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## Fundamental Media signs MSA

Adslot Ltd (ASX: ADS) is pleased to announce that it has executed an agreement with Fundamental Media, a UK based global agency working exclusively with advertisers in the Financial Services sector. This agreement will enable the Fundamental Media to purchase media for clients globally via the Adslot Media marketplace.

Adslot's CEO, Ben Dixon said "We are delighted to be working with Fundamental Media to commence trading on behalf of their advertisers in the UK and other markets around the world. This addition of financial services oriented demand will complement the Adslot Media marketplace's existing strength with financial publishers such as Bloomberg, Dow Jones, Business Insider and the Financial Times."

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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 $\$ 80 \mathrm{~B}$ 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.

