



ASX Announcement

13 August 2024

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## Appointment of Executive Chairman and Strategic Review

Adslot Ltd (ASX: ADS) (“Adslot” or “the Company”) wishes to advise that its CEO, Mr Ben Dixon, is currently on medical leave of absence. Mr Andrew Dyer, the Company’s Chairman will assume the role of Executive Chairman for the immediate future. There is no change to Mr Dyer’s remuneration for the additional responsibilities.

The Company has commenced a strategic and operational review, with the objective of accelerating its pathway to breakeven.

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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Adslot Limited

### 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.