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ASX Announcement

22 January 2021

Adslot partners with Greenlight Digital to be exclusive direct sales platform for large European retailer

Adslot Ltd (ASX:ADS) is pleased to announce that it has executed an agreement to become the sole platform to manage the direct sales of UK media for one of the largest consumer electronics retailers in Europe and the UK. The name of the retailer has been withheld while the activation of their new sales strategy is completed and will be disclosed at a future date.

Media sales for this retailer will be managed via their exclusive partner Greenlight Digital with the *Adslot Media* platform used to support the efforts of a direct sales team. This represents the first time that media opportunities on these leading websites has been available for sale. Advertisers will find the catalogue of media opportunities available on the *Adslot Media* platform and will be able to easily and efficiently purchase that inventory in a guaranteed manner. Trading is anticipated to commence during the March 2021 quarter.

Adslot's CEO, Ben Dixon said, "We are pleased to be a part of this exciting development in allowing advertisers and brands to access the opportunities available on these leading UK retail properties for the first time. We see a strong role for the *Adslot Media* platform to assist online retailers in many markets who are now exploring opportunities to monetise the media potential of their high value audiences. Additionally, this represents a significant extension of our existing relationship with Greenlight Digital and both parties believe that the *Adslot Media* platform will provide a unique capability to automate trading while ensuring full control for the publisher."

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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.

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