

## Amendments to Symphony Agreement with GroupM

Adslot Ltd (ASX: ADS) (“Adslot” or the “Company”) today announces a number of amendments to its long-standing agreement with international agency group, GroupM, for the provision of the Symphony workflow management solution.

By mutual agreement, Adslot and GroupM have agreed to the removal of dedicated Symphony development resources which are funded by GroupM. These resources have historically developed custom features and enhancements for GroupM agencies. These reductions reflect the maturity of the Symphony product and a desire by GroupM to reduce costs not directly related to product delivery given continued disruption to the global advertising industry. Ongoing custom development will be conducted on a time and materials basis.

The removal of these development resources will see a \$2.2M reduction in annualised license fee revenues for FY2025 with an equivalent reduction in operating costs, so that the Company maintains its net earnings position. Redundancy costs related to headcount reductions will be met by GroupM. These changes will have no material impact on financial performance for the 2024 Financial Year.

In addition, the amended agreement terms will impact the delivery of Symphony to certain markets. The Symphony platform will be removed from the markets of Vietnam, India and the Philippines effective July 1, 2024. The Company notes that these markets, which feature simplified buying models and low use of campaign measurement, have over time been determined to not be optimal for the deployment of centralised workflow solutions such as Symphony. The Symphony solution will remain active in 9 optimally configured markets for GroupM and contract terms will extend GroupM’s commitment to maintain Symphony in those markets.

These market amendments will result in a further reduction of \$1.2M in annualised license fees in FY2025. The company will make additional reductions in operating costs to reflect this reduction in revenue. As with the aforementioned changes, there will be no material impact on financial performance for the 2024 Financial Year.

The Company notes the following key data points regarding Symphony;

- The platform will remain active in 9 markets for GroupM across APAC and EMEA, including the key markets of China and Australia, with extended commitment terms.
- Approximately \$6B in media transactions to remain under management.
- Continuing markets support over 3,000 active users.
- The Symphony product remains highly relevant to manage media trading in sophisticated markets.
- Commercial discussions continue regarding further deployments and new customer contracts, including multi-market regional deployments.

# Adslot.

The Company remains focused on accelerating progress with key initiatives including its Br1dge subsidiary in the US and Connected Television trading in Germany. The Company notes that the above changes will have no impact on development and commercial activities related to the Adslot Media product, including Br1dge.

- END -

For further enquiries, please contact:

Ben Dixon  
Chief Executive Officer  
Adslot Limited  
investor.relations@adslot.com

## 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.