



Adslot.

# INVESTOR WEBINAR.

Adslot Limited (ASX: ADS)

February 2023

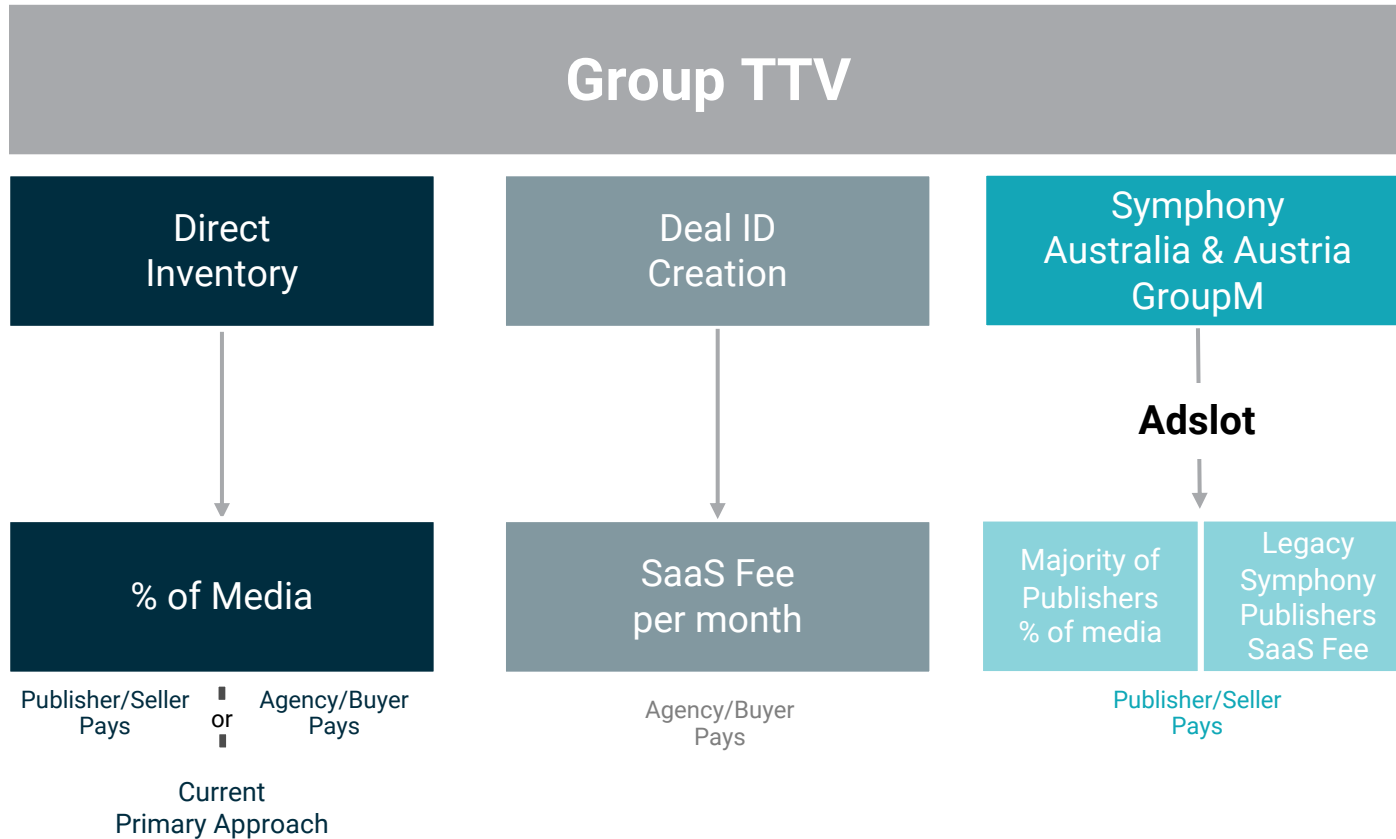
# **AGENDA.**

1. December quarter TTV
2. Commercial Highlights
3. Cash flow
4. Corporate development
5. Q&A



**DECEMBER QUARTER TTV.**

# TTV MONETISATION MODELS.



# WHY IS SOME TTV NOT YET MONETISED?

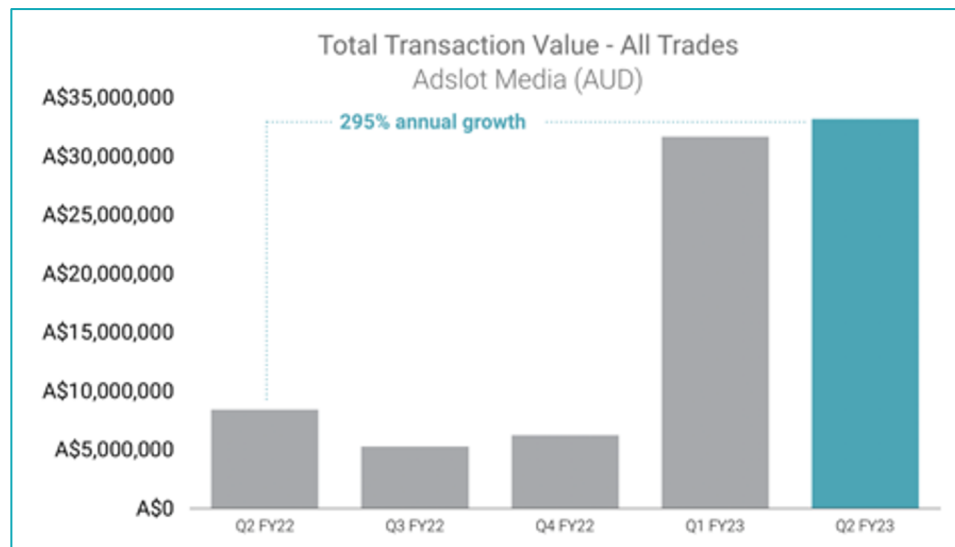
1. The vast majority of Adslot Media TTV is currently monetised with fees to the publishers (i.e. sell side).
2. Key decisions in platform adoption for media buying is primarily made by agencies (i.e. buy side).
3. To ensure ease and speed of adoption by agencies, in some cases we will enable access to publishers for who we do not yet have commercial terms in place;
  - In particular for instances of emerging markets and ongoing deployments of integrated Symphony - Adslot Media
  - All TTV for key commercial deployments in US and UK markets is currently monetised

We intend to transition all un-monetised publishers and TTV to either SaaS fees or % fees over the coming quarters. This is unlikely to be retrospective.

# DECEMBER QUARTER TTV. **RECORD RESULT.**

**\$33.14M**

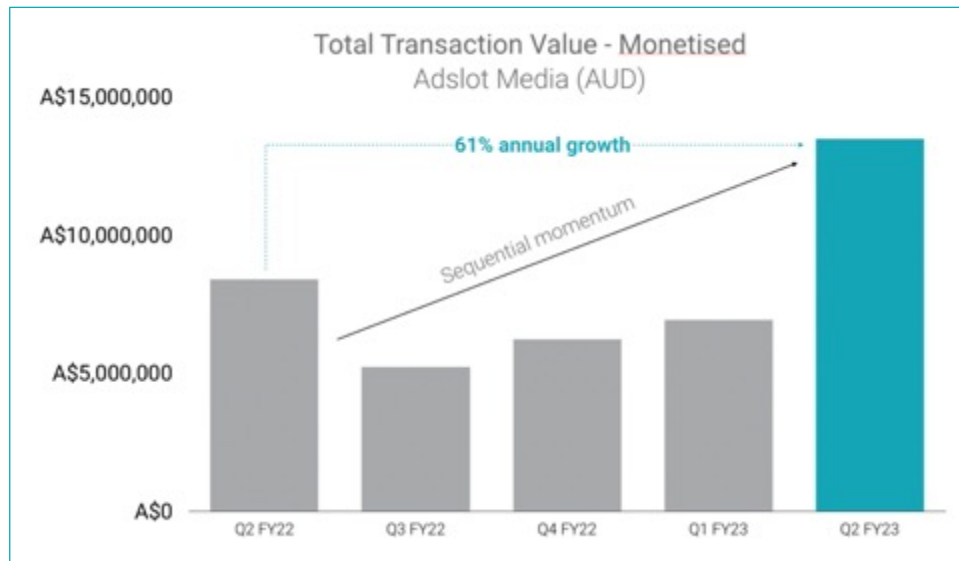
**+5% QoQ**  
**+295 PCP**



# DECEMBER QUARTER MONETISED TTV. **RECORD RESULT.**

**\$13.49M**

+95% QoQ  
+61% PCP



# ADSLOT MEDIA TRADING OUTLOOK.

Whilst the March quarter is seasonally weak, we expect to see continued growth in trading from multiple sources:

- Activation of additional publishers and buyers to the integrated *Symphony* and *Adslot Media* solution in Australia;
- Greater adoption of the IPG Health & Wellness marketplace in the US by large advertisers;
- Activation of new advertisers in the UK via the GroupM marketplace;
- Continued trading via IPG / Orion in the US market;
- Activation of additional large publishers in the German market which was launched late 2022; and
- Initial trading via the ABS-CBN marketplace in the Philippines.



# KEY COMMERCIAL PROJECTS.



UNITED STATES

UNITED KINGDOM

APAC

AUSTRALIA

# ABS-CBN PUBLISHER MARKETPLACE.

- Largest entertainment and media conglomerate in the Philippines;
- *Adslot Media* platform to automate trading for direct orders from clients;
- Includes agencies and over 800 current direct clients;
- Percentage fee charged for all trades;
- Platform usage has commenced in January 2023.



# ADSLOT - SYMPHONY INTEGRATION: AUSTRALIA.



*News Corp* Australia

- Second active market following Austria;
- Trading on *Symphony - Adslot Media* integrated offering continues to grow in Australia;
- Majority of large Australian pubs now active under SaaS or percentage fee models;
- Outstanding large publishers expected to be activated during 2H FY2023 which will grow TTV;
- Discussions underway with additional demand sources to further accelerate trading.

# IPG - KINESSO - ORION: USA.



- Continued trading from IPG Orion in December 2023 quarter;
- Strong trading growth on Health & Wellness marketplace did not materialise in December quarter, however marketplace potential remains very high;
- All key activation activities complete;
- IPG management have reiterated strategic value of marketplace / intention to grow trading;
- Client outreach re trading activity for March 2023 quarter has been strong.

# GROUPM MARKETPLACE: UK.

- Continued trading activity in December 2023 quarter, in particular for leading advertiser Tesco;
- Trading relationship being extended from centralised GroupM unit to each of the constituent agencies;
- Growth in activation of new advertisers and therefore trading activity across GroupM agencies expected in March 2023 quarter.

The logo for GroupM, featuring the word "group" in a dark blue, lowercase, sans-serif font, followed by a stylized, lowercase "m" in a lighter blue, cursive font.

A woman with blonde hair, wearing a dark blazer over a light-colored top, is seated at a table in a meeting. She is looking towards the camera with a slight smile and has her right hand raised, pointing towards a document on the table. The background is blurred, showing other people and a whiteboard. The entire image has a blue tint.

**CORPORATE UPDATE.**

# DECEMBER QUARTER CASH FLOW.



- \$1.23M R&D claim received in November 2022;
- Continued improvement in net cash outflows from operating activities improved to \$0.43M, which is 56% less than prior quarter;
- Customer receipts up 5% on September 2022 quarter;
- Full impacts of cash management and cost reduction strategies implemented in June and August 2022 realised during the December quarter.

# CORPORATE DEVELOPMENT.

- Process has evolved due to broader market conditions and the changing investor climate, and to date has involved discussions and exploration with multiple large US based industry players.
- Discussions have confirmed the strategic value of the Company's products and positioning and raised the Company's industry profile.
- Several strategic partnership and commercial discussions are underway as a result of this process.
- Discussions continue with multiple parties regarding strategic investment, product and commercial partnerships, and potential acquisition of the Company, although at this stage no formal proposal has been received.
- The Company is continuing to assess options that maximise shareholder value and will continue to update the market in line with its disclosure obligations.



**QUESTIONS?**

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# Thank you.

**Questions? Contact us:**

[investorrelations@adslot.com](mailto:investorrelations@adslot.com)

[Adslot.com](https://adslot.com)

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