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ASX Announcement

21 April 2022

Letter to Ineligible Shareholders of Non-Renounceable Entitlement Offer

Attached is a sample of the letter that will be provided to shareholders of **Adslot Ltd** (ASX:ADS) (**Adslot or Company**) who are ineligible to participate in the fully underwritten pro rata non-renounceable entitlement offer of new shares in Adslot, which was announced by Adslot on 11 April 2022.

For further information on the Entitlement Offer please visit <https://adslot-offer.thereachagency.com> or call the Offer Information Line: 1300 855 080 (within Australia) or +61 3 9415 4000 (outside Australia) between 8.30am and 5.00pm (Melbourne time) on Monday to Friday, before the Entitlement Offer closes at 5.00pm (Melbourne time) on Tuesday, 3 May 2022. Alternatively, contact your stockbroker, solicitor, accountant or other professional adviser.

- END -

For further enquiries, please contact:

Ben Dixon
Chief Executive Officer
Adslot Limited
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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.

21 April 2022

Dear Shareholder,

NON-RENOUCEABLE RIGHTS OFFER – NOTIFICATION TO INELIGIBLE SHAREHOLDERS

On 11 April 2022, Adslot Limited (**Company**) announced a capital raising of approximately \$3.8 million (before costs), through a placement to institutional and sophisticated investors (to raise approximately \$1.8 million) and a non-renounceable rights offer of one (1) fully paid ordinary share (**New Shares**) for every seventeen (17) existing shares to eligible shareholders held as at 7.00pm (Melbourne time) on 19 April 2022 (**Record Date**) (**Entitlement Offer**) (to raise approximately \$2.0 million).

The Entitlement Offer will be made by the Company pursuant to an offer document (**Offer Document**) (but without a prospectus or other disclosure document in accordance with section 708AA of the *Corporations Act 2001* (Cth)), which is available to be downloaded from the Company's website at www.adslot.com.

The Company has decided that it is unreasonable to extend the Offer to shareholders with a registered address outside Australia and New Zealand (**Ineligible Shareholders**), having regard to the number of such shareholders, their holdings and the compliance costs required to offer the shares under the Entitlement Offer to those shareholders.

Unfortunately, since you are an Ineligible Shareholder, no offer is being made to you and the Offer Document prepared by the Company in relation to the Entitlement Offer is available to you for information purposes only.

This letter is not an offer to issue New Shares to you, nor an invitation for you to apply for New Shares. You do not have to take any further action in relation to the Entitlement Offer.

If you have any questions in relation to any of the above matters, please contact 1300 855 080 (within Australia) or +61 3 9415 4000 (outside Australia) between 8.30am and 5.00pm (Melbourne time) on Monday to Friday.

Yours faithfully,

Adslot Limited