

[ASX Announcement](#)

[9 June 2023](#)

## Changes to Board

Mr Andrew Barlow, Non-Executive Chairman of **Adslot Limited**, has advised the Adslot Board of his decision to step down as Chair due to increasing professional and personal commitments outside of Adslot.

The Board has appointed Non-Executive Director, Mr Andrew Dyer, as Chairman effective immediately.

Departing Chairman, Mr Andrew Barlow said, "It has been a great honour to act as Chair of this Company over the past, more than 13 years. Every year, Adslot has moved closer and closer towards its goal of becoming the preferred industry platform for the direct trading of premium advertising inventory globally.

"Although Adslot has not yet realised its full performance potential, after many years of hard work and significant investment, it has never been better positioned to do so than it is now. Master Service Agreements with agency holding companies have been secured. Pipes have been built directly into publisher ad servers. 1<sup>st</sup> party audience targeting capabilities have been built to capture the industry shift from exchanges to direct Insertion Orders due to Google and Apple cookie deprecation. Market adoption has been successfully proven in smaller markets like Austria and Australia. And Adslot is now poised to enter and lead in larger markets like the US, UK and Europe.

"I am extremely excited to welcome Andrew Dyer as Chairman. Andrew has made an enormous contribution to the Board and Executive Team over the past five years as a non-executive director and will make an excellent Company leader. His areas of expertise include strategy, business transformation, business and operating model design, performance management, culture & engagement, and large-scale change management. Skills perfectly suited to his new leadership role within Adslot. I wish him every success in the role and will continue to support him as a non-executive director."

Incoming Chair, Mr Andrew Dyer, said "Firstly, let me acknowledge the contribution Andy has made to Adslot over his term. As Chair he has brought tremendous insight and energy to the role. Andy is stepping down as Adslot approaches an inflection point. Tired consumers and regulation limiting the use of 3<sup>rd</sup> party data has resulted in less than 40% of programmatic impressions containing the right data to get the right ad to the right consumer. Adslot Media allows brands and publishers to reach consumers more effectively in the next era of privacy first digital advertising. We are witnessing this in some of our projects in Europe, where legislation is driving a host of changes which we believe will sweep across the industry worldwide. I look forward to working with the board and executive team to ensure Adslot delivers on its enormous potential."

Mr Andrew Barlow was appointed Chairman of the Company on 15 February 2010. Mr Barlow will remain a Non-Executive Director of the Company and continue to serve on the Remuneration Committee.

### About Mr Andrew Dyer

Mr Dyer was a Senior Partner and Director of The Boston Consulting Group (BCG). Mr Dyer led BCG's Enablement business globally and was previously the global leader of BCG's People & Organization Practice. He has also served on BCG's global Executive Committee as well having held numerous other local, regional, and global roles.

Mr Dyer has over 29 years' consulting experience supporting senior executives in leading companies around the world, with a particular focus on financial and other services sectors. He has lived in Australia, Switzerland, Finland, Korea and Thailand. Additionally, he has led client work in the USA, Canada, UK, Taiwan, Singapore and New Zealand.

# **Adslot.**

Mr Dyer's areas of expertise include strategy, business transformation, business and operating model design, performance management, culture & engagement and large-scale change management.

Prior to joining BCG in 1994, Mr Dyer worked for the Commonwealth Bank in corporate banking and capital markets. He has also worked for the Australian Federal Government.

Mr Dyer holds a Bachelor of Economics (Hons) from the Australian National University (ANU), a Master of Commerce (Finance) from the University of New South Wales (UNSW) and a Master of Business Administration (MBA) from IMD Switzerland.

## **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.

- END -

For further enquiries, please contact:

Ben Dixon  
Chief Executive Officer  
Adslot Limited  
[investor.relations@adslot.com](mailto:investor.relations@adslot.com)