

## Institutional Entitlement Offer Raises \$0.53 million - Total Commitments now \$0.99 million

Adslot Ltd (ASX: ADS) (“Adslot” or “the Company”) is pleased to announce the successful completion of the accelerated institutional component (“**Institutional Entitlement Offer**”) of its partially underwritten 3 for 4 accelerated pro-rata non-renounceable entitlement offer (“**Entitlement Offer**”) of new fully paid ordinary shares in Adslot (“New Shares”) at an offer price of \$0.001 per share, details of which were announced on Monday, 17 June 2024. The Entitlement Offer seeks to raise up to a total of \$2.4 million.

The Company is pleased to announce it has raised approximately \$0.53 million in proceeds from the Institutional Entitlement Offer, a commitment to participate in any shortfall in the Entitlement Offer of up to \$210,000 (subject to the conditions described below) and commitments from several directors to partially underwrite the Retail Entitlement Offer and take up their entitlements for a further approximately \$0.26 million.

### Institutional Entitlement Offer

The Institutional Entitlement Offer will raise proceeds of approximately \$0.53 million before costs at the Offer Price of A\$0.001, with approximately 525,176,249 New Shares to be issued, which constitutes approximately 61% of the invited institutional shareholder’s entitlements under the Institutional Entitlement Offer (one participant having been capped by the takeover restrictions under chapter 6 of the Corporations Act 2001 (Cth)) and the remainder will form part of the shortfall of the Entitlement Offer. No broker fees were payable.

New Shares issued pursuant to the Institutional Entitlement Offer will rank equally with existing shares from the date of their issue. Settlement of the Institutional Entitlement Offer is scheduled for Wednesday 26 June 2024, with the New Shares issued expected to commence trading on ASX on Friday, 28 June 2024.

Furthermore, the Company has received a commitment from a participant in the Institutional Entitlement Offer to take up to a further \$210,000 in any shortfall, subject to compliance with applicable laws and availability (including without limitation chapter 6 of the *Corporations Act 2001* (Cth)).

### Retail Entitlement Offer

Details of the retail component of the Entitlement Offer (“Retail Entitlement Offer”), were also announced on Monday, 17 June 2024. The Retail Entitlement Offer will open at 10.00am (Sydney time) on Monday, 24 June 2024 and close at 5.00pm (Sydney time) on Monday, 8 July 2024.

Eligible retail shareholders with a registered address in Australia or New Zealand on the Record Date of 7.00pm (Sydney time) on Thursday, 13 June 2024 have the opportunity to invest in New Shares at the Offer Price of \$0.001 per share, on the terms and conditions outlined in the Retail Offer Booklet.

Eligible retail shareholders wishing to participate in the Retail Entitlement Offer should carefully read the Retail Offer Booklet and the personalised Entitlement and Acceptance Form which will be made available to them on Monday, 24 June 2024. A copy of the Retail Offer Booklet will be available on the ASX website at [www.asx.com.au](http://www.asx.com.au) from Monday, 24 June 2024.

The Retail Entitlement Offer will be partially underwritten by current directors Adrian Giles, Sarah Morgan, and Andrew Dyer (through their related shareholding entities) who have agreed to underwrite and (along with Ben

# Adslot.

Dixon) to take up their entitlements under the Entitlement Offer to a total of a further approximately \$0.26 million (which does not include any entitlements taken up in the Institutional Entitlement Offer).

## Indicative Timetable

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|---|----------------------|
| Entitlement Offer announced   | 17 June 2024         |
| Entitlement Offer Record Date   | 7:00pm, 19 June 2024 |
| Offer Document dispatched to shareholders, Retail Entitlement Offer opens | 24 June 2024         |
| New Shares issued under the Institutional Entitlement Offer               | 26 June 2024         |
| Retail Entitlement Offer closes   | 5:00pm, 8 July 2024  |
| Issue of shares under Retail Entitlement Offer                            | 15 July 2024         |

*Note: The timetable above is indicative only and may be subject to change without notice.*

This announcement was authorised for release by the Board of Adslot Ltd.

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For further enquiries, please contact:

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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.