

val use only

FINANCIAL YEAR 2021 RESULTS.

Adslot.

FY21 STRATEGIC PRIORITIES.

During FY21, the Company continued its focus on a number of key strategic priorities:

- Activating currently contracted agency groups to drive growth in *Adslot Media* trading fees;
- Pursuing further market deployments for *Symphony* with existing agency clients; and
- Maintaining a focus on cost management.

FY21 EXECUTIVE SUMMARY.

- *Adslot Media* delivered its highest annual TTV* of **\$28.3M** in FY21, an 82% increase on PCP
- *Adslot Media* continued to **sign** MSAs, **activate** existing MSA partners, and **implement** new partner marketplaces
- *Symphony* licence fees **grew by 10%+** HoH
- *Symphony* activated for **Omnicom Media Group** in The Netherlands, diversifying the Company's client footprint
- Minimum **three-year extension** of global GroupM *Symphony* contract signed, with *Adslot Media* trading terms baked in (allowing GroupM to use the *Adslot Media* marketplace in any market where *Symphony* is deployed)
- Continued focus on **cost management** with net operating cash outflows reducing to \$0.3M (vs \$3.4M operating cash outflows in FY20) with **cash** at year end of **\$6.8M** (vs \$6.2M at FY20 year end)
- The Company successfully completed a **\$4.0M capital raising** supported by key major shareholders during FY21

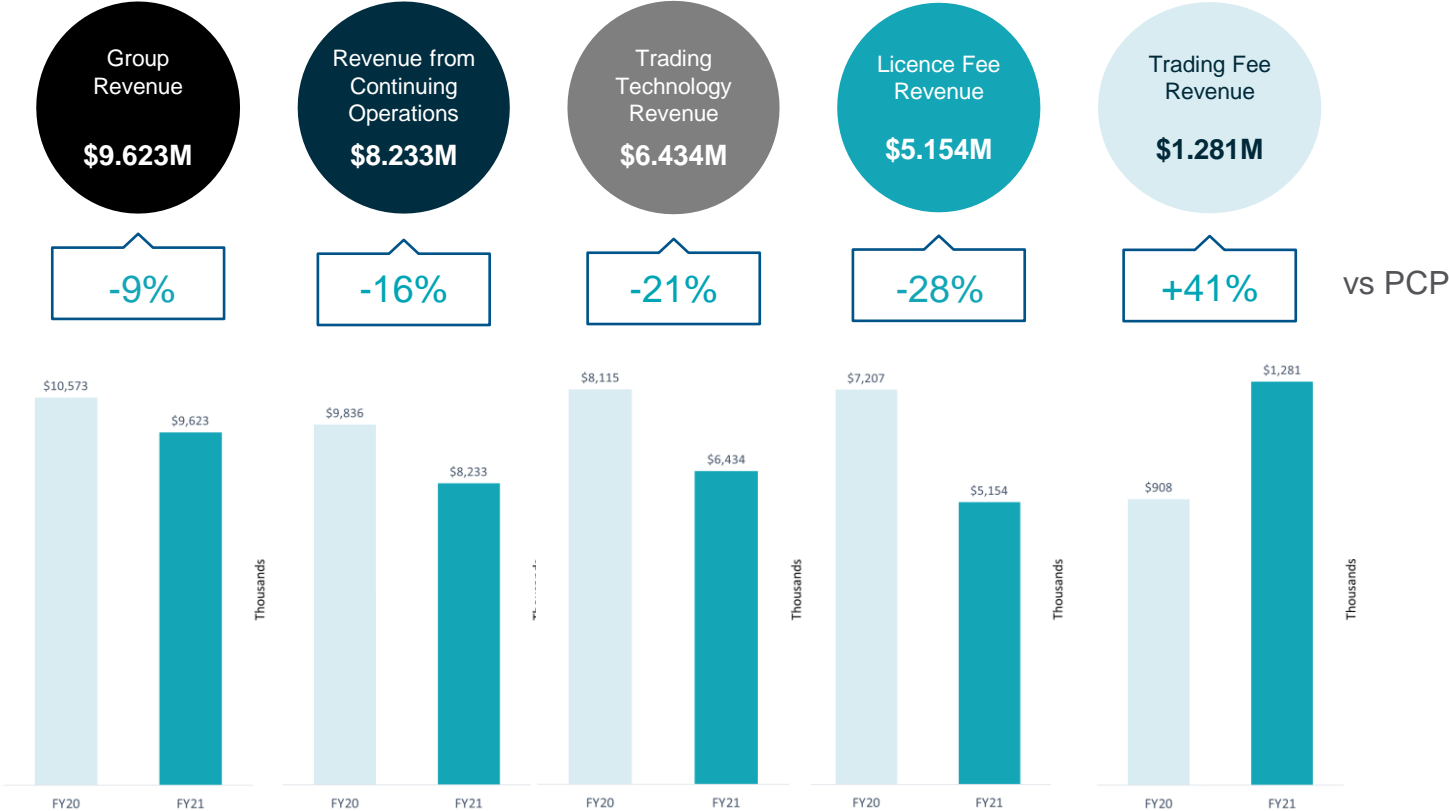
* TTV (Total Transaction Value) represents the net value of media traded on the Adslot Media platform, including new bookings and any adjustments or cancellations made to previous bookings for a nominated period. TTV was previously reported by the Company as "the value of media traded on the Adslot Media platform"

Note: Half on Half (HoH) growth rates referenced are calculated against the last 6 months, being 6 months to 31 December 2020

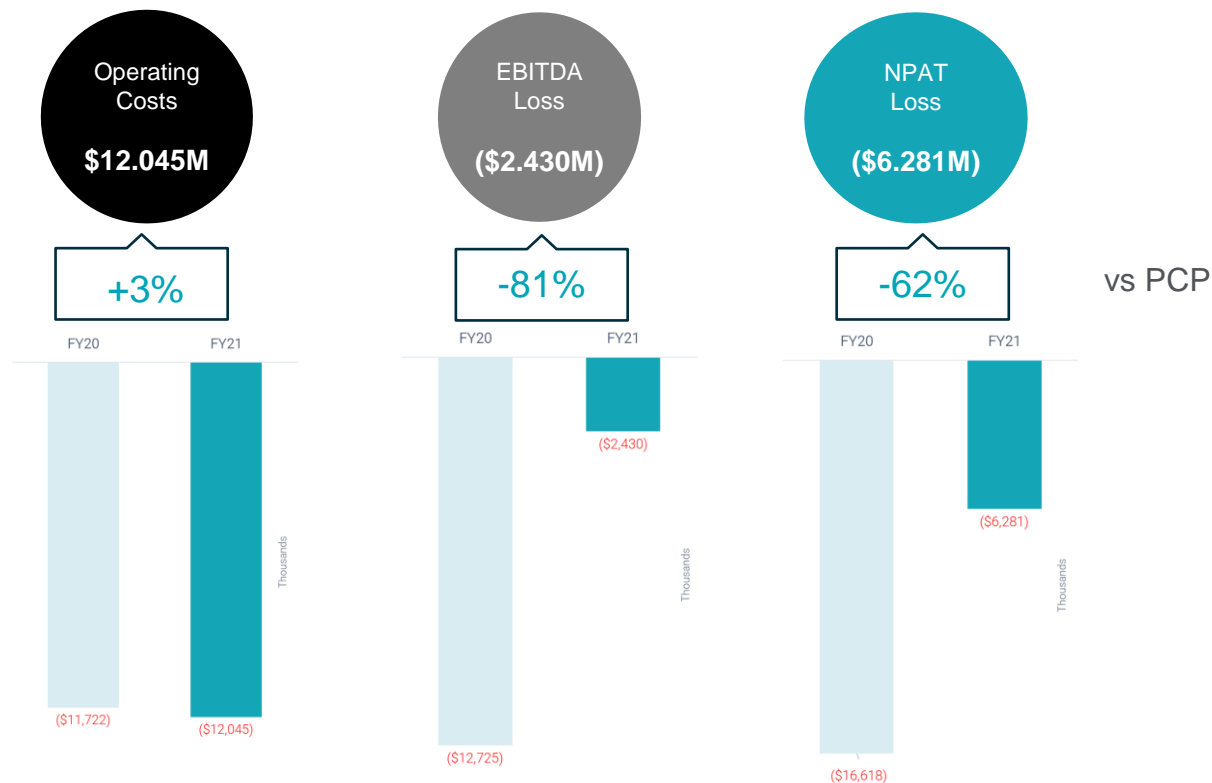
Prior Corresponding Period (PCP) growth rates rates referenced are calculated against the prior financial year, being 12 months to 30 June 2020

FY21 FINANCIAL RESULTS.

Licence Fee Revs down 28%, Trading Fee Revs up 41%

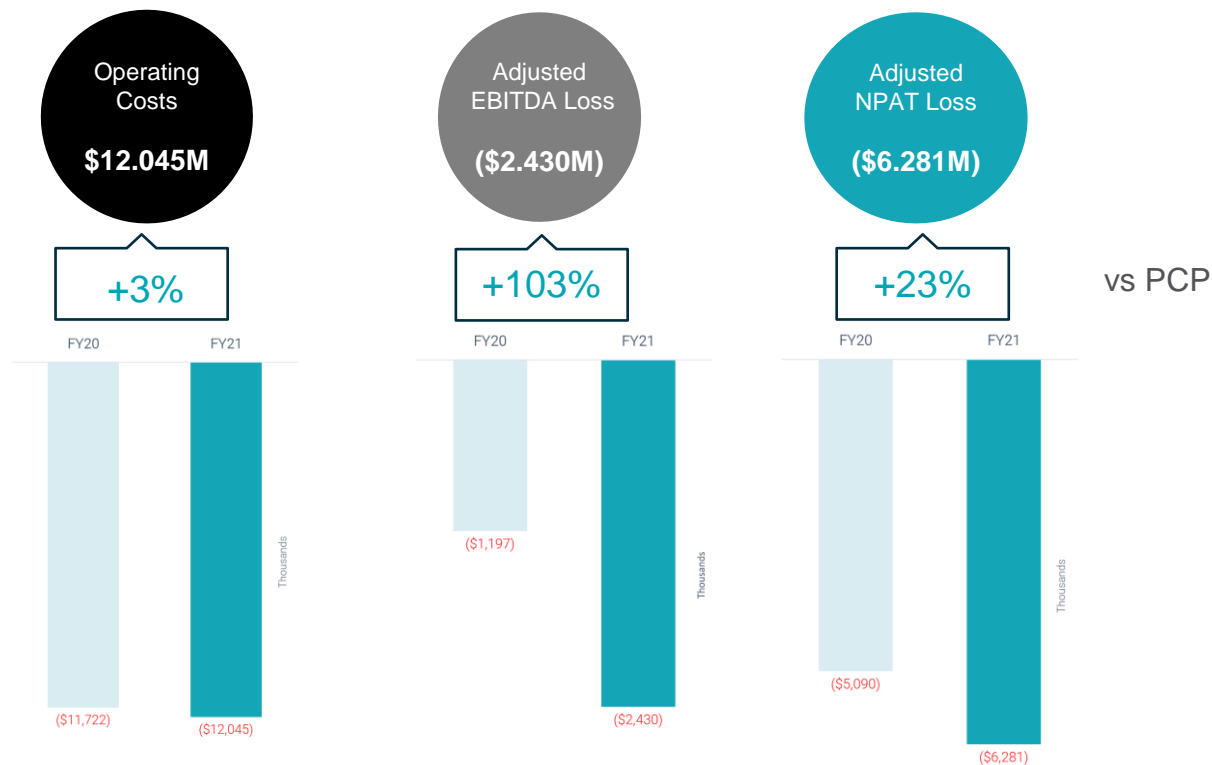


OPERATING COSTS, EBITDA AND NPAT.



Note: FY20 EBITDA loss and NPAT loss includes impairment of Goodwill of \$10.0M and once off provision for FY16 R&D Claim of \$1.528M.

COMPARED TO ADJUSTED FY20 EBITDA & NPAT.



Note: Adjusted EBITDA loss and Adjusted NPAT loss is after adding back impairment of Goodwill of \$10.0M and once off provision for FY16 R&D Claim of \$1.528M to FY20 results

REVENUE SEGMENTS.

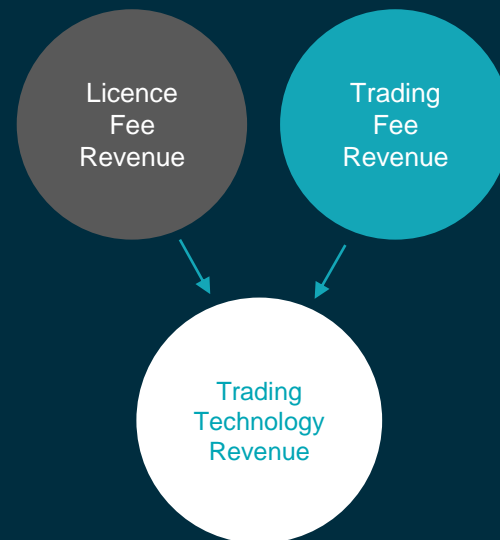
Three main revenue sources:

- **Licence Fees** generated primarily from *Symphony* (but also from *Adslot Media*);
- **Trading Fees** generated primarily from *Adslot Media* (but also from *Symphony*); and,
- **Service Fees** derived mostly from SME customers of the Company's *Webfirm* division, but also from services provided to *Symphony* and *Adslot Media* customers.

Licence Fees and **Trading Fees** combine to form **Trading Technology Revenue**.

This is the strategic revenue that the business is focused on.

Strategic Revenue



Non-strategic Revenue



LICENCE FEE REVENUE.

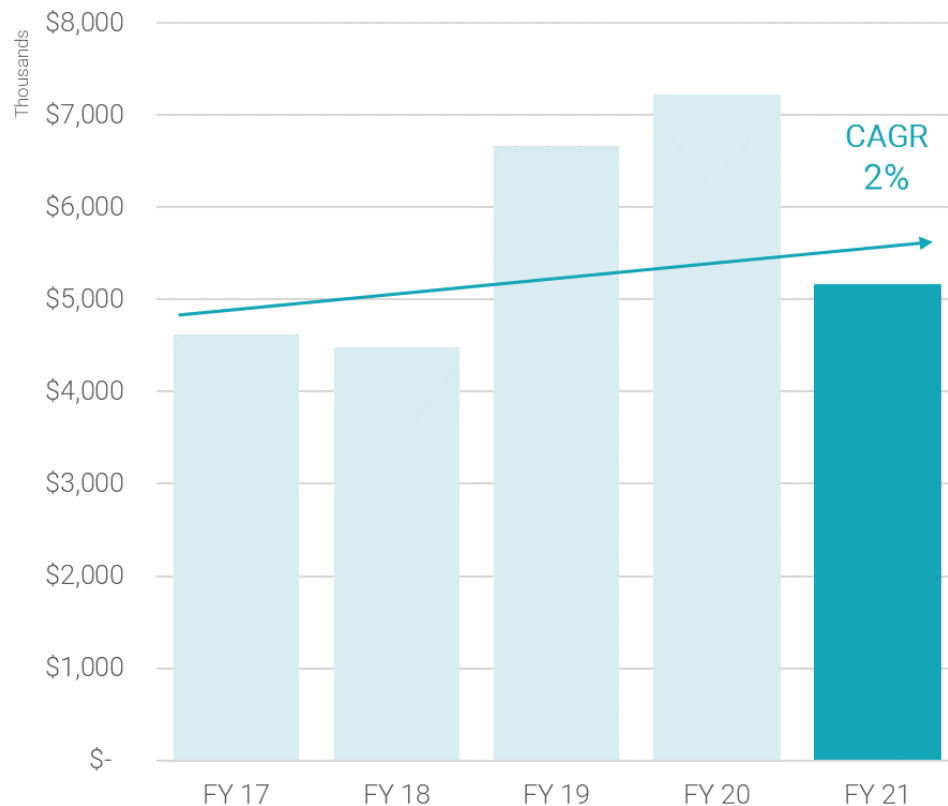
-28%

vs PCP

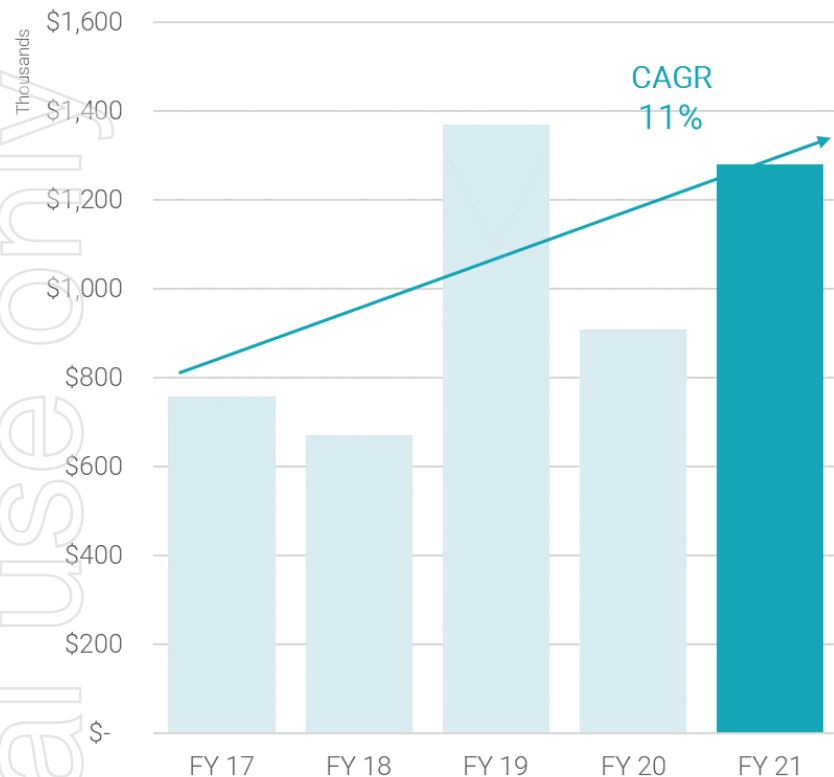
Licence Fees
\$5.154M

Licence Fees declined 28% on prior corresponding period (PCP) due to renegotiation of GroupM Symphony MSA including:

- Temporary fee reductions and market tier caps in the half year to 31 December 2020 due to COVID-19;
- Reduction in non-market related development fees with a corresponding reduction in costs.



TRADING FEE REVENUE.



+41%

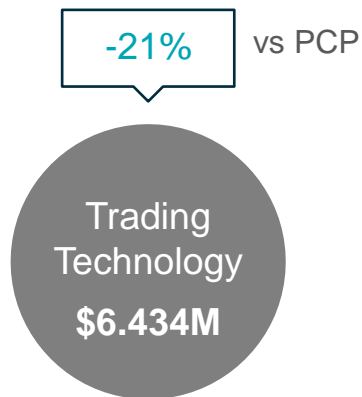
vs PCP

Trading
Fees

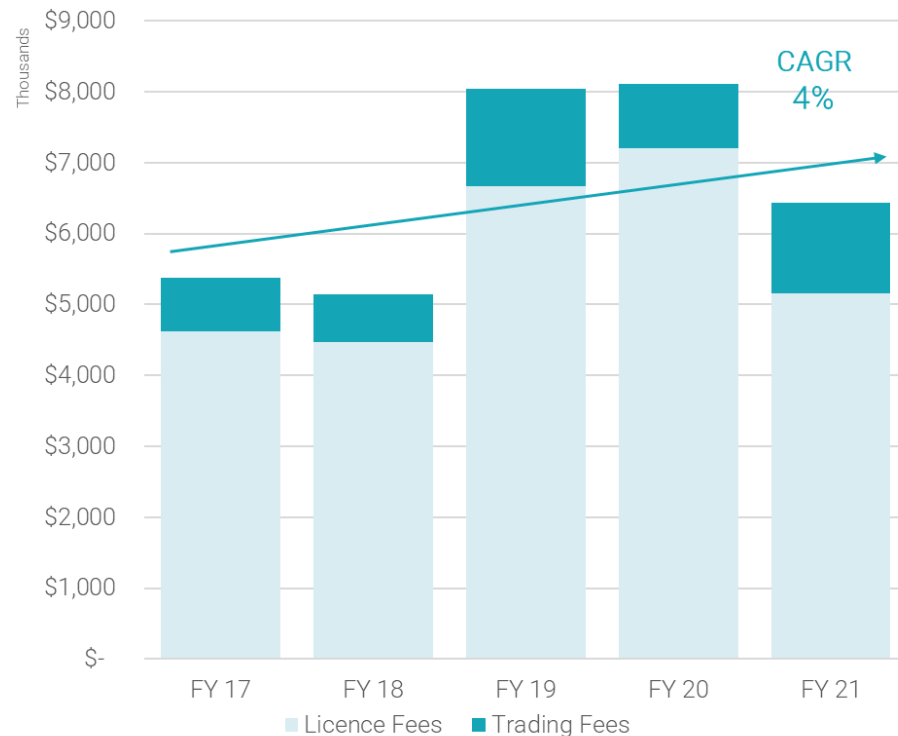
\$1.281M

- Note: Trading Fee revenues are invoiced and recognised in the Company accounts in the month(s) in which the advertising activity is published, and on a pro-rata basis where activity falls over multiple months.
- The Total Transaction Value, which the company announces in quarterly activity reports, reflects the value of all media traded in the relevant quarter, regardless of the dates in which the activity runs.

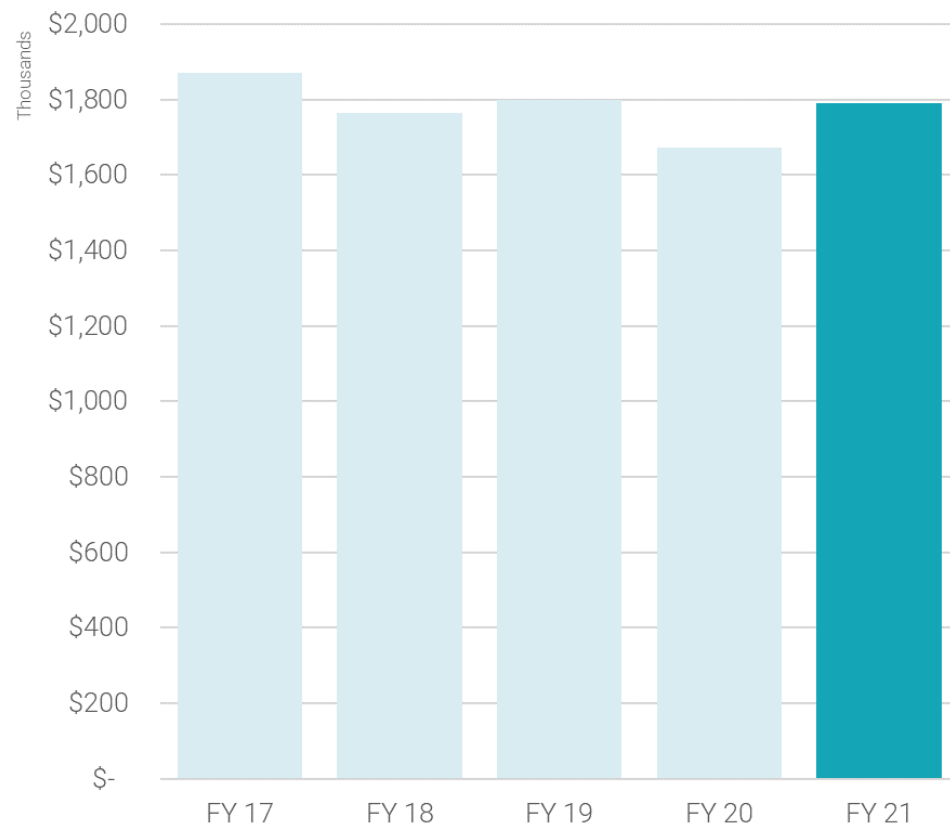
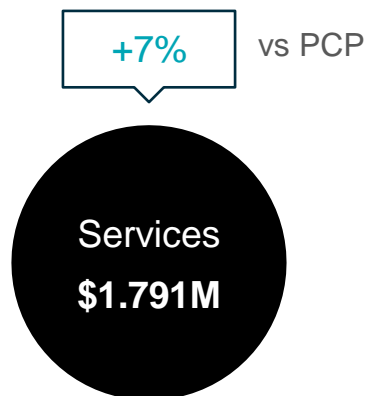
TRADING TECHNOLOGY REVENUE.



- Trading Technology revenue (Licence Fees and Trading Fees combined) declined by 21% on prior corresponding period (PCP).
- The decrease in Trading Technology revenue was driven by a reduction of \$2.053M (-28%) in Licence Fees and a growth of \$0.372M (41%) in Trading Fees.

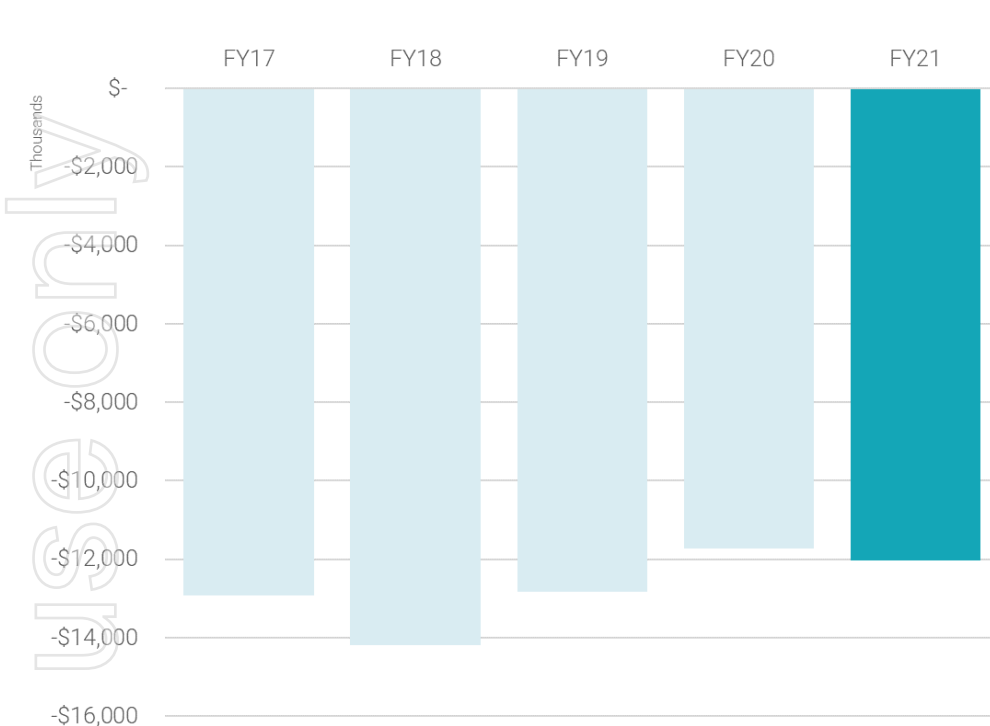


SERVICES REVENUE.



- The majority of services revenue comes from the Company's *Webfirm* services division (\$1.498M).
- Non-Strategic Services revenue of \$1.791M represents a 7% increase on PCP.

OPERATING COSTS.



+3%

vs PCP

Operating
Costs
\$12.045M

- Total Operating costs of \$12.045M were 3% higher on prior corresponding period (PCP).
- Operating Costs are Total Expenses excluding Depreciation and Amortisation, interest expenses, once off R&D Provision, goodwill impairment and taxes.

OPERATING COSTS.

- Total Operating costs of \$12.04m for the year were 3% higher on PCP.
- Operating Costs are Total Expenses excluding depreciation and amortisation, interest expenses, once off R&D provision, intangible impairment and Taxes.
- Employee benefits expense were flat on PCP (\$7.63m).
- Cost management continues to be a focus.
- Cost reductions have been targeted to ensure:
 - No disruption to new client activation or existing client relationships;
 - Continued investment in strategic and revenue-generating product development.

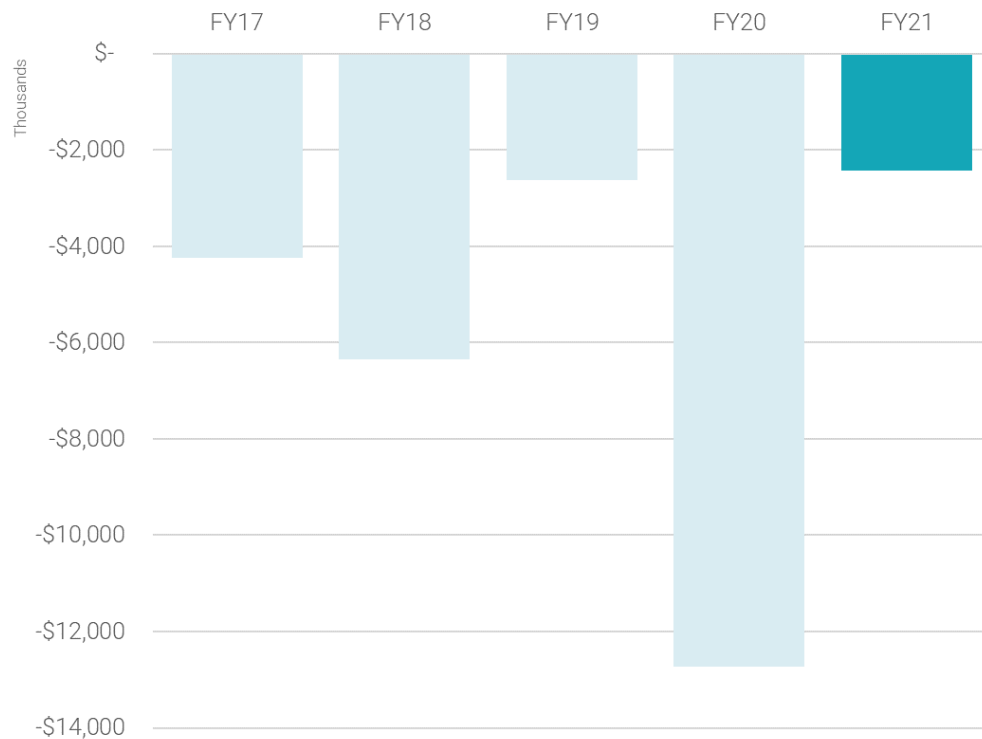
EBITDA.

-81%

vs PCP

EBITDA
Loss
(\$2.430M)

- Substantial improvement in EBITDA Loss.



Note: FY20 includes once off impairment of Goodwill of \$10.0M and once off provision for FY16 R&D Claim of \$1.528M. EBITDA loss after excluding those once off items was \$1.197M.

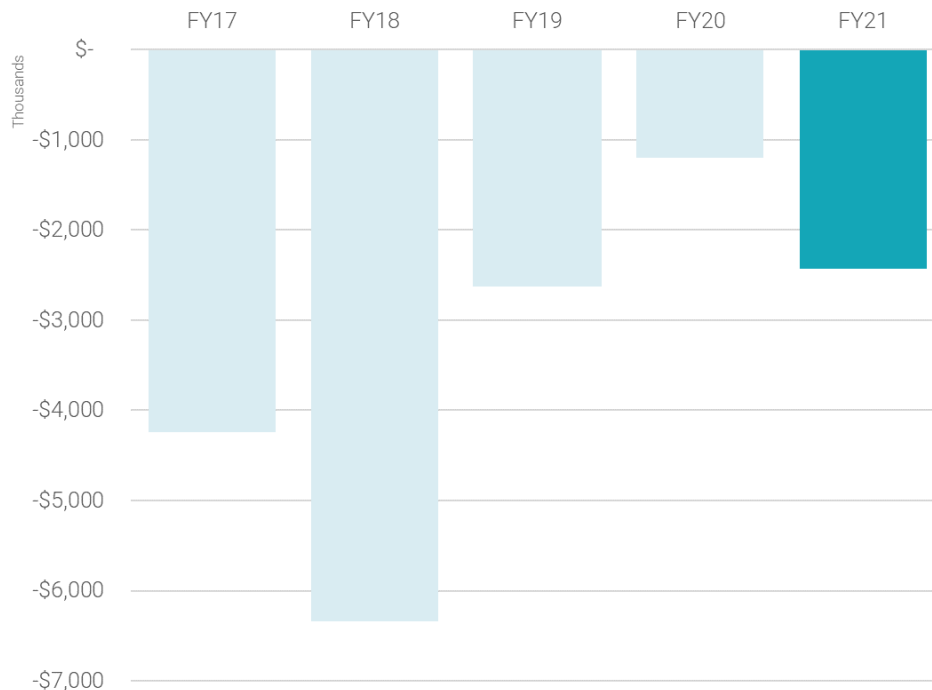
COMPARED TO FY20 ADJUSTED EBITDA.

+103%

vs PCP

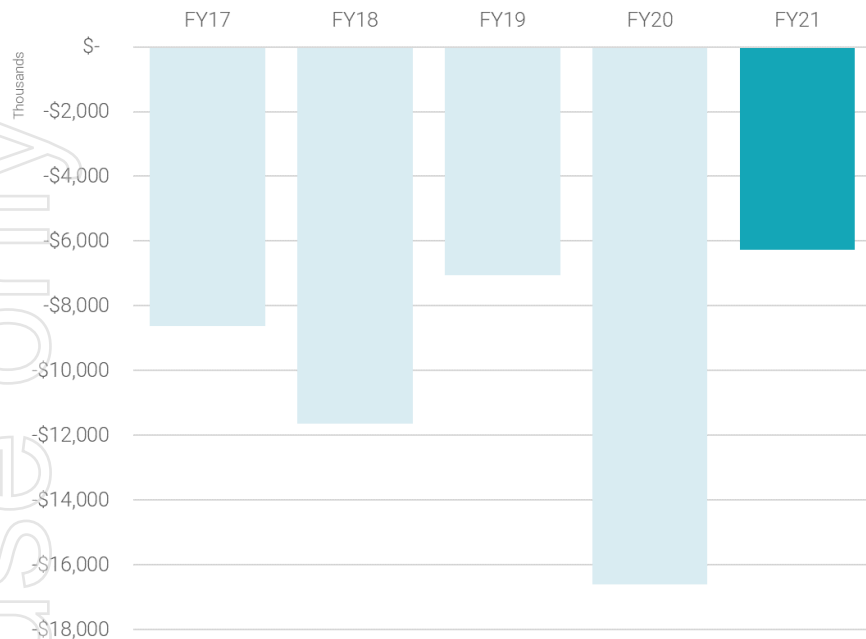
Adjusted
EBITDA
Loss
(\$2.430M)

- Increase in Adjusted EBITDA loss.



Note: Adjusted EBITDA is after adding back impairment of Goodwill of \$10.0M and once off provision for FY16 R&D Claim of \$1.528M to the Unadjusted EBITDA loss (\$12.725M)

NPAT.



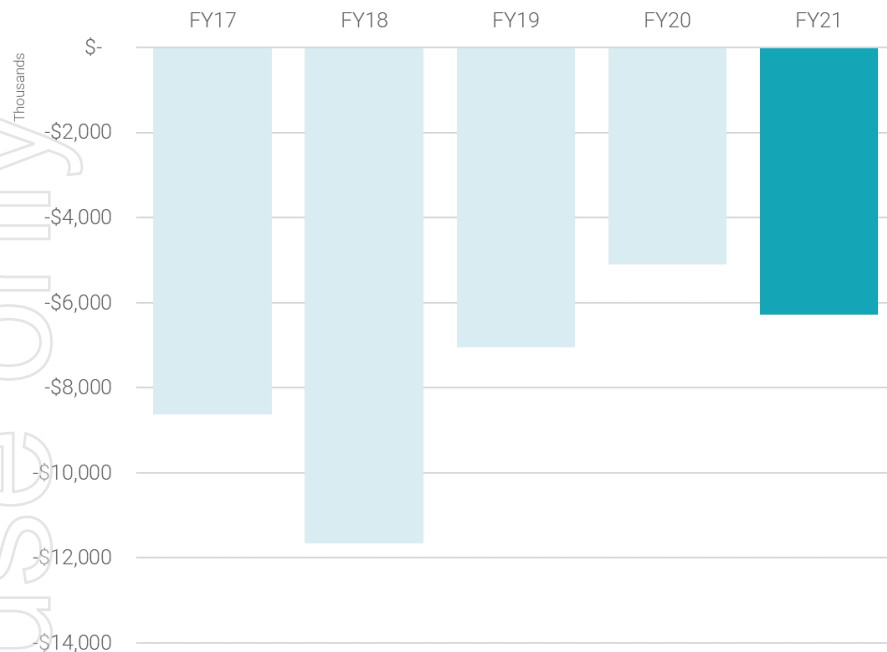
-62% vs PCP

NPAT
Loss
(\$6.281M)

- NPAT Loss decreased by 62% on PCP to \$6.281M.

Note: FY20 includes once off impairment of Goodwill of \$10.0M and once off provision for FY16 R&D Claim of \$1.528M.
NPAT loss after excluding those once off items was \$5.090M.

COMPARED TO ADJUSTED FY20 NPAT.



23% vs PCP

Adjusted
NPAT
Loss
(\$6.281M)

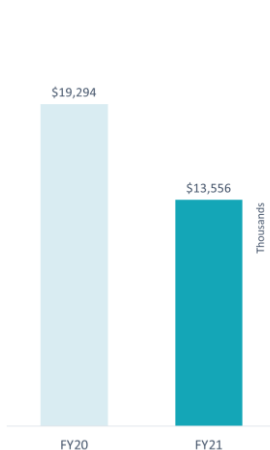
- Adjusted NPAT Loss increased by 23% on PCP to \$6.281M

Note: Adjusted NPAT loss is after adding back impairment of Goodwill of \$10.0M and once off provision for FY16 R&D Claim of \$1.528M to the Unadjusted NPAT loss (\$16.618M) in FY20.

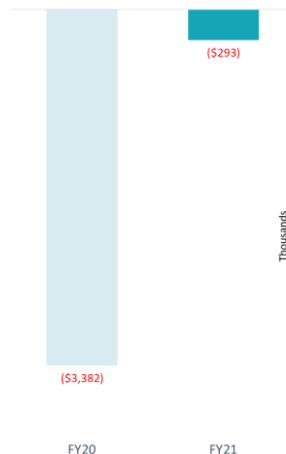
CASH RECEIPTS, OPERATING CASH FLOWS AND YEAR END CASH POSITION.



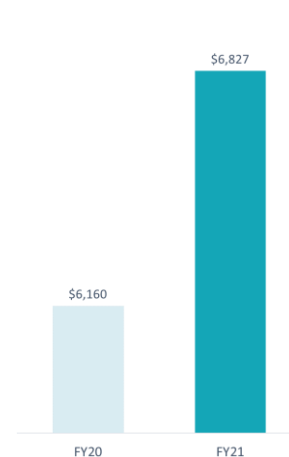
-30%



-91%



+11%



vs PCP

STRATEGIC PRIORITIES FOR THE COMING YEAR.

During FY2022, the Company will continue its focus on the following strategic priorities:

- Scale trading on *Adslot Media* partner marketplaces in the US and UK;
- Further activate and scale trading from contracted agency groups;
- Explore strategic partnerships with industry players to extend *Adslot Media* product capabilities;
- Deploy additional *Symphony* markets with new and existing clients during the second half of the FY2022;
- Deploy integrated *Symphony* - *Adslot Media* platform to additional *Symphony* markets; and
- Maintain a focus on cost management.

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THANK YOU.

Please direct any questions to: investor.relations@adslot.com