



Adslot Ltd.  
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ASX Announcement

20 June 2023

### Letter to Ineligible Shareholders of Non-Renounceable Entitlement Offer

Attached is a sample of the letter that will be provided to shareholders of **Adslot Ltd (ASX: ADS)** ("**Adslot**" or the "**Company**") who are ineligible to participate in the fully underwritten pro rata non-renounceable entitlement offer of 1 New Share for every 2.8 existing shares in Adslot, accompanied by 1 attaching new option (Entitlement Offer), as announced by the Company on 9 June 2023 and 13 June 2023.

For more information on the Entitlement Offer, please refer to the Prospectus and Supplementary Prospectus which can be accessed on the Company's website at [www.adslot.com](http://www.adslot.com). Further information is also available from the Share Registry (Computershare) on 1300 850 505 (within Australia) or +61 3 9415 4000 (outside Australia) between 8:30am and 5:00pm (Melbourne time) Monday to Friday during the period from and including the date on which the Entitlement Offer opens (Tuesday 20 June 2023) until and including the date on which it closes on Thursday 29 June 2023 (within Australia). Alternatively, contact your stockbroker, accountant, solicitor or other professional adviser to determine whether it meets your objectives, financial situation and needs.

This announcement was authorised for release by the Company Secretary, Mark Licciardo.

- END -

For further enquiries, please contact:

Ben Dixon  
Chief Executive Officer  
Adslot Limited  
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Tom Triscari  
Interim Chief Financial Officer  
Adslot Limited  
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# Adslot.

## 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.

# Adslot.

Adslot Limited  
ABN 70 001 287 510



ADS  
MR SAM SAMPLE  
FLAT 123  
123 SAMPLE STREET  
THE SAMPLE HILL  
SAMPLE ESTATE  
SAMPLEVILLE VIC 3030

20 June 2023

Dear Shareholder,

## NON-RENOUNCEABLE RIGHTS OFFER – NOTIFICATION TO INELIGIBLE SHAREHOLDERS

On 9 June 2023, Adslot Ltd (**Company**) announced a capital raising totaling approximately \$4.25 million (before costs), through a placement to institutional and sophisticated investors (to raise approximately \$1.1 million) and a non-renounceable rights offer of one (1) fully paid ordinary share (**New Share**) for every two point eight (2.8) existing ordinary shares, accompanied, at a nil issue price, by 1 attaching option with an exercise price of \$0.006 and an expiry date of 31 December 2024 (**New Option**), held by eligible shareholders as at 7.00pm (Melbourne time) on 16 June 2023 (**Record Date**) (**Entitlement Offer**) (to raise approximately \$3.15 million).

The Entitlement Offer will be made by the Company pursuant to a prospectus dated 9 June 2023, as supplemented by a supplementary prospectus dated 13 June 2023 (together, **Prospectus**), which are available to be downloaded from the Company's website at [www.adslot.com](http://www.adslot.com).

The Company has decided that it is unreasonable to extend the Entitlement Offer to shareholders with a registered address outside Australia and New Zealand (**Ineligible Shareholders**), having regard to the number of such shareholders, their holdings and the compliance costs required to offer the New Shares under the Entitlement Offer to those shareholders.

Unfortunately, since you are an Ineligible Shareholder, no offer is being made to you and the Prospectus prepared by the Company in relation to the Entitlement Offer is available to you for information purposes only.

This letter is not an offer to issue New Shares or New Options to you, nor an invitation for you to apply for New Shares and attaching New Options. You do not have to take any further action in relation to the Entitlement Offer.

If you have any questions in relation to any of the above matters, please contact 1300 850 505 (within Australia) or +61 3 9415 4000 (outside Australia) between 8.30am and 5.00pm (Melbourne time) on Monday to Friday.

Yours faithfully,

**Adslot Ltd**