

ASX Announcement

20 January 2021

FlowerShop Media signs MSA

Adslot Ltd (ASX:ADS) is pleased to announce that it has executed an agreement with FlowerShop Media, a pioneering developer of media marketplaces for the cannabis industry in the United States. FlowerShop's marketplace enables premium publishers to present inventory to cannabis industry advertisers whilst managing compliance with local and state laws governing cannabis advertising.

Adslot will provide FlowerShop with a custom version of the *Adslot Media* marketplace which will enable FlowerShop's network of agencies and publishers to trade media whilst enabling the associated regulatory compliance such as geographic targeting to states in which cannabis sales are legal, age-gating (21+) for audience and creative content review. Initial trading has already commenced and trading activity is expected to grow significantly over the remainder of the March and June 2021 quarters.

Adslot's CEO, Ben Dixon said "We are very excited to be working with an organisation such as FlowerShop as they innovate to create scalable media solutions for the fast-emerging CBD and THC cannabis markets in the US. The high level of control, targeting and workflow management that the Adslot platform provides are perfectly suited to the unique and complex requirements of this heavily regulated industry."

FlowerShop CEO, David Breckling said "We are very excited about our partnership with Adslot. FlowerShop's goal is to create a one-stop-shop for premium cannabis compliant media trading and the *Adslot Media* platform will make it easier for both our supply and demand partners to access and trade this valuable inventory."

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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.