



Adslot Ltd.  
ABN: 70 001 287 510  
investor.relations@adslot.com  
**adslot.com**  
ASX: ADS  
Level 2, 419 Collins Street  
Melbourne Vic 3000  
Australia  
Tel: +61 (0)3 8695 9100

ASX Announcement

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## Commencement of Trading - GroupM Marketplace

Adslot Ltd (ASX:ADS) is pleased to announce that trading on the *Adslot Media* platform has commenced with GroupM, the world's largest media investment company, in the United Kingdom. This trading occurred via a white-labelled instance of the *Adslot Media* platform as a component of GroupM's Premium Supply initiative.

The commencement of trading follows the execution of a marketplace agreement with GroupM which was announced on 4 June 2021. Subsequent to that announcement, Adslot has provided GroupM with a customised, white-labelled instance of the *Adslot Media* platform and supported the integration of publishers in the United Kingdom.

Adslot CEO, Ben Dixon said, "We are thrilled to have commenced trading as scheduled in the United Kingdom with GroupM as part of their global Premium Supply Initiative. We firmly believe in the benefits of a purpose-built solution to assist agencies in direct trading with their premium publisher partners and we look forward to growing this trading activity in the United Kingdom and other markets into the future."

Trading with GroupM is expected to progressively scale over the September 2021 and December 2021 quarters.

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For further enquiries, please contact:

Ben Dixon  
Chief Executive Officer  
Adslot Limited  
investor.relations@adslot.com

Felicity Conlan  
Chief Financial Officer  
Adslot Limited  
investor.relations@adslot.com

### 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.