

ASX Announcement

22 February 2024

Investor Webinar – br1dge Launch

Adslot Ltd (ASX:ADS) (“the Company”) is pleased to confirm that a video recording of the investor webinar held on 21 February 2024 to discuss the launch of wholly-owned subsidiary Br1dge Inc (“br1dge”) is available on the Company’s website at www.adslot.com/investor-relations/investor-relations-home.

This webinar was hosted by Adslot CEO, Mr. Ben Dixon and the incoming CEO of **br1dge**, Mr. Mark Pearlstein and discussed the background to the br1dge opportunity, market dynamics, the addressable market and executional plans.

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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.

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