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ASX Announcement
27 November 2024

Change of Auditor

In compliance with ASX Listing Rule 3.16.3, Adslot Limited (ASX: ADS, 'the Company') advises that, MNSA Pty Ltd has been appointed as auditor of the Company.

The appointment was made by the Company's members by ordinary resolution at the Annual General Meeting held on 26 November 2024. The change follows the resignation of the Company's previous auditor, Grant Thornton Audit Pty Ltd in accordance with Section 329(5) of the Corporations Act and approval from ASIC.

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

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For further enquiries, please contact:




Ben Loiterton
Interim Chief Executive Officer
Adslot Limited
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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, operating Five Key Business Units:

Adslot.

Stable Businesses			Growth Businesses	
 Media Auctions			Adslot Media.	Adslot StoreFront
<ul style="list-style-type: none"> Specialist enterprise auction-based platform that enables marketplaces to maximise value of advertising inventory. Major client is REA (ASX:REA) Realestate.com.au. Business model – Monthly SaaS fee, annual contracts. 	<ul style="list-style-type: none"> A global enterprise SaaS platform, providing digital media buying workflow solutions to the world's largest advertising agencies. Major client is GroupM in 8 countries including China. Business model – Monthly SaaS fee, annual contracts 	<ul style="list-style-type: none"> Digital marketing agency providing Website Development, SEO, Search and Social Media solutions to SMEs nationally. Business model – Fee for services, hosting fees. 	<ul style="list-style-type: none"> A global digital media marketplace for media buyers and sellers to trade premium advertising inventory on a targeted, forward guaranteed basis. <i>Br1dge</i> feature for bulk digital audience data trading. Many sellers to many buyers marketplace. Business model - Percentage-based fee on advertising spend on the platform (TTV trading fees). 	<ul style="list-style-type: none"> Digital white label gateway for media companies to sell ad inventory and audience access to multiple media buyers. Enables publishers to increase revenue and efficiently manage sales process. Single seller to many buyers. Business model - Percentage-based fee on advertising spend via the gateway plus monthly and set-up fees

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.