

ASX Announcement

20 May 2021

Agreement with Media Monks and Firewood Marketing

Adslot Ltd (ASX:ADS) is pleased to announce that it has executed an agreement with Media Monks and its sister agency Firewood Marketing. Both US based agencies are subsidiaries of leading multi-national media group, S4 Capital. This agreement will enable Media Monks and Firewood to trade with Adslot's growing catalogue of premium US and global publishers via the Adslot Media marketplace.

Adslot's CEO, Ben Dixon said "Following recent progress in activating agencies in the US market, we are delighted to have the combined demand of Firewood and Media Monks joining the Adslot Media platform. This represents a further validation of our goal to provide a purpose-built way for premium brands to trade audience enabled media in a guaranteed manner."

Media Monk's SVP Digital Media, Kristoffer Belau said "We're excited to use Adslot to leverage premium publishers in a way that we've never had the ability to before. The workflow, timesaving, and reporting improvements on the old-fashioned way of doing this will be a major benefit to helping to grow our offering."

Trading under this agreement is anticipated to commence later in the June 2021 quarter and scale over coming quarters.

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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.