

ASX Announcement

7 June 2023

## COMMERCIAL UPDATE

### Highlights

- TTV for June 2023 quarter-to-date exceeds TTV for March 2023 quarter
- Progress with key commercial projects in US, UK and APAC
- Global industry trends continue to assist with adoption of *Adslot Media* platform

Adslot Ltd (ASX: ADS) is pleased to provide a commercial update on key activities and projects.

### TRADING ACTIVITY: ADSLOT MEDIA

The Company can confirm that, in line with expectations, it has continued to see growth in trading on the *Adslot Media* platform over the June 2023 quarter to date. In particular, the Company notes that Total Transaction Value (TTV) for the June 2023 quarter (to date) exceeds that for the March 2023 quarter.

### KEY COMMERCIAL PROJECTS

As previously stated, the Company remains focused on a number of key commercial projects to drive increased trading on the *Adslot Media* platform and provide a clear pathway to profitability and beyond. These commercial projects represent a diversity of geographies and use cases which the Company has identified as the best opportunities to generate scalable TTV on the *Adslot Media* platform.

The Company is pleased to provide the following detailed update on a number of these key projects.

#### German Marketplace

- Market well suited to *Adslot Media* proposition given centralised publisher market and low adoption of programmatic media compared to other large markets.
- 8 x publishers now activated including leading VOD publisher Rakuten TV, CommonMedia, Servus (Red Bull Media), Wall Street Online, Waipu.tv and Conde Nast.
- Active discussions are underway with numerous other large publishers and sales houses regarding the inclusion of their inventory on the *Adslot Media* platform.
- Global agency holding company, The Interpublic Group (IPG), have signed a trading agreement and been activated.
- Discussions underway with 2 additional agency groups have progressed, with commitments to pilot activity over the next 2 months.
- TTV is expected to grow further as additional publishers and agencies are activated and *Adslot Media* is adopted into media buying processes.

# Adslot.

## GroupM UK

- Trading on GroupM's Premium Supply Marketplace in the United Kingdom recommenced during the September 2022 quarter and continued during the December 2022 quarter.
- In January of 2023, GroupM advised the Company of its intent to move usage of the Premium Supply Marketplace (via *Adslot Media*) from a centralised GroupM buying unit to the individual agencies which hold and manage the advertiser relationships.
- During the March 2023 quarter the Company executed updated agreements with various GroupM agencies in the UK and has undertaken activation with Mindshare and MediacomEssence in both London and other UK markets.
- Discussions are ongoing regarding the use of the *Adslot Media* platform to manage Diversity, Equity and Inclusion (DE&I) trading via a single interface. This DE&I trading relates to commitments agencies have made with regard to trading with minority owned publishers and the Company expects a positive resolution on this project shortly.
- Further discussions are underway regarding projects to automate all trading currently underway via direct insertion orders (IOs) in the UK market.
- The Company expects to see strong growth in trading from the United Kingdom over the remainder of calendar 2023.

## IPG / Kinesso Marketplaces

- Following restructuring within the IPG US business, responsibility for the *Adslot Media* platform has shifted from centralised units, such as Kinesso, to the individual agency groups within the IPG group.
- The Company believes this re-organisation is a highly positive development and better aligns usage of the platform with the control of campaign budgets and the media planning process.
- Discussions with senior agency leadership have re-affirmed the value of the *Adslot Media* platform and discussions are ongoing regarding a more structured deployment of the platform across IPG agencies in the second half of 2023.
- Positive developments have continued with the existing Orion (IPG barter trading group) marketplace. Multiple advertiser teams have been trained in the June quarter and increased trading is planned in the June and September 2023 quarter.

## GLOBAL INDUSTRY TRENDS

The Company continues to see developments in the wider media industry with positive implications for the long-term adoption and scaling of trading on the *Adslot Media* platform.

In particular, the ongoing implications of an increased focus on consumer privacy, and associated legislation such as GDPR in Europe, are disrupting the existing programmatic media landscape. This has seen the decline, and ultimate deprecation, of 3<sup>rd</sup> party cookies historically used as the primary source of audience data for targeting in programmatic media. This has, in turn, greatly increased the value of 1<sup>st</sup> party audiences owned by the advertiser or publisher themselves and these data sets are becoming the primary currency for audience targeting. The *Adslot Media* platform is particularly well suited to manage 1<sup>st</sup> party enabled trading in a secure, efficient and safe manner without the cost of the existing programmatic supply chain.

Discussions with current and prospective clients globally have highlighted the importance of these developments and the Company anticipates that this and other industry trends will assist its prospects in driving scaled adoption of its products.

- END -

# Adslot.

For further enquiries, please contact:

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

Tom Triscari  
Interim 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.

## Future performance

This Announcement contains certain references to forecasts, estimates, assumptions and other forward-looking statements and statements regarding the intent, belief or current expectations of The Company. The words "likely", "expect", "aim", "should", "could", "may", "anticipate", "predict", "believe", "plan" and other similar expressions are intended to identify forward-looking statements. Forward-looking statements, opinions and estimates provided in this Announcement are based on assumptions and contingencies which are subject to change without notice, as are statements about market and industry trends, which are based on interpretations of current market conditions. Forward-looking statements are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance. This Announcement contains such statements, which are subject to risk factors associated with an investment in The Company. The Company believes that these statements are reasonable, but they may be affected by a range of variables which could cause actual results or trends to differ materially. Forward-looking statements involve known and unknown risks, uncertainties and assumptions and other important factors that could cause actual results, performance or achievements of The Company to be materially different from future results, performances or achievements expressed or implied by such statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this Announcement.