

ASX Announcement

21 May 2024

Launch of br1dge and Investor Webinar

Adslot Ltd (ASX:ADS) (“the Company”) is pleased to announce the official launch of the br1dge platform in the US market. The platform which has been developed by Adslot’s wholly-owned subsidiary, Br1dge, Inc. (“br1dge”), is designed to capitalise on the significant opportunities emerging with the imminent deprecation of 3rd party cookies from the advertising industry.

Highlights

- br1dge product launched at major industry summit in the US.
- Positive response to Audience Reach Audits conducted for prospective advertiser clients.
- Commitments from 5 advertisers to identify budgets for pilot trading.

Background to br1dge

br1dge has been established to service the needs of buyers and sellers of programmatic advertising who can no longer utilise 3rd party cookies. These 3rd party cookies have historically been used to track, target and attribute audiences in digital advertising and their use has been increasingly limited by privacy legislation and consumer pushback. This will culminate in Google’s anticipated deprecation of 3rd party cookie support in its Chrome browser by early 2025.

br1dge leverages Adslot Media’s existing integrations to both publisher’s inventory management systems (ad servers) and sources of privacy compliant 1st party audience data. When combined with a new audience centric workflow, advanced audience classifications and the ability to transact with multiple publishers simultaneously, br1dge provides a unique alternative for buyers who can increasingly no longer find target audiences via programmatic channels. The br1dge platform is charged to advertisers or agencies based on the volume of ads delivered.

Launch of br1dge

The launch of br1dge occurred at the Digiday Programmatic Marketing Summit in the US, held over May 15 – 18, and attended by representatives of leading advertisers, agencies and publishers. This follows the deployment of version 1.0 of the br1dge product in early May after 9 months of product development.

As the first phase of commercialisation of the br1dge platform, the Company has conducted Audience Reach Audits for 5 large advertisers in the automotive, alcohol and healthcare industries. These audits analyse the impact advertisers are already experiencing on their media campaigns from the loss of audience signal; a critical issue that the br1dge solution seeks to resolve. **All 5 advertisers have committed to identifying media budgets to pilot trading on the platform.**

Investor Webinar

The Company will be conducting an investor webinar at 11am on Tuesday May 28. This meeting hosted by Adslot CEO, Mr. Ben Dixon, and Br1dge Inc CEO, Mr. Mark Pearlstein, will discuss the launch of br1dge and

Adslot.

other commercial developments for Adslot. In addition, there will be a product demonstration of the bridge platform.

All attendees must register in advance, and can submit questions, via the following link:

<https://attendee.gotowebinar.com/register/7167660665738319452>

The Company looks forward to welcoming all shareholders and investors to this live event.

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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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