

ASX Announcement

4 June 2021

Adslot signs Marketplace Agreement with GroupM

Adslot Ltd (ASX:ADS) is pleased to announce that it has executed a marketplace agreement with the world's largest media investment company, GroupM. Under this agreement, Adslot will provide GroupM with a white-labelled instance of the *Adslot Media* platform that will enable buyers to transact direct inventory with Adslot's growing catalogue of premium publishers. This marketplace will form a component of GroupM's Premium Supply initiative.

This agreement is independent of the Company's existing contract with GroupM for the provision of the *Symphony* workflow solution to markets in APAC and Europe.

Adslot CEO, Ben Dixon said, "We are delighted to have GroupM join the list of agencies utilising the *Adslot Media* platform for premium guaranteed trading. It is especially pleasing given the long-standing relationship with GroupM on our *Symphony* product. *Adslot Media* will provide a new and innovative method for GroupM to transact directly with their premium publisher partners via a purpose-built platform."

GroupM UK Managing Director – Investment, Robin O'Neill said, "We are looking forward to deploying the *Adslot Media* platform in order to continue our support of high-quality premium publishers and to drive even greater efficiencies for our clients."

The execution of this agreement represents the conclusion of negotiations with a fifth agency holding company referred to in the Company's March 2021 Trading Update. Activity will commence in the United Kingdom with the opportunity to activate further markets under the agreement. Under the agreement, both parties have the ability to agree on any amendments to commercial terms prior to the conclusion of an initial three month period. Trading under this agreement is scheduled to commence in July 2021.

- END -

For further enquiries, please contact:

Ben Dixon
Chief Executive Officer
Adslot Limited
investor.relations@adslot.com

Felicity Conlan
Chief Financial Officer
Adslot Limited
investor.relations@adslot.com

Adslot.

About GroupM

GroupM is the world's leading media investment company, responsible for more than \$60B in annual media investment through agencies Mindshare, MediaCom, Wavemaker, Essence and m/SIX, as well as the outcomes-driven programmatic audience company, Xaxis. GroupM's portfolio includes Data & Technology (Choreograph), Investment and Services, all united in vision to shape the next era of media where advertising works better for people. By leveraging all the benefits of scale, the company innovates, differentiates and generates sustained value for its clients wherever they do business.

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.