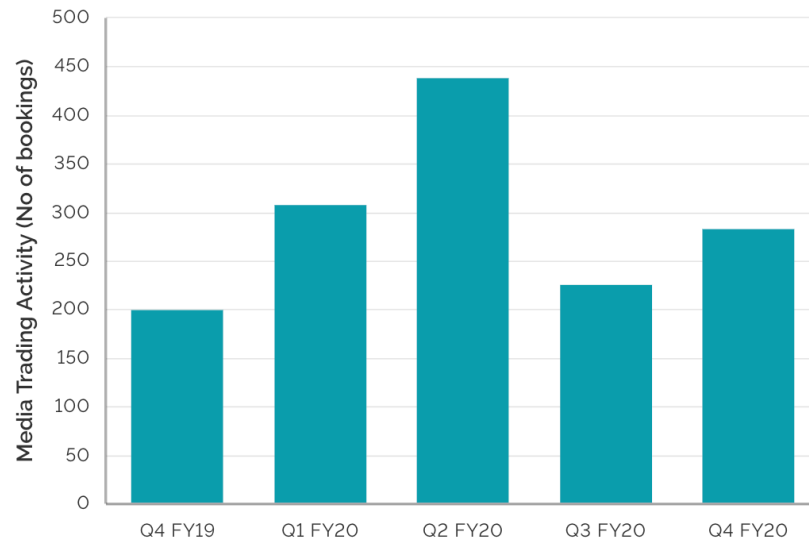
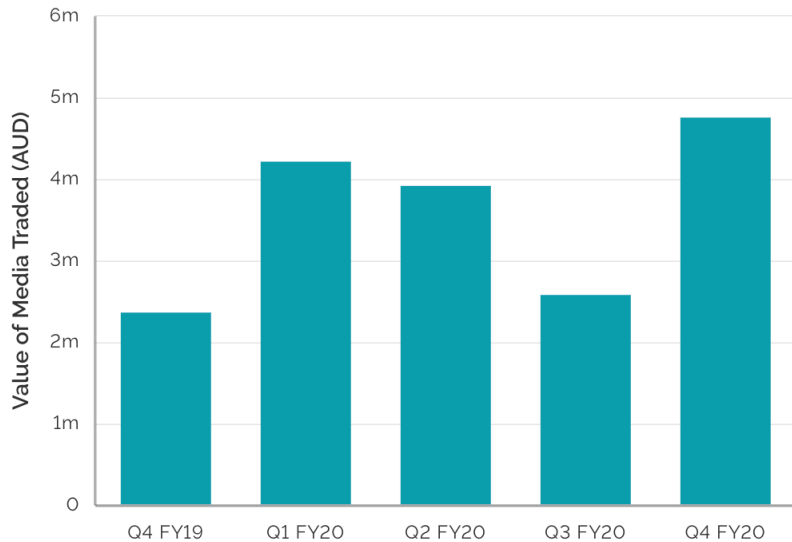
**+100%**  
PCP

**+26%**

[ Total number of trades Q4 - QoQ]

**+42%**  
PCP

# PERFORMANCE & GROWTH TRADE VALUE & ACTIVITY.

































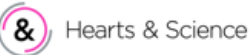





# ADSLT PUBLISHERS.

	CONDÉ NAST			Bloomberg	BUSINESS INSIDER		
				 THOMSON REUTERS®		 FUSION MEDIA GROUP	 UNIVISION
	GANNETT				The Washington Post		
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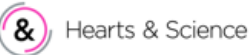



\*partial list

# THE AGENCY LANDSCAPE.

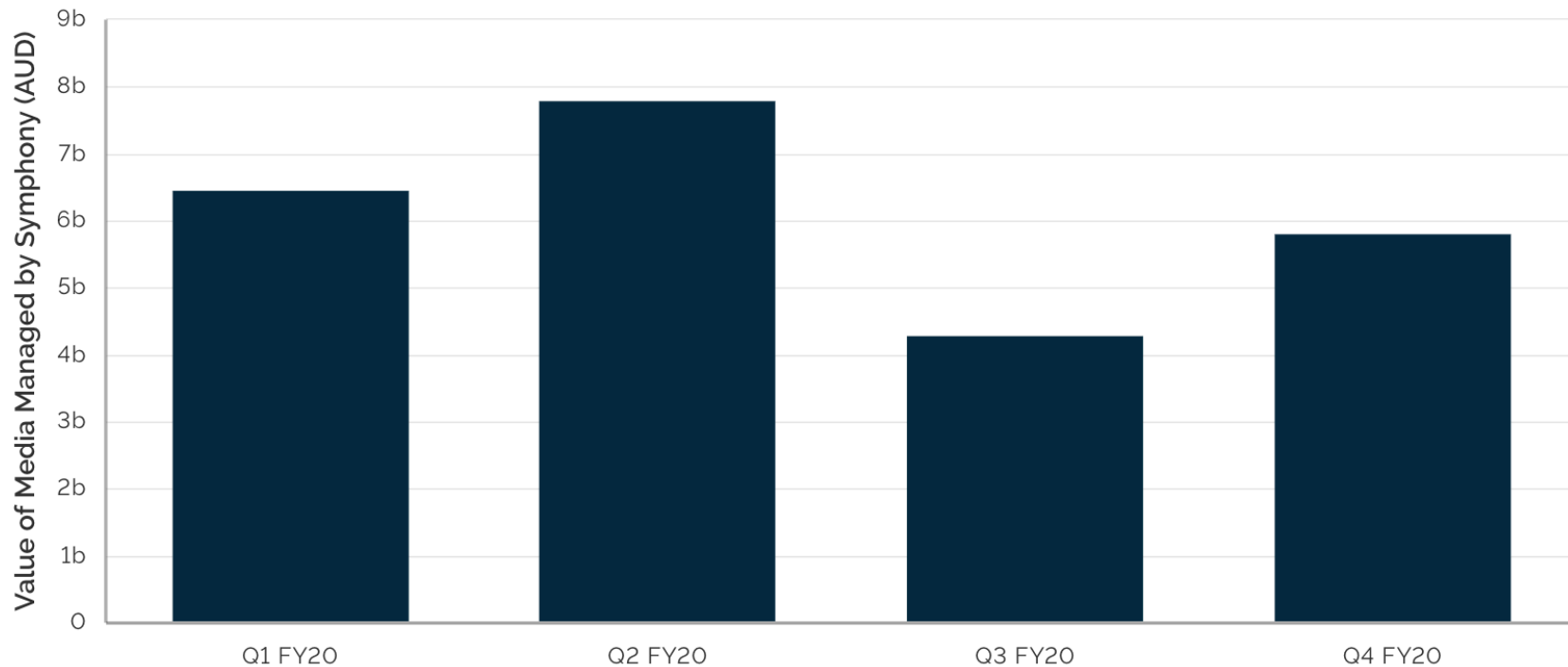
Hold Co	Media Division	Media Agencies	Trading Desks
		   	
		  	
			
		   	
		  	 
		  	 



# THE AGENCY LANDSCAPE.

Hold Co	Media Division	Media Agencies	Trading Desks
		   	
		  	
			
		   	
		  	 
		  	 

# SYMPHONY ANNUALISED MEDIA SPEND.



A group of people are sitting around a wooden table in a modern office or co-working space. They are all focused on their laptops. In the foreground, a man with a headset is seen from behind, typing on his laptop. To his left, a woman is also working. In the background, another person is visible, and to the right, a man is wearing a headset and looking at his laptop. The scene is lit with warm, natural light, suggesting a bright but slightly dimmed indoor environment. The overall atmosphere is one of professional collaboration and productivity.

# UNITED STATES MARKET UPDATE.

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# US MARKET CONDITIONS.
































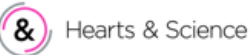



## General:

- Covid-19 and social unrest have had dramatic impact on the US market
- US ad spend has decreased for four consecutive months (March – June) but showed signs of stabilizing in June\*
- Digital spend has been more resilient - decreasing less than traditional\*
- Re-forecasts for US ad spend are between negative 7% to 9% in 2020, but growing by approximately 10% in 2021\*\*

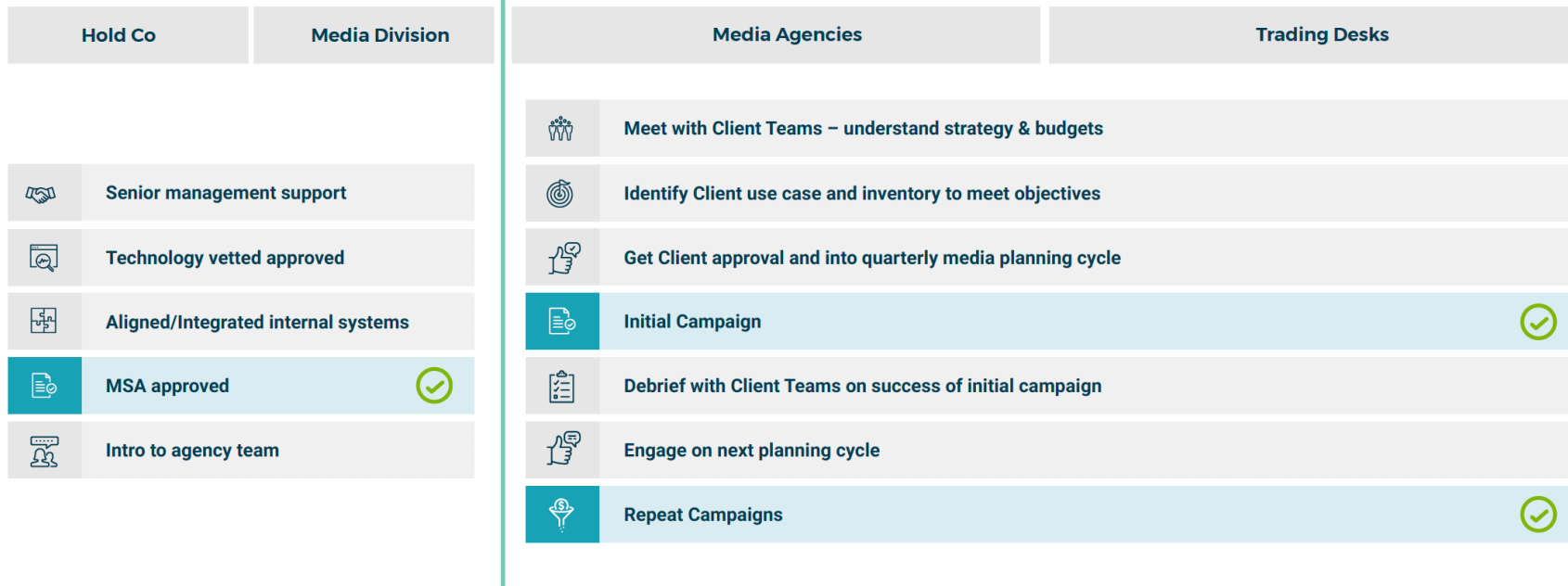
## Adslot:

- Although many of our clients and target customers pulled back in March, the pandemic actually created opportunities for Adslot.
  - With everyone working from home, we have been busier than ever with meetings
  - Buyers and sellers looking for greater cost and operational efficiencies
  - Big players can't "wine & dine" customers anymore – the playing field has been levelled
  - H2 2020 budgets and plans revisited – created an opening for us to be included
  - 2021 planning was delayed – we are now involved in a multitude of opportunities

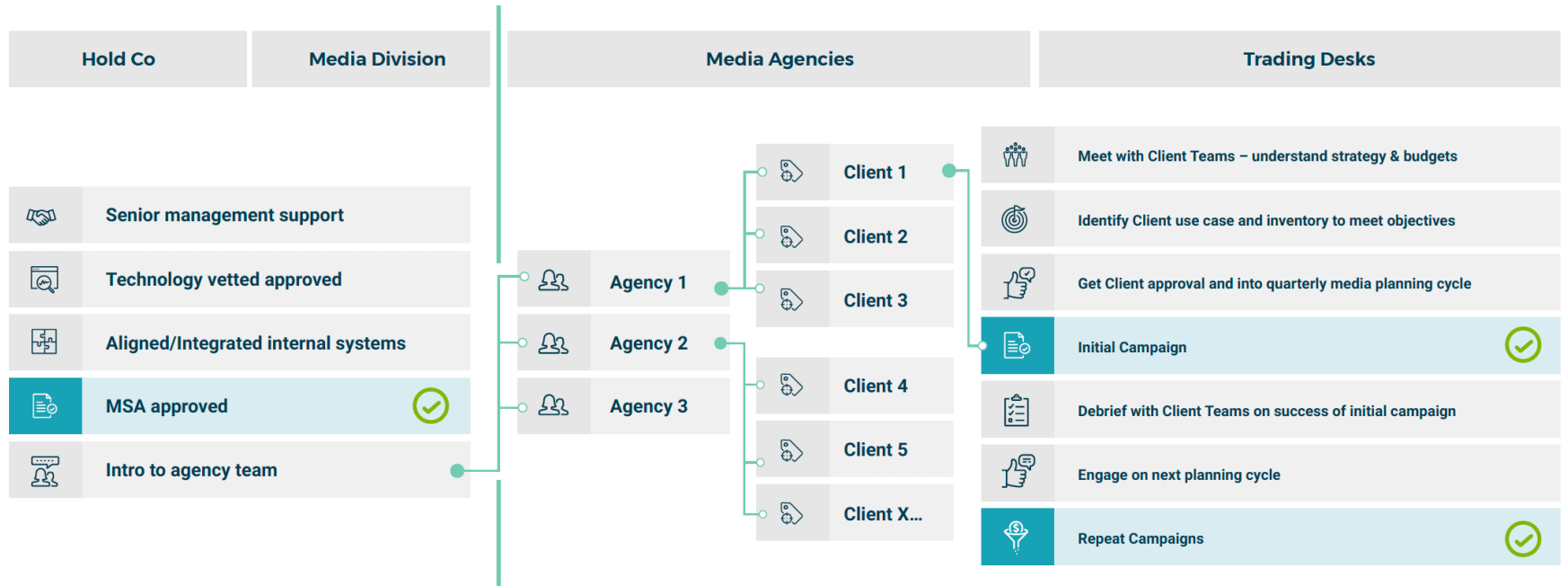
# THE US AGENCY LANDSCAPE.

Hold Co	Media Division	Media Agencies	Trading Desks
		   	
		  	
			
		   	
		  	 
		  	 

# NAVIGATING THE PATH TO ACTIVATION.



# FOCUSED EXECUTION ACROSS AGENCIES AND TEAMS.



# **QUESTIONS FROM INVESTORS.**



# SUMMARY.

## Adslot is well positioned for growth in FY2021

- Whilst COVID-19 has created challenges it has also created significant opportunities
- Engagement from both agencies and publishers remains high
- Activation planning in the US is advanced and will see us deliver on the promise of our agency MSAs
- We have maintained our focus on cost management

**THANK YOU.**