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ASX Announcement

30 August 2021

Renewal of Symphony Agreement with GroupM

Adslot Ltd (ASX:ADS) is pleased to announce that it has executed an agreement to extend the term of its multi-market *Symphony* Master Services Agreement (MSA) with GroupM, the world's largest media investment company. This amended agreement sees an effective extension of the term of the MSA, first signed in August 2016, by no less than 3 years, until at least July 2024.

In addition, the amended agreement sees the extension of trading terms for the Ad*slot Media* marketplace to all markets where *Symphony* is deployed. These terms will enable GroupM markets using *Symphony* to access the integrated *Symphony – Adslot Media* solution without the need for commercial agreements at a local level.

Further, this amended agreement confirms a number of historical changes, both temporary and permanent, to fees not related to market deployments. These changes to fees were previously disclosed by the Company in its January 2021 Trading Update.

Adslot CEO, Ben Dixon said, "We are very pleased to have finalised this renewal to our long-standing *Symphony* agreement with GroupM. In particular we anticipate that the extension of the *Adslot Media* trading terms to all *Symphony* markets will enable us to replicate the initial success we have seen with the integrated solution in Austria to additional markets over time. Following the recent announcement of the use of the A*dslot Media* platform as a component of GroupM's Premium Supply initiative, this further highlights the relevance of Adslot's products to the largest and most sophisticated buyers of digital media."

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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.