



Adslot.

ADSLOT (ASX:ADS)
Peloton Capital Tech Forum.

ADSLLOT: AN OVERVIEW

Leading global provider of workflow and trading automation technology for the digital advertising industry



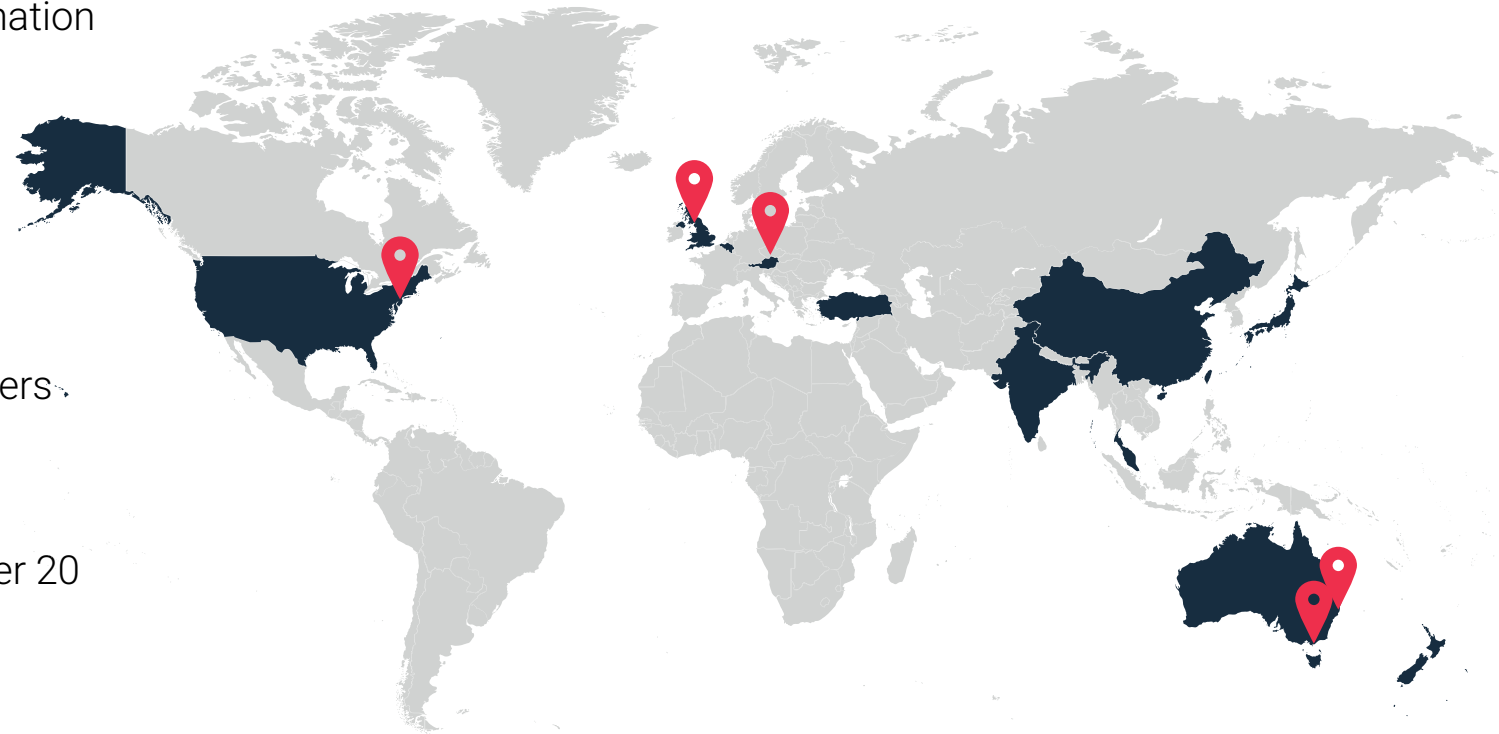
Global: HQ in Australia with operations in the US, UK, Germany and China



Customer base encompasses some of the largest buyers and sellers of digital media globally



Global footprint and customer base encompassing over 20 markets across Europe, North America and APAC



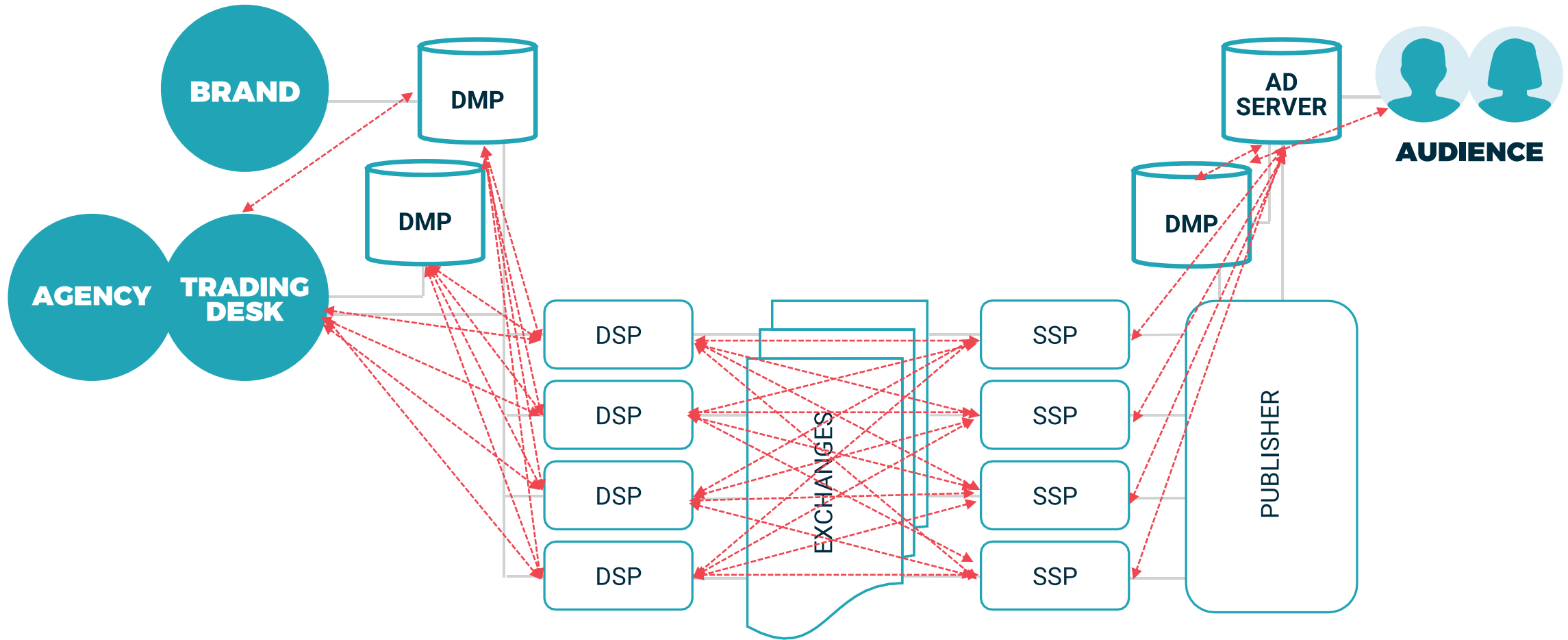
OUR BUSINESS UNITS AND REVENUE MODELS.

| | Product Description | Primary Revenue Model |
|-----------------------|--|--|
| Adslot Media. | A global digital media marketplace, enabling media buyers and sellers to trade premium display advertising on a targeted, forward-guaranteed basis (direct buys). | Trading Fees – 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). |
| Symphony. | A global enterprise SaaS platform, providing digital media buying workflow solutions to the world's largest advertising agencies. | Licence Fees – recurring subscription revenue, with guaranteed minimums (fixed licence fees) and variable licence fees for each market based on value of media managed (by tier). |
| <u>webfirm</u> | An Australian-based digital marketing services business, providing website design, hosting, search engine optimization (SEO), search engine marketing (SEM) and social media marketing services to SMBs. | Services Fees – fees charged on hourly or fixed basis for design development or consulting; recurring fees charged for SEO, web hosting and marketing services at package rates. |

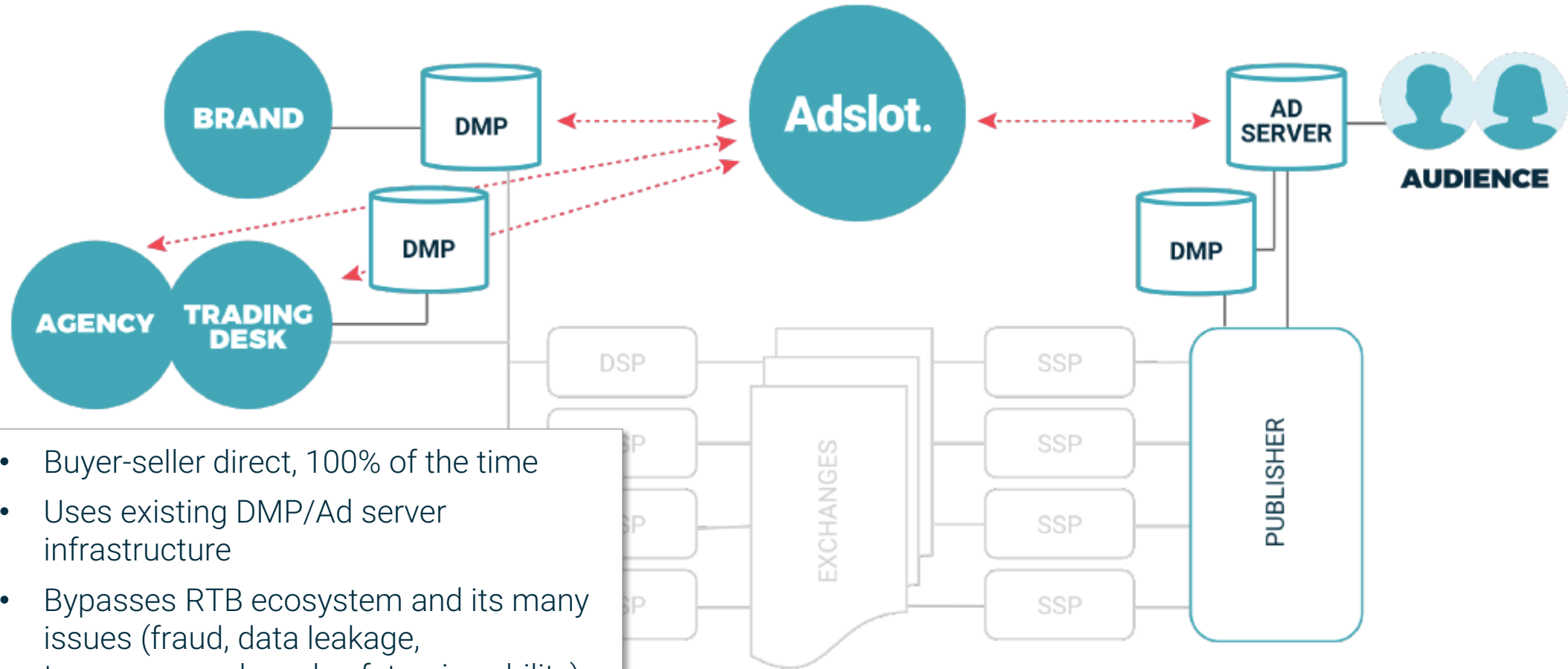
A close-up photograph of a person's hand placing a wooden block on a tall, narrow stack of Jenga blocks. The hand is wearing a watch. The background is blurred, showing a person's arm and a wooden table. The text 'ADSLLOT MEDIA MARKETPLACE PROGRESS.' is overlaid in white, bold, sans-serif font across the center of the image.

**ADSLLOT MEDIA
MARKETPLACE PROGRESS.**

TRADING DIGITAL MEDIA CAN BE COMPLEX...














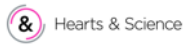

















...BUT IT DOESN'T HAVE TO BE.



- Buyer-seller direct, 100% of the time
- Uses existing DMP/Ad server infrastructure
- Bypasses RTB ecosystem and its many issues (fraud, data leakage, transparency, brand safety, viewability)
- No additional data cost

SIGNING THE WORLDS LARGEST BUYERS OF MEDIA

| Rank* | Hold Co | Media Division | Media Agencies** | Trading Desks, Data and Barter |
|-------|---|---|---|---|
| 1 |  |  | MINDSHARE  MEDIACOM  |   |
| 2 |  |  |  SPARK  |  |
| 3 | Omnicom |  |    |   |
| 4 |  | dentsu AEGIS network |  dentsu  MERKLE  |  |
| 5 |  | IPG MEDIABRANDS |  initiative | Kinesso  matterkind |
| 6 |  |  |  |  |

*By Global Media Billings





**Not complete list

MSA Signed

Pilot Complete

Interim Trading Agreement

SOME OF THE WORLD'S LARGEST PUBLISHERS ARE ON BOARD.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
|  | CONDÉ NAST |  |  | Bloomberg | BUSINESS INSIDER |  |  |
|  |  |  |  |  |  |  |  |
|  | GANNETT |  |  |  | The Washington Post |  |  |
|  |  |  |  | VOGUE |  |  |  |
|  |  |  |  |  |  |  |  |

*partial list

- The Adslot Marketplace continues to attract Tier 1 publishers in the US, UK and Australia
- Approximately 50% of the Comscore Top 50 in the US market are integrated on to the platform.**

** Excluding "walled gardens" of Facebook, Google and Amazon

WE HAVE BROUGHT ON MORE DATA PARTNERS.

Adslot Media has a substantial number of established data partnership that allow our clients to access their data and synchronise with our catalogue of publishers to enable buying of specific audiences. These include;

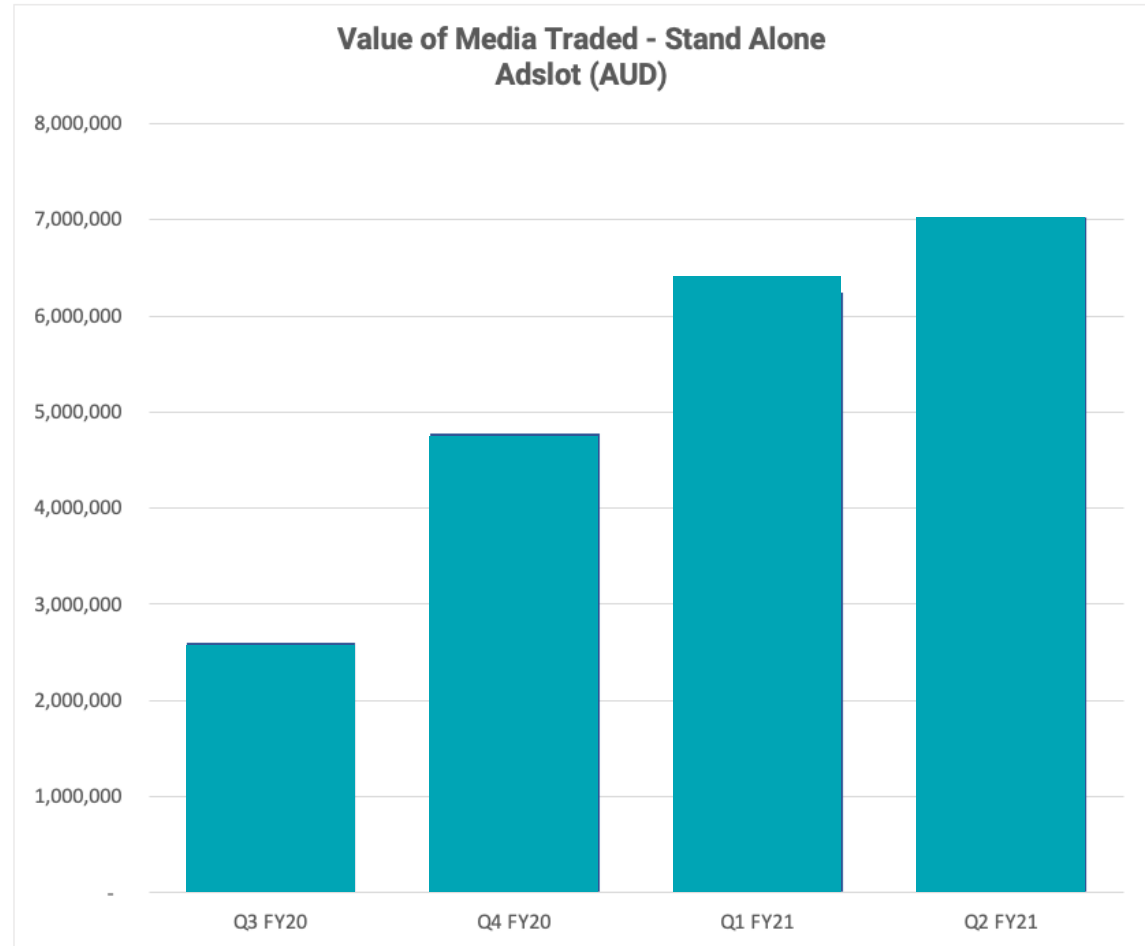


During 2020 the Company added 3 additional data partners to give greater audience activation options to advertisers on the *Adslot Media* platform with a particular focus on the Health and Wellbeing vertical.



TRADING ON THE PLATFORM IS GROWING.

- Over \$20m traded over the Adslot Media platform in CY 2020
- September and December 2020 quarter represented consecutive record quarters
- Active clients across all major markets – US, UK, Europe and Australia
- Trading activity from agency holding companies, independent agencies and publishers directly





RECENT DEVELOPMENTS.

FOUR PRIMARY USE CASES DRIVING GROWTH.

Over recent quarters we have clearly established four distinct use cases for the *Adslot Media* platform that will drive growth in trading over the longer term:

1. Large agency holding companies trading with prominent publishers in the US and UK markets;
2. Deployment of the integrated *Symphony – Adslot Media* solution to existing *Symphony* markets;
3. Private marketplace (customised / white-labelled) instances of the *Adslot Media* marketplace for use by specialist sellers of media such as large retailers and niche media marketplaces; and,
4. Trading initiated by publishers to support their direct sales efforts.

RECENT EXAMPLES OF PRIMARY USE CASES.

Orion Worldwide:

- Barter trading division of Interpublic Group (IPG), allowing large advertisers to acquire advertising activity in return for stock or product
- Adslot platform used to drive growth from existing clients and onboard further publisher opportunities



FlowerShop:

- Pioneering developer of media marketplaces for the fast growing cannabis industry in the United States
- Marketplace to feature inventory from prominent US publishers enabled for cannabis advertising including geo targeting and age-gating



A long, straight path through a dense forest of tall, thin trees, leading towards a group of people in the distance. The path is flanked by rows of trees, creating a sense of perspective. The ground is covered in fallen pine needles and dappled sunlight. In the distance, a group of people is gathered on the path, and a golf cart is visible. The overall atmosphere is serene and natural.

THE YEAR AHEAD.

OBJECTIVES FOR 2021.

Adslot Media:

- Activate currently contracted agency groups to drive strong growth in trading activity
- Secure MSAs and activate remaining agency holding companies
- Deploy further markets for the integrated *Symphony – Adslot Media* platform
- Secure additional activations of private marketplace instances of *Adslot Media*

Symphony:

- Pursue further market deployments for *Symphony* with existing agency clients
- Activate further markets under the *Symphony*- Marathon partnership

A photograph of two hands holding lit sparklers. The sparklers are bright and glowing, with many small sparks flying out. The background is dark with some bokeh lights, suggesting an outdoor night setting. The word "QUESTIONS?" is overlaid in white, bold, sans-serif font in the center of the image.

QUESTIONS?