



Financial Year 2023 Half-Year Results

01 March 2023
Adslot Limited (ASX: ADS)

Adslot.

Our Business Units & 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
Symphony.	A global enterprise SaaS platform, providing digital media buying workflow solutions to the world's largest advertising agencies.	License Fees
<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

Financial Highlights

CONTINUED IMPROVEMENT IN KEY FINANCIAL INDICATORS

- ✓ Strategically important **Trading Fee** revenue up 26% HoH*
- ✓ **License Fee** revenue up 3% HoH and 12% vs PCP**
- ✓ **Total Trading Technology** revenue up 6% HoH and 9% vs PCP
- ✓ Continued reductions in **Operating Costs**; down 4% HoH
- ✓ Improved **Adjusted EBITDA** and **Adjusted NPAT** performance; down 17% & 10% HoH respectively



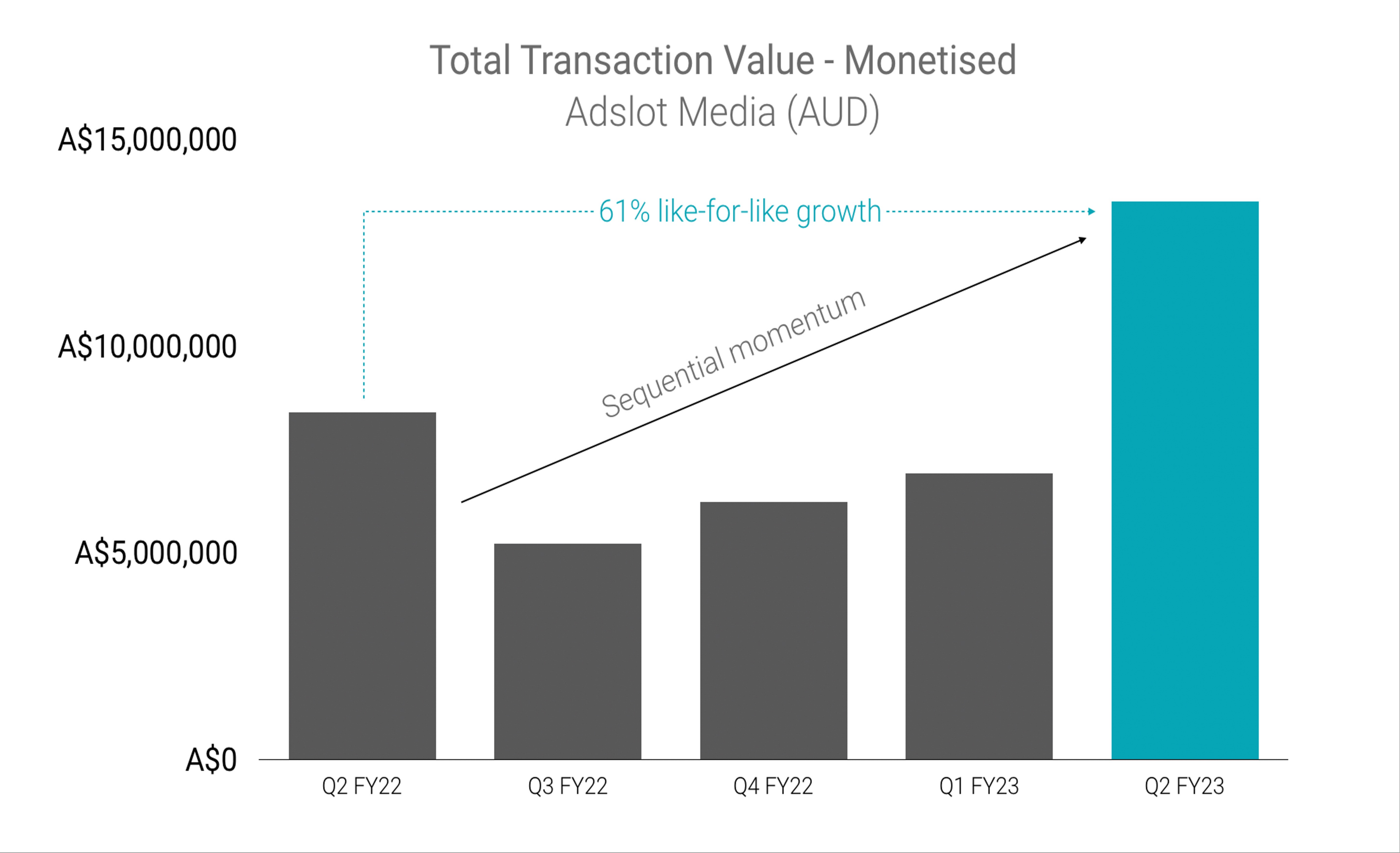
Strong Commercial Development

THE FIRST HALF OF FY2023 SAW SIGNIFICANT IMPROVEMENT IN TRADING ON ADSLOT'S PLATFORMS

- ✓ Record quarterly Total Transaction Value (TTV) , both monetised and unmonetised, in the December 2022 quarter
- ✓ Total Transaction Value (TTV)^{***} on the *Adslot Media* platform increased for 3 consecutive quarters
- ✓ Volume of trades on the *Adslot Media* platform reached record levels in December 2022 quarter
- ✓ Commencement of trading on IPG / Kinesso Marketplace
- ✓ Strong adoption of integrated *Symphony – Adslot Media* solution in the Australian market
- ✓ Recommencement of trading in the United Kingdom by GroupM
- ✓ Launch of *Adslot Media* in the German market in October 2022
- ✓ Value of media managed via the *Symphony* platform increases by 9% in December 22 quarter compared to September 22 quarter



Strong Improvement in TTV Performance



Our Objectives for 2023

DURING 2023 THE COMPANY WILL REMAIN FOCUSED ON DRIVING STRONG TRADING GROWTH FROM :

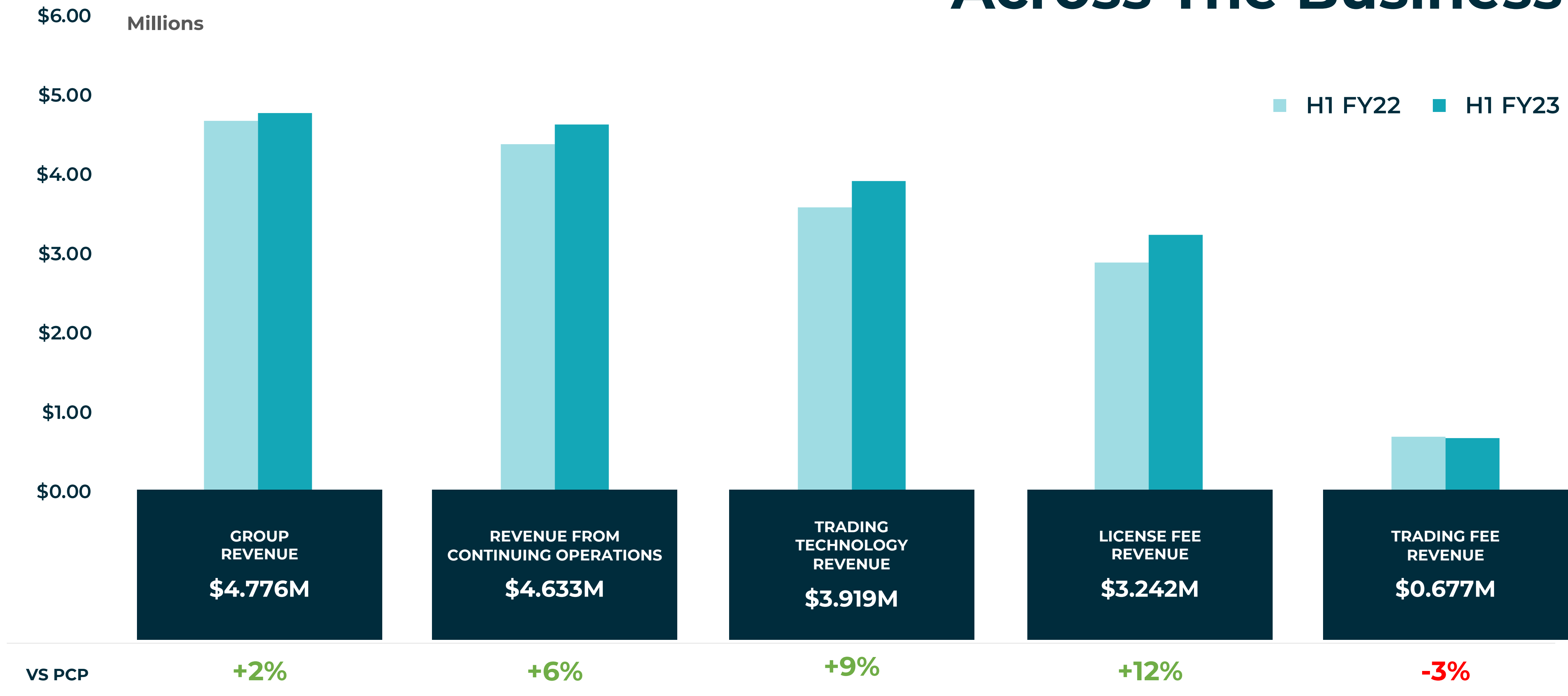
- ✓ Grow trading on custom marketplaces for key clients IPG and GroupM;
- ✓ Leverage the success of the integrated *Symphony – Adslot Media* solution in Australia to expand marketplace trading locally;
- ✓ Expand publisher coverage in the valuable German market to support strong demand from buyers;
- ✓ Explore strategic partnerships with industry players to extend *Adslot Media* product capabilities;
- ✓ Deploy additional *Symphony* markets with new and existing clients;
- ✓ Maintain a focus on cost management.





FINANCIAL PERFORMANCE

H1 FY23 Saw Revenue Growth Across The Business



• For the current period, Group Revenue includes Revenue from Continuing Operations (\$4.633M) and Grant Income (\$0.144M).

Improved Adjusted EBITDA and Adjusted NPAT



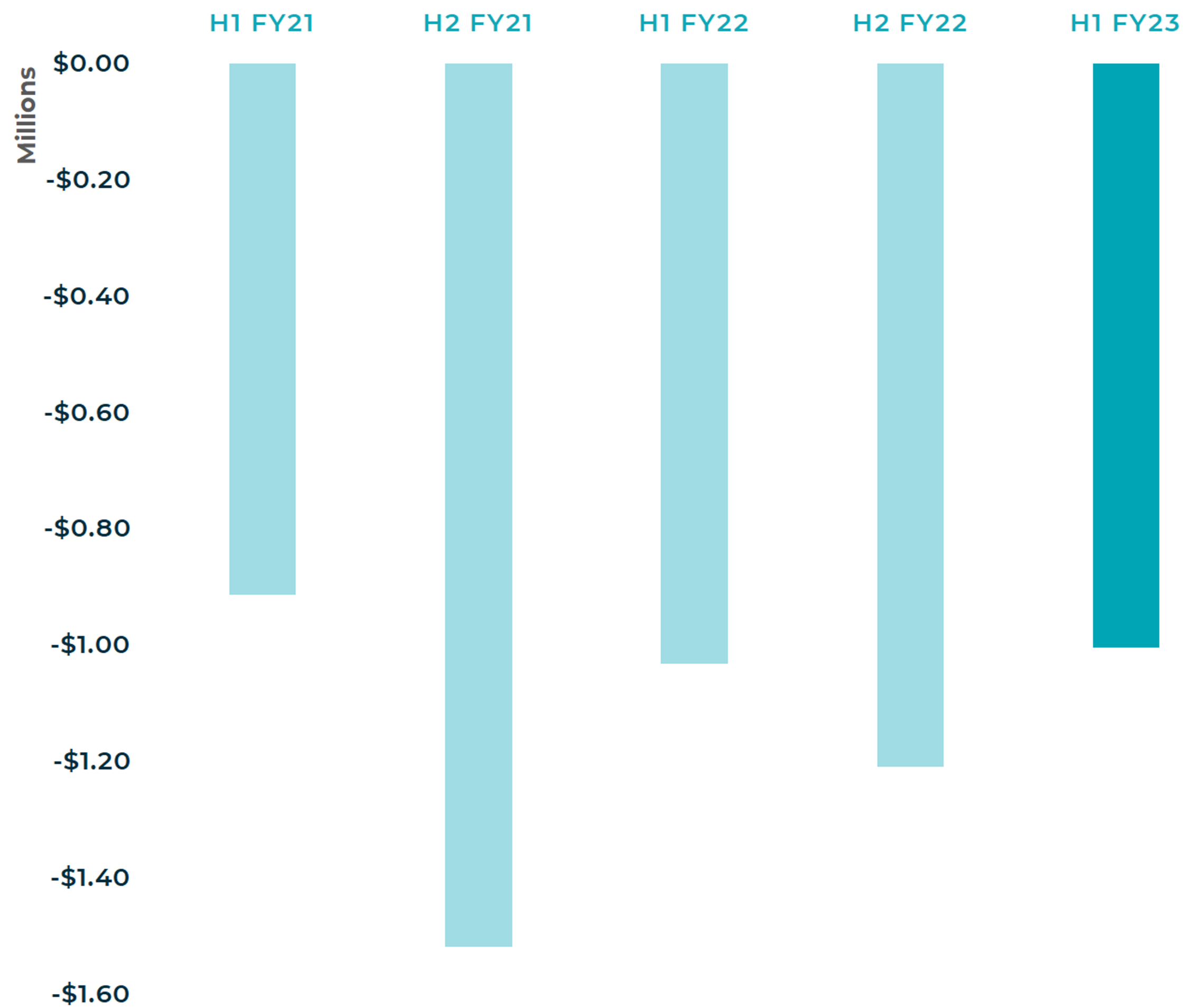
VS PCP

-3%

-3%

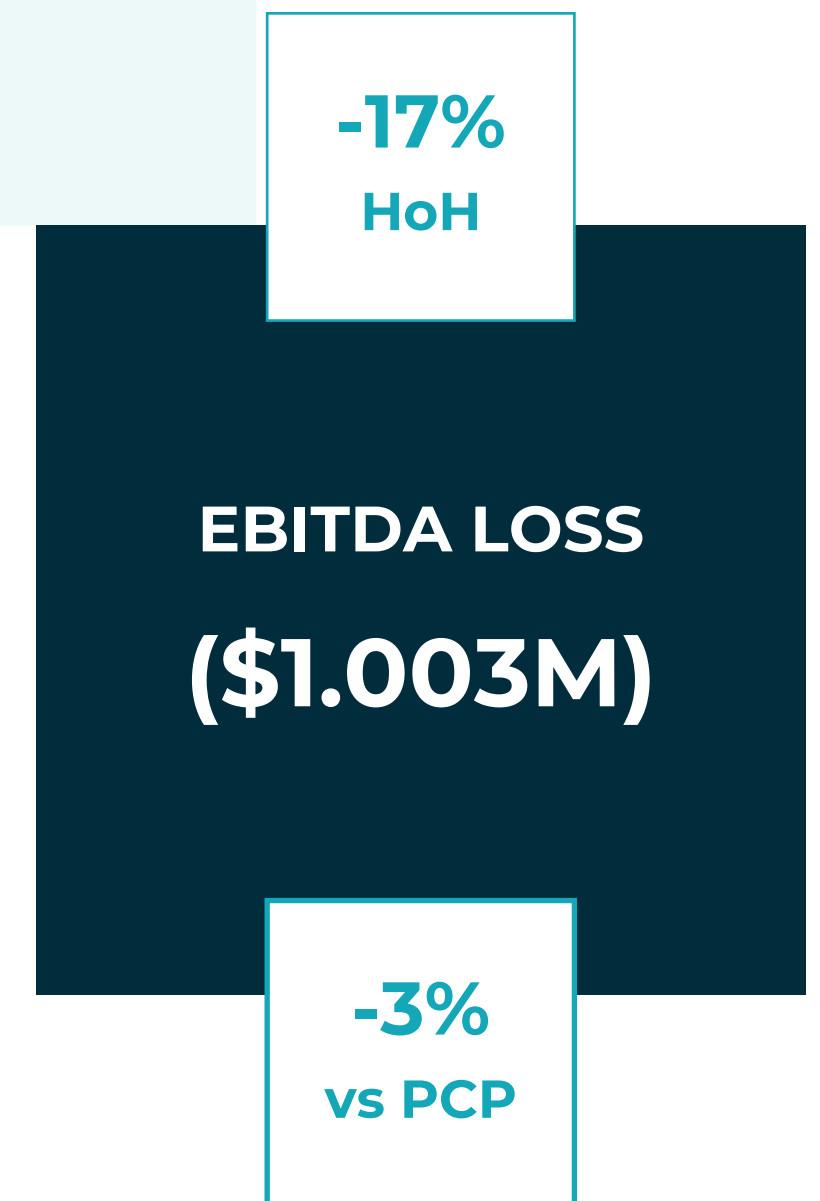
Adjusted EBITDA (loss) and adjusted NPAT (loss): excluding the following;

- Reversal of \$1.5M one-off Provision for R&D Claim for Financial Year 2016 in December 2021 (PCP) from EBITDA and NPAT. Original provision was made in December 2019
- Non-cash impairment of \$5.2M related Goodwill associated with the acquisition of Facilitate Digital (see H1 FY2023 accounts)



H1 FY23 – Improved Adjusted EBITDA Loss

- H1 FY23 EBITDA loss of \$1.003M was a 17% improvement HoH and a 3% improvement on PCP

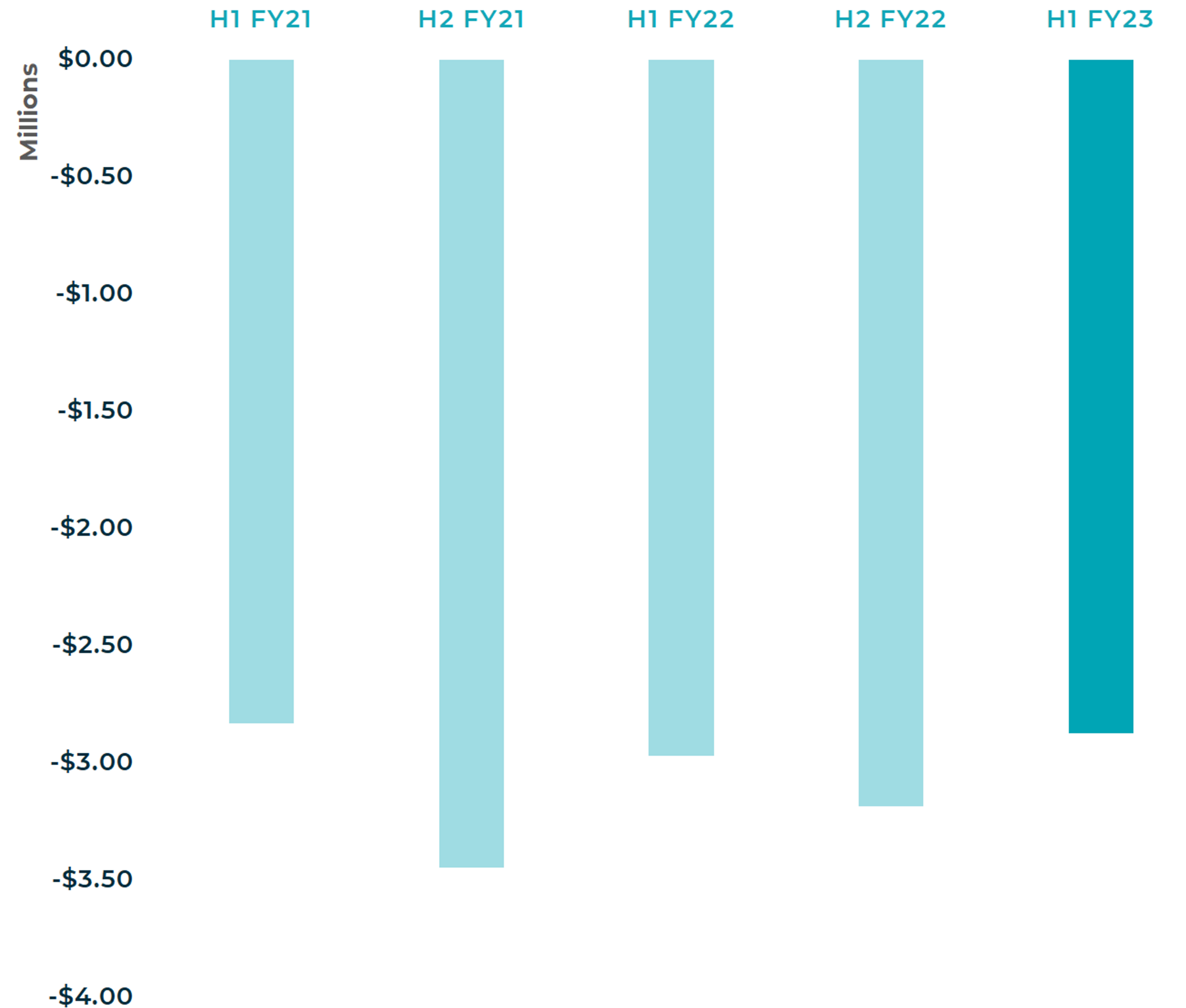
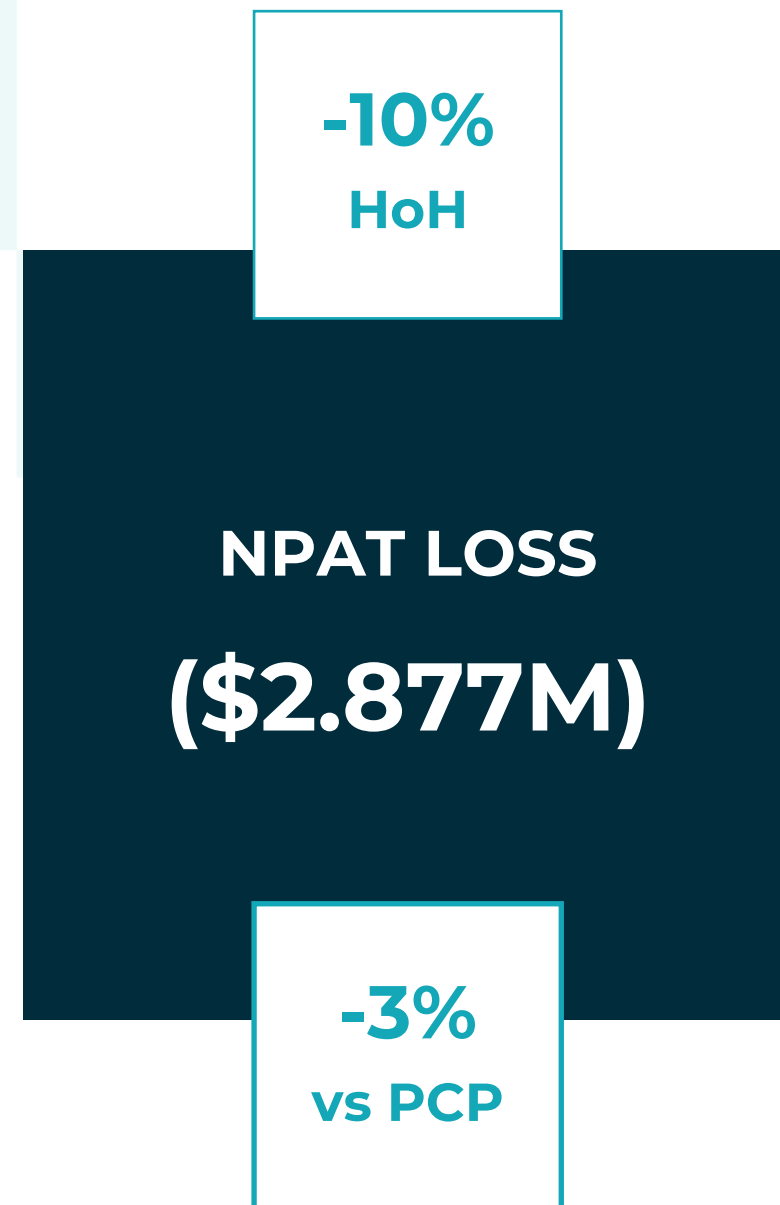


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... and improved Adjusted NPAT

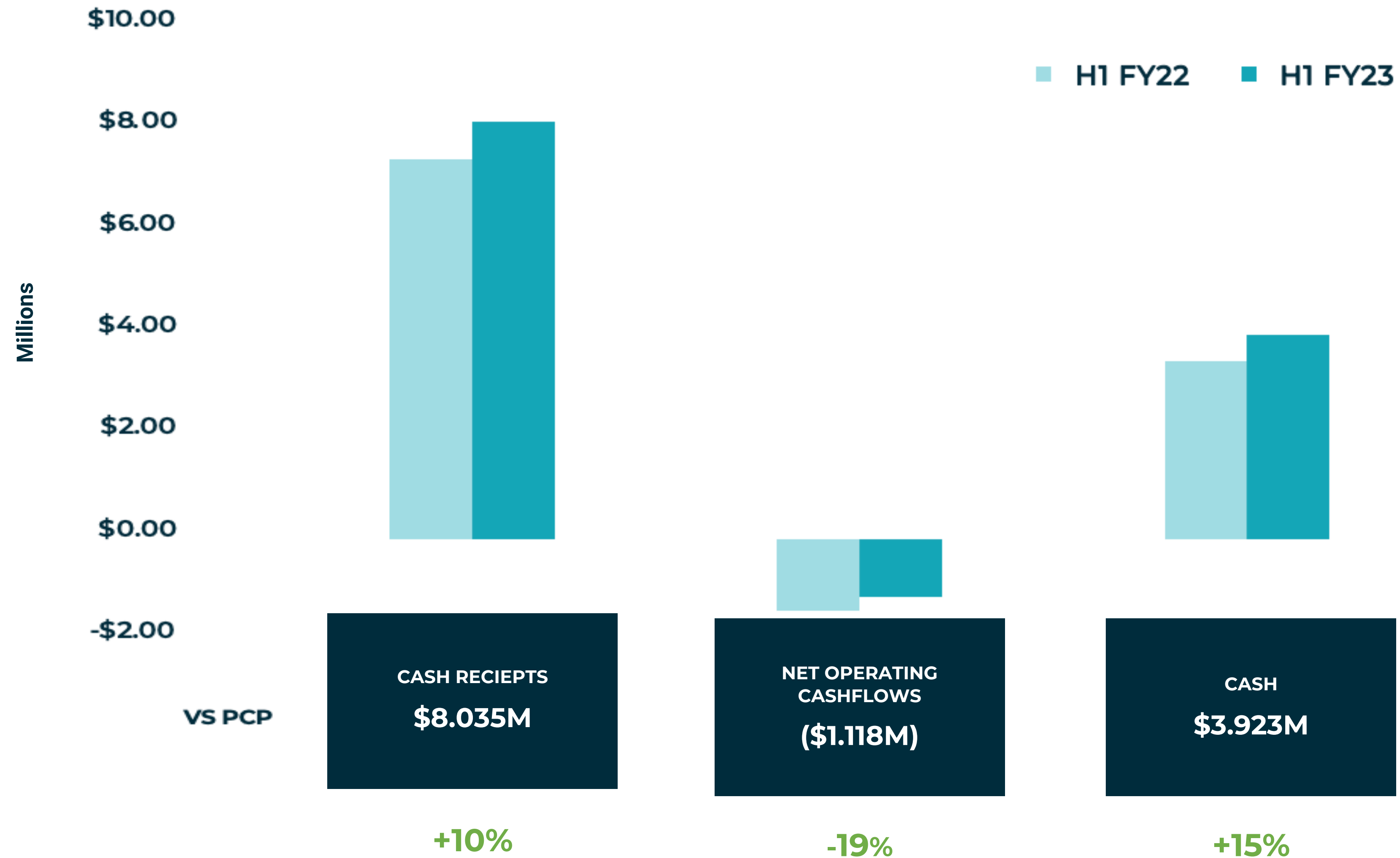
- H1 FY23 NPAT Loss of \$2.877M was a 10% improvement HoH and a 3% improvement on PCP



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Improved H1 FY23 Cash Receipts, Net Operating Cashflows and Cash Position



APPENDICES:

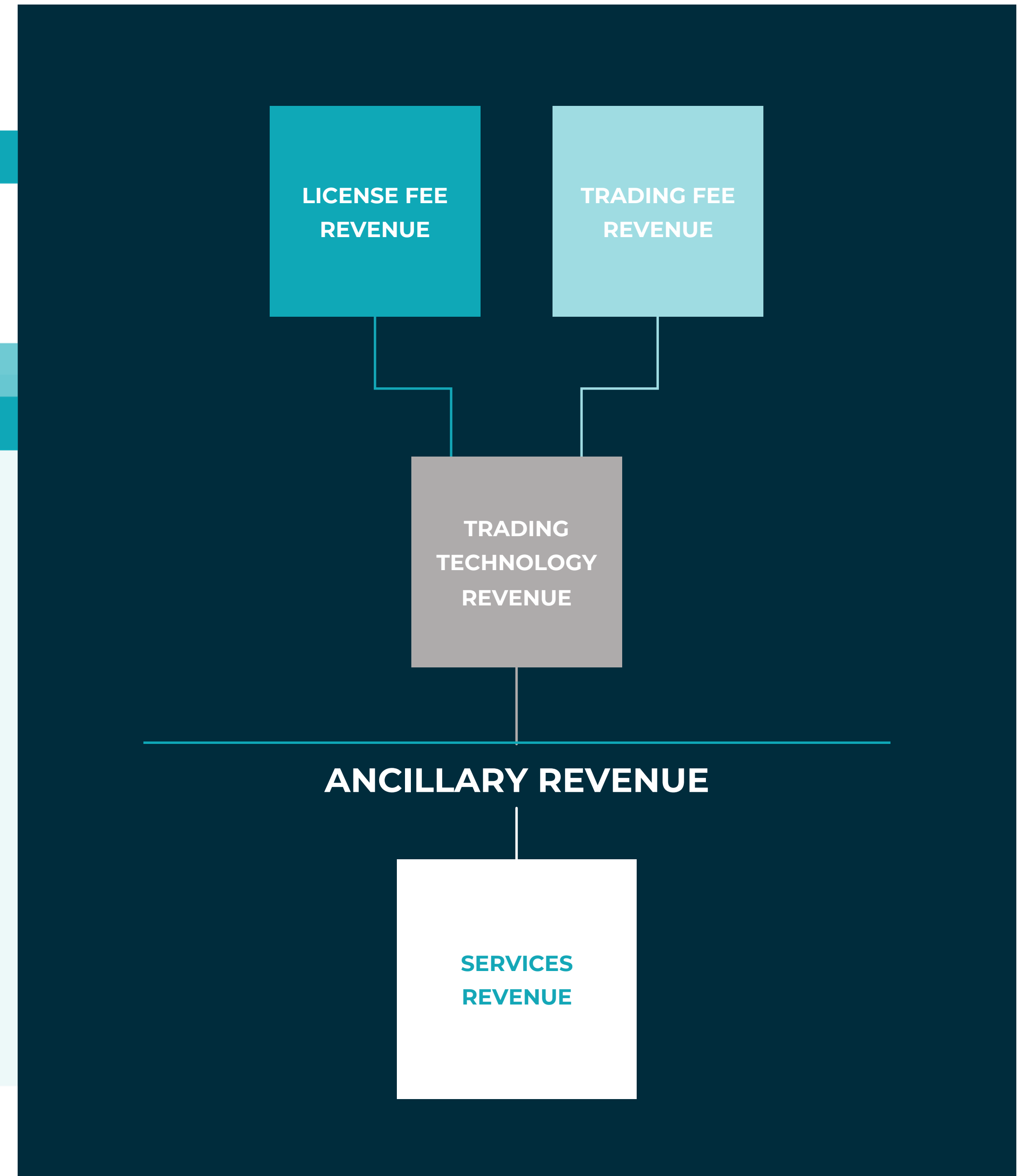


Revenue Segments

THREE MAIN REVENUE SOURCES:

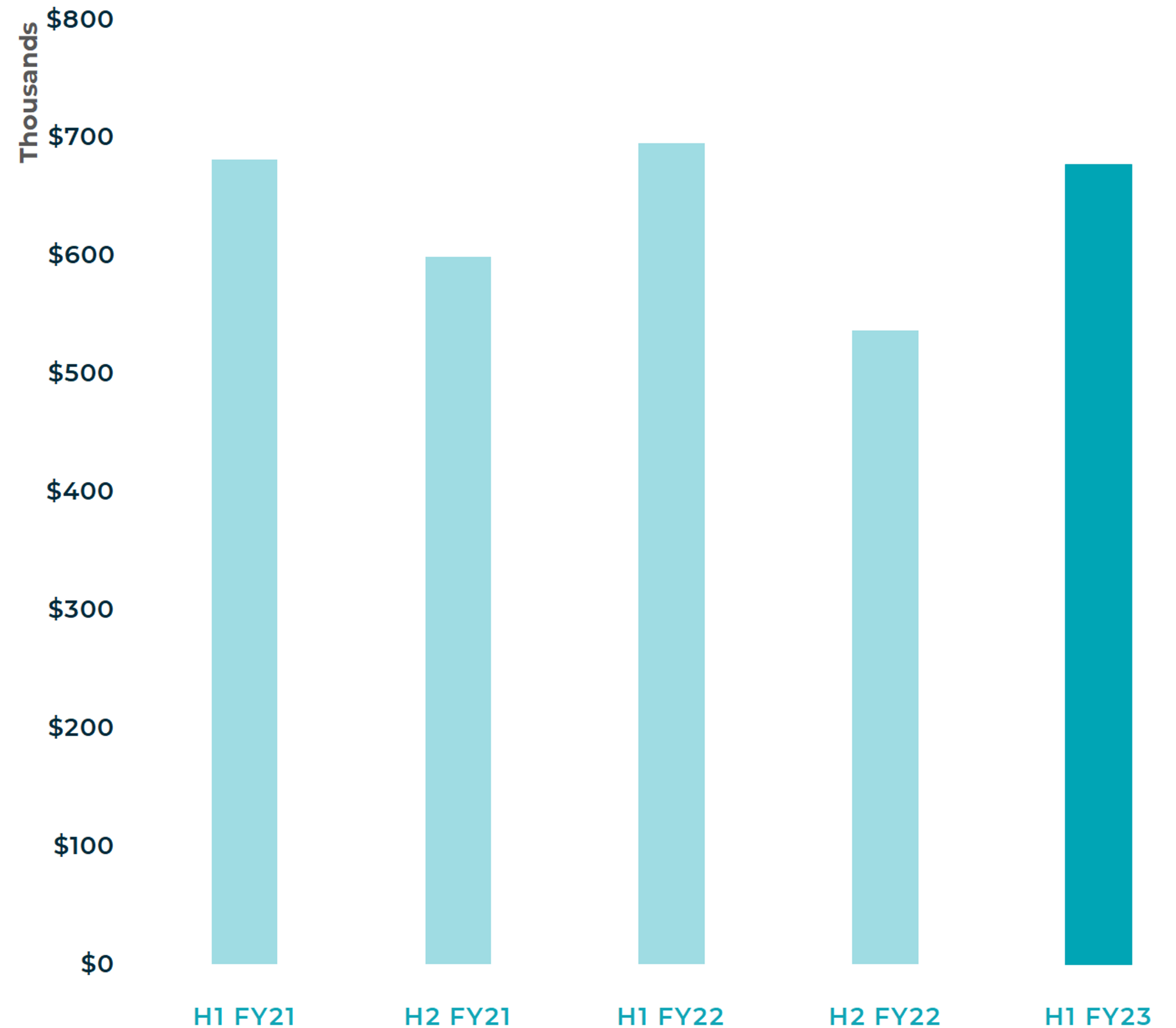
1. **Licence Fees** generated primarily from *Symphony* but also from *Adslot Media*;
2. **Trading Fees** generated primarily from *Adslot Media* but also from *Symphony*; and,
3. **Services** provided to *Symphony* and *Aslot Media* customers as well as services provided to SME customers by the company's *Webfirm* division.

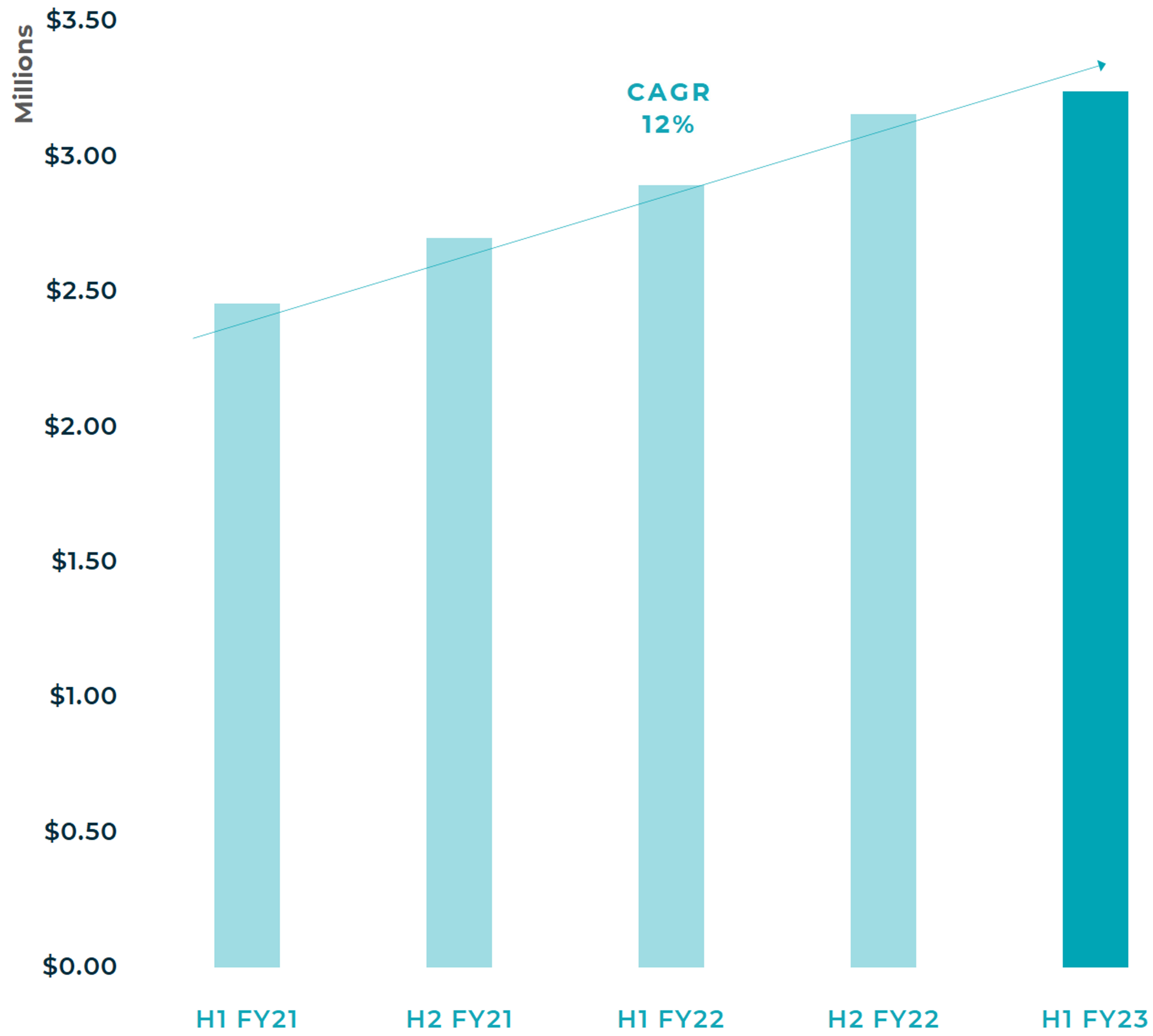
Licence Fees and Trading Fees combine to form Trading Technology Revenue. This is the strategic revenue that the business is focused on.



Trading Fee Revenue

- Trading Fees up 26% half-on-half (HoH) and down 3% on prior corresponding period (PCP)
- Successful launch of GroupM UK partner marketplace, launch of the German, and the growing adoption of the integrated Symphony – Adslot Media solution in Australia contributed to trading fee growth during the half





License Fee Revenue Growth

- Licence Fees grew 3% half-on-half (HoH) and 12% on prior corresponding period (PCP)
- Revenue growth from increased activity tiers for current markets
- Revenue growth due to favourable forex impact

+3% HoH

LICENCE FEES
\$3.242M

+12% vs PCP

Trading Technology Revenue Growth

- Trading Technology revenue grew 6% half-on-half (HoH) and 9% on prior corresponding period (PCP)
- Trading Technology revenue represents the combination of Trading Fees and License Fees
- Growth driven by License Fee growth



Disclaimer

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Definitions

*Half on Half (HoH) growth rates referenced are calculated against the last 6 months, being 6 months to 30 June 2022

**Prior Corresponding Period (PCP) growth rates rates referenced are calculated against the prior Half Year period, being 6 months to 31 December 2021

***Total Transaction Value represents the net value of media traded on the *Adslot Media* platform, including new bookings and any adjustments or cancellations made to previous bookings for a nominated period

Thank you.

Questions?

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

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