



ASX Announcement

6 July 2023

Adslot Ltd.  
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## Close of Entitlement Offer

Adslot Ltd (ASX: ADS) ("Adslot" or the "Company") refers to its announcement of 9 June 2023 in relation to its share placement (to raise \$1.1 million) ("Placement") and fully underwritten 1 for 2.8 pro rata non-renounceable entitlement offer (to raise approximately \$3.15 million) ("Entitlement Offer").

Adslot is pleased to confirm that the Entitlement Offer successfully closed on Thursday 29 June 2023.

Take up of the Entitlement Offer represents 390,048,719 (approximately \$1.56 million), or approximately 49.6%, of the shares (and attaching options) available under the Entitlement Offer.

The underwriter of the Entitlement Offer, Canaccord Genuity (Australia) Limited, and the sub-underwriters have taken up the full amount of the shortfall, being 397,219,822 shares and attaching options (approximately \$1.59 million). As previously disclosed, the sub-underwriters include directors and related parties of the Company.

The shares to be issued under the Entitlement Offer and the shortfall will be issued today, Thursday 6 July 2023, together with the aggregate 1,062,268,541 options attaching to the shares issued under the Placement, the Entitlement Offer and the shortfall.

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

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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.