

ASX Announcement 15 September 2023

Completion of Unmarketable Parcels Share Buy Back

Pursuant to the announcement made on 31 July 2023 Adslot Ltd (ASX: ADS) (“Adslot” or the “Company”) has now completed its buyback of unmarketable parcels of ordinary shares in the Company (UMP Shares).

Under the terms of the unmarketable parcels buyback as announced on 31 July 2023 and sent out to relevant shareholders on 2 August 2023, shareholders had until 5.00pm (AEST) on 13 September 2023 (Closing Date) to opt out of the Buy-Back or increase their shareholding above the value of an Unmarketable Parcel. Shareholders that did not exercise either of these options by the Closing Date had their Shares acquired by Adslot. A total of 42,122,133 ordinary shares have been acquired and cancelled at a buyback price of \$0.0039 per share.

The outcome of the buy-back on the Company's capital structure is as follows:

Number of shares on issue before cancellation of UMP Shares	3,266,617,680
Number of shares on issue after cancellation of UMP Shares	3,224,495,547
Number of shareholders before completion of buyback	2,644
Number of shareholders after completion of buyback	940

The buyback outcome will reduce share registry and other shareholder related administrative costs for the Company going forward.

Proceeds will be distributed to relevant shareholders on or about 25 September 2023. The Company has covered all costs related to the buyback, excluding tax consequences from the sale of shares which remain the responsibility of the shareholder.

This announcement was authorised for release by the Board of 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.