

ASX Announcement

1 March 2023

Adslot signs Marketing Alliance term sheet with Operative

Adslot Ltd (ASX:ADS) (“the Company”) is pleased to announce it has signed a Marketing Alliance term sheet with SintecMedia, NYC, Inc. (“Operative”), a leading US technology company and provider of order management software for media publishers globally.

Under the term sheet, Operative will market and pursue opportunities to provide Adslot’s direct trading capabilities to Operative’s publisher customers across both digital media and linear (traditional) television media. These direct trading capabilities would be facilitated by an integration between the *Adslot Media* platform and Operative’s newly released AOS platform. Enhancements would include the ability for *Adslot Media* to support Linear TV transactions in conjunction with digital media activity.

Adslot CEO Ben Dixon said, “We are delighted to have signed this marketing alliance with Operative. We firmly believe the combination of the sell-side capabilities of the Operative AOS platform and the sophisticated trading functionality of *Adslot Media* will be a powerful offering to large media organisations to grow incremental direct sales to advertisers. In particular, we are excited to be extending the capabilities of *Adslot Media* to the significant Linear TV opportunity in large media markets around the world.”

The term sheet is for an initial period of 180 days. Should Operative determine that re-selling Adslot’s solutions is a good business opportunity, and Adslot determines that a commercial relationship with Operative is to its advantage, the companies will negotiate in good faith to agree definitive commercial terms.

About Operative

Operative makes advertising work for media companies. Hundreds of the world’s top media companies rely on Operative’s family of solutions to automate digital and linear revenue workflows, streamline ad operations, and deliver audiences & outcomes to their buyers. Processing more than US\$50 billion in annual advertising revenue, Operative unlocks the full value of their media. For more information visit www.operative.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.

This announcement is authorised for release by the Board of Adslot Limited.

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