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ASX Announcement

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Symphony Activation - OMG Netherlands

Adslot Ltd (ASX:ADS) is pleased to announce that it has successfully activated its *Symphony Media* platform for Omnicom Media Group (OMG) in the Netherlands. This deployment was enabled following the completion of an integration between *Symphony* and the *Marathon* ERP solution. This integration was previously disclosed in the announcement of Adslot's partnership with Kalin Setterberg Data, AB on 27 April, 2020.

Adslot CEO Ben Dixon said, "After much effort, we are delighted to be deploying *Symphony* for OMG in the Netherlands. This activation represents the Company's first deployment of *Symphony* for the Omnicom Group and brings the number of active *Symphony* markets in the European region to four. In addition, this is the first client activation to feature the *Marathon* integration, which will enable the seamless execution of digital campaigns from planning, buying and right through to billing and reconciliation."

Kalin Setterberg Data's CEO, Olof Setterberg, said, "The completion of the integration between *Marathon* and *Symphony* represents a significant achievement for both of our businesses. Given the powerful combination of the *Marathon* ERP suite and *Symphony's* purpose built digital workflow, it is my belief that this deployment for OMG in the Netherlands will be the first of many across Europe."

License fees associated with this deployment will commence in October 2020.

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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.