Adslot
AGM Presentation

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Melbourne, Australia

Adslot

Online *display advertising* is a $48b global market, growing to $65b in 2016

2010:

$22B

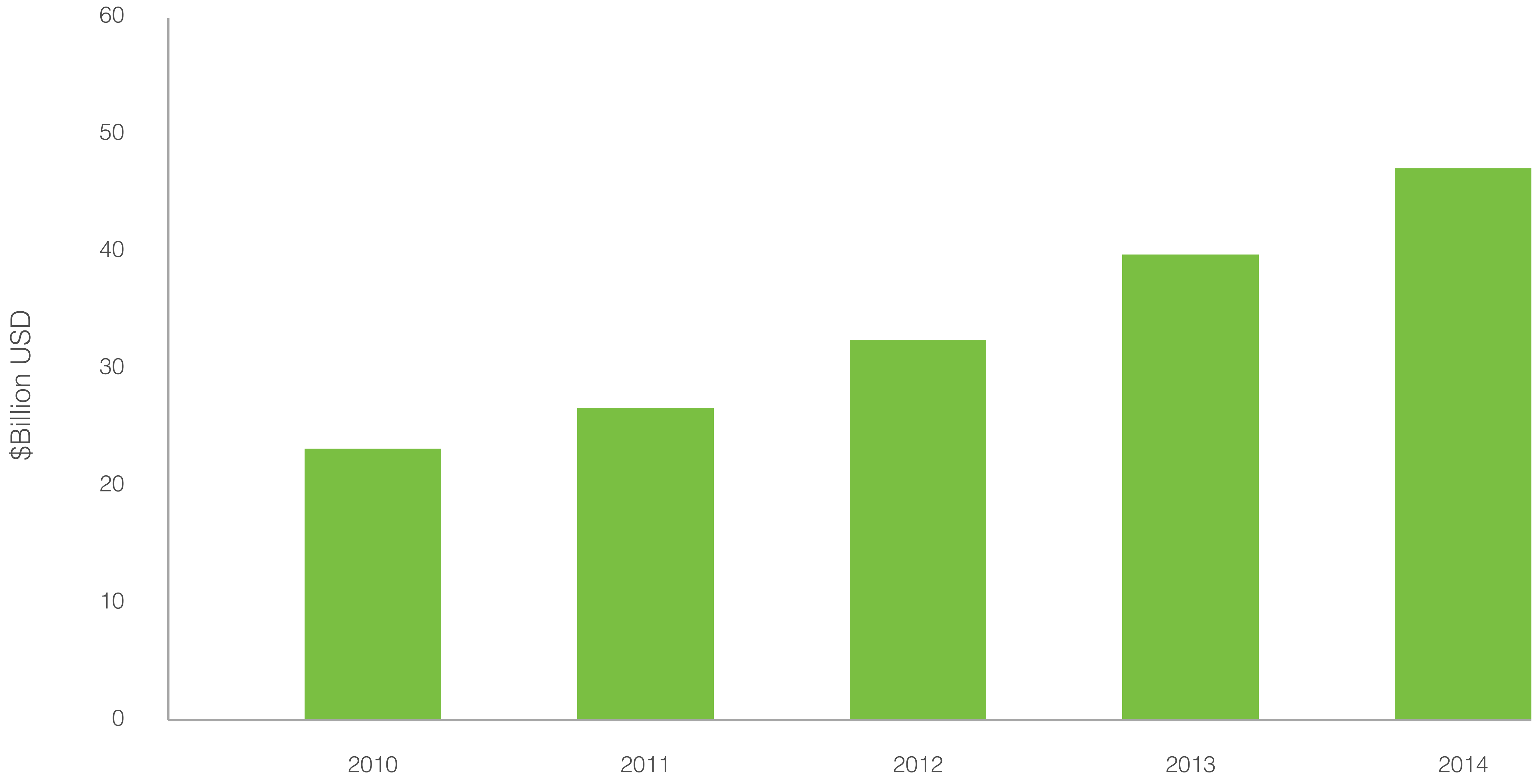
2014:

$48B

CAGR 2010 – 2014:

15.11%pa

Source: Zenith OptiMedia. June 2012



The $48b display advertising market comprises two key segments:

real time bidding ($8b)

forward guaranteed ($40b)

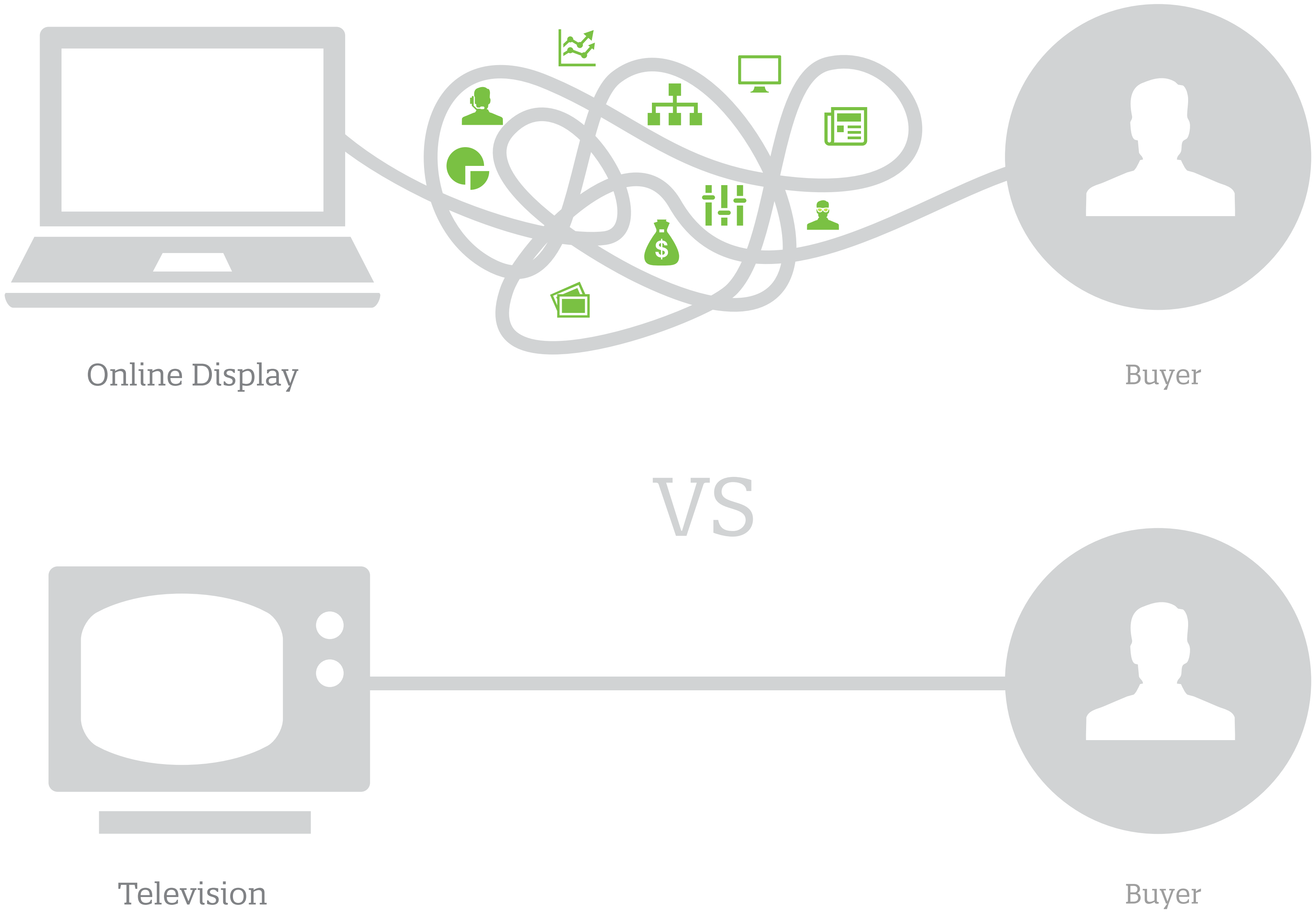
The $40b forward guaranteed segment is traded almost entirely via manually produced spreadsheets and purchase orders…

…creating inefficiencies that are unsustainable…

28% of budgets lost in admin costs across buy and sell sides

VS

2% for Television

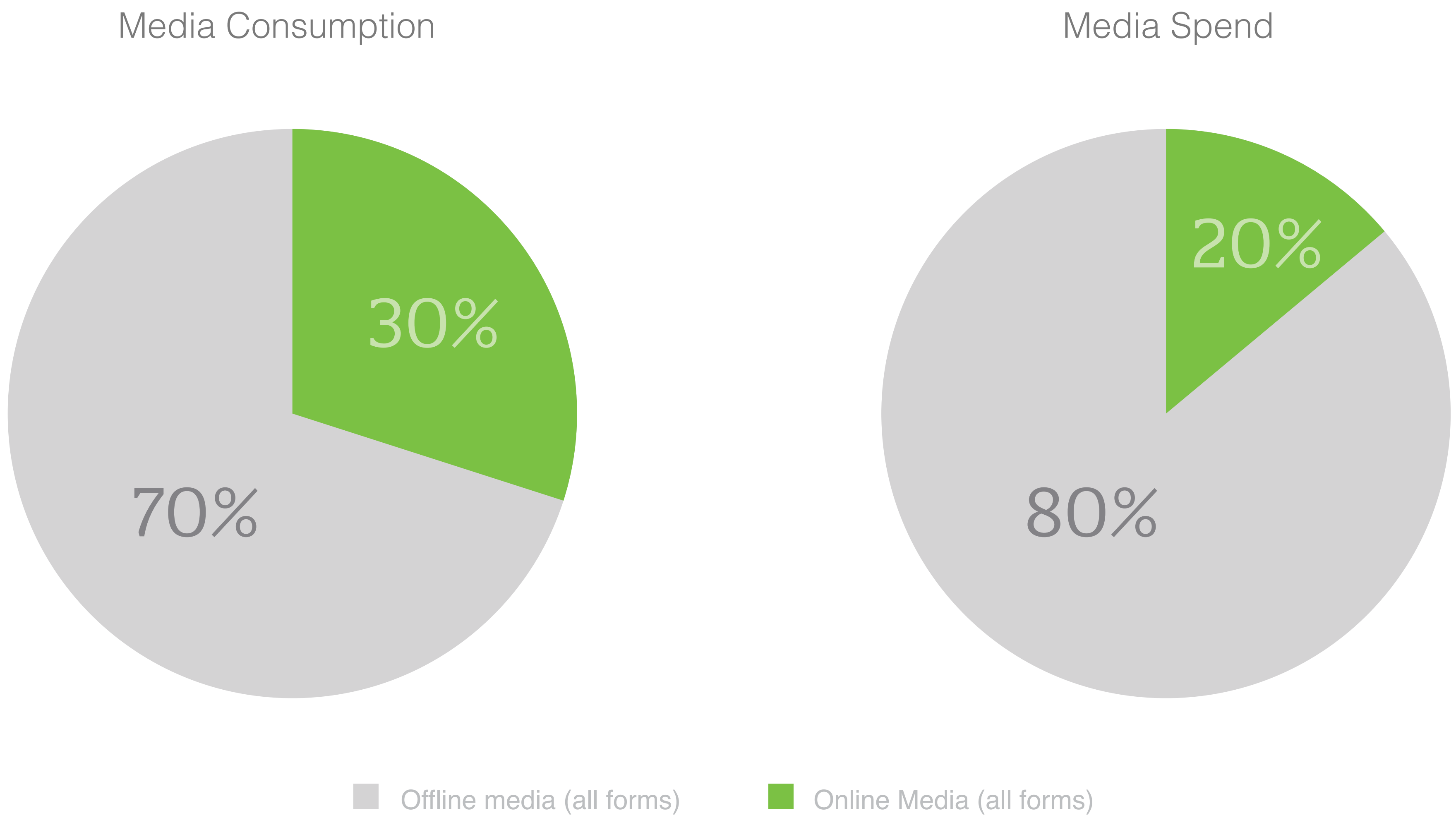


…constraining growth…

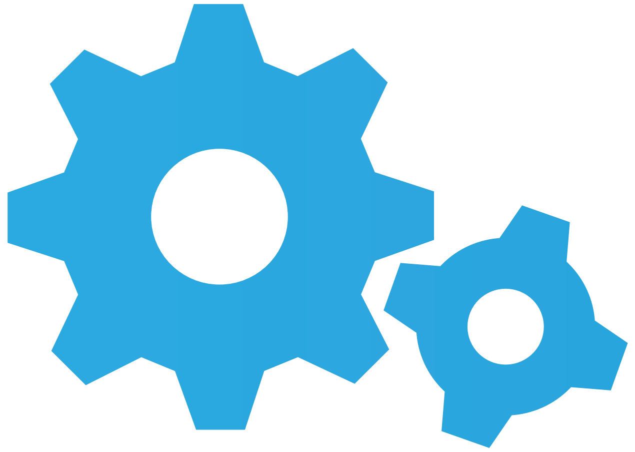
A $65B gap

Premium display's share is worth

$20B



…and shifting focus from improving campaign performance…

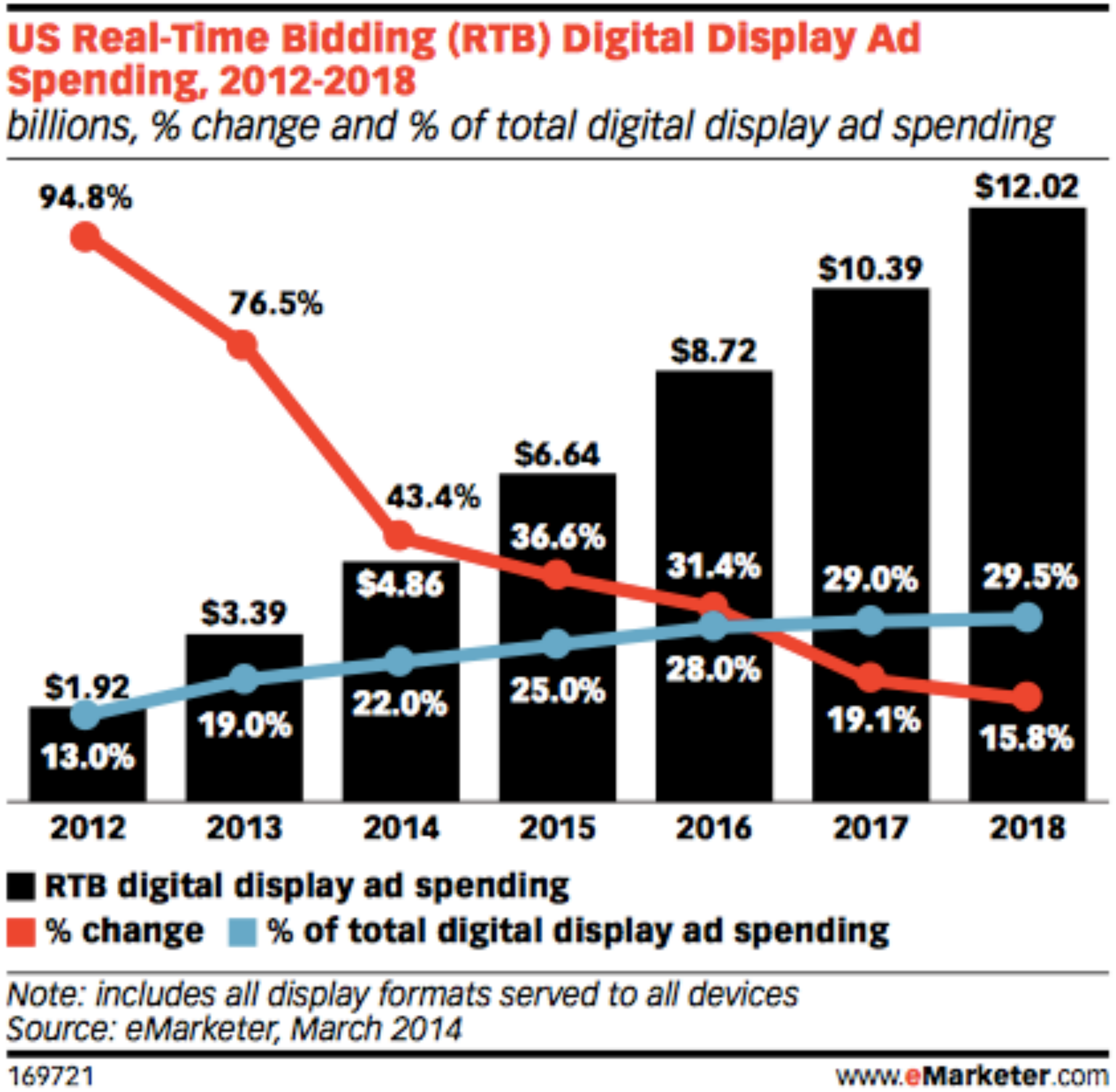


…to administration and process

Adslot Vision:

To become the world's leading provider of trading technology for the forward guaranteed market

Real Time Bidding (RTB) – the trading automation precedent



- RTB has created a market for unsold display inventory
- Highly automated via purpose built bid management technologies for buyers and sellers
- Operates at scale
- RTB is not purpose built to automate the $40b forward guaranteed market

Why RTB cannot automate the forward guaranteed market at scale

Real Time Bidding ($8b)

- Market of unsold impressions or *remnant* inventory
- No forward guarantees made by buyer or seller
- Impressions are sold via an auction staged in 'real time'
- Inventory is less premium
- Average price point is a fraction of the forward guaranteed market
- One impression sold at a time

Forward Guaranteed ($40b)

- Buyer and seller guarantee to buy and sell an agreed volume of inventory at an agreed price
- Inventory is in high demand
- Average price points are a multiple of the RTB market
- Impressions are sold in aggregate
- Trading model is a cost per '000, rates are negotiated between a single buyer and seller
- Trades are often revised mid-campaign

Automated Guaranteed. By Adslot.

Automated

No RFP, I/O’s

Efficiency

Integration

Protocols

Guaranteed

Known Position

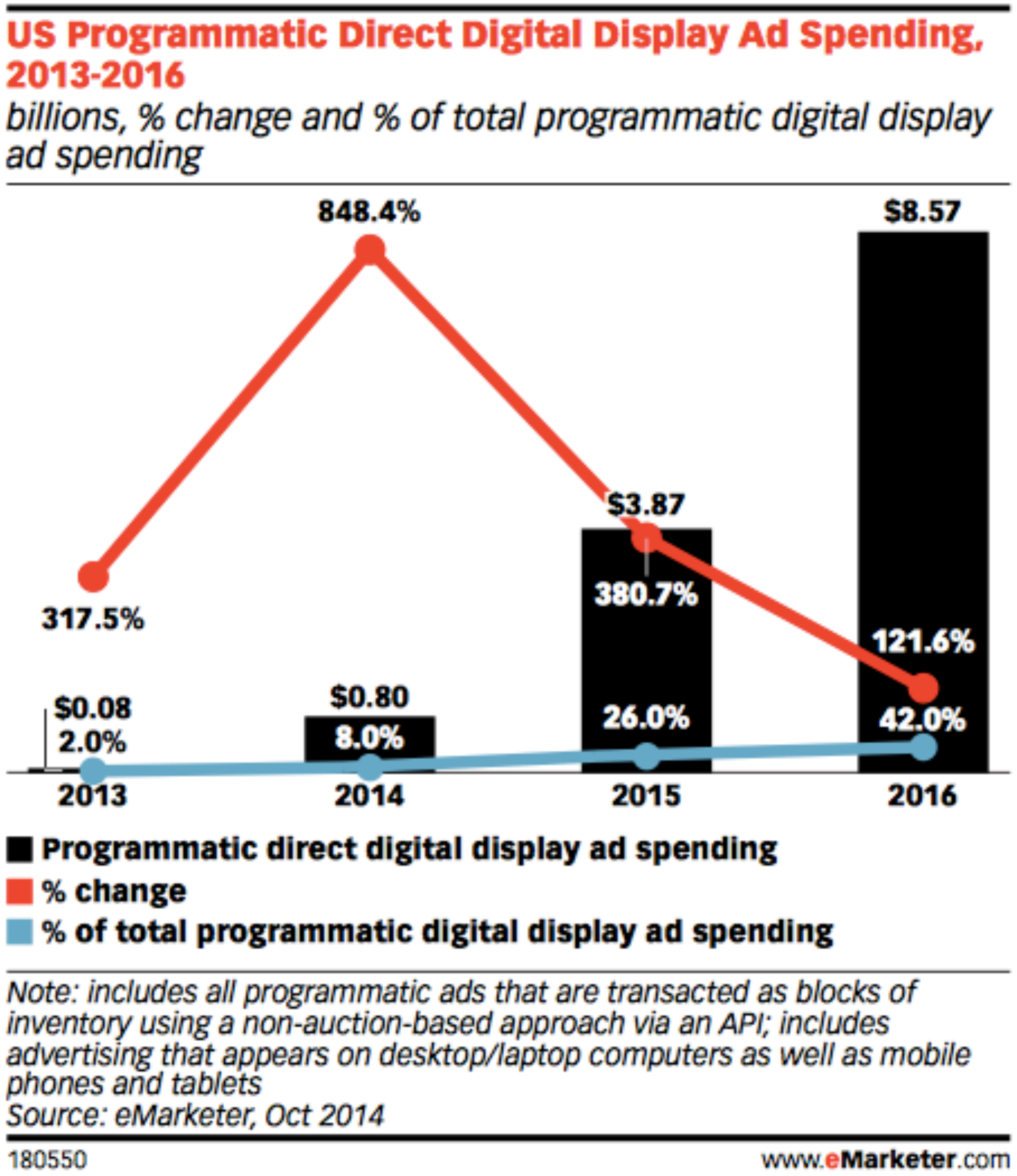
Future Dates

Number of Impressions

Known price & Spend

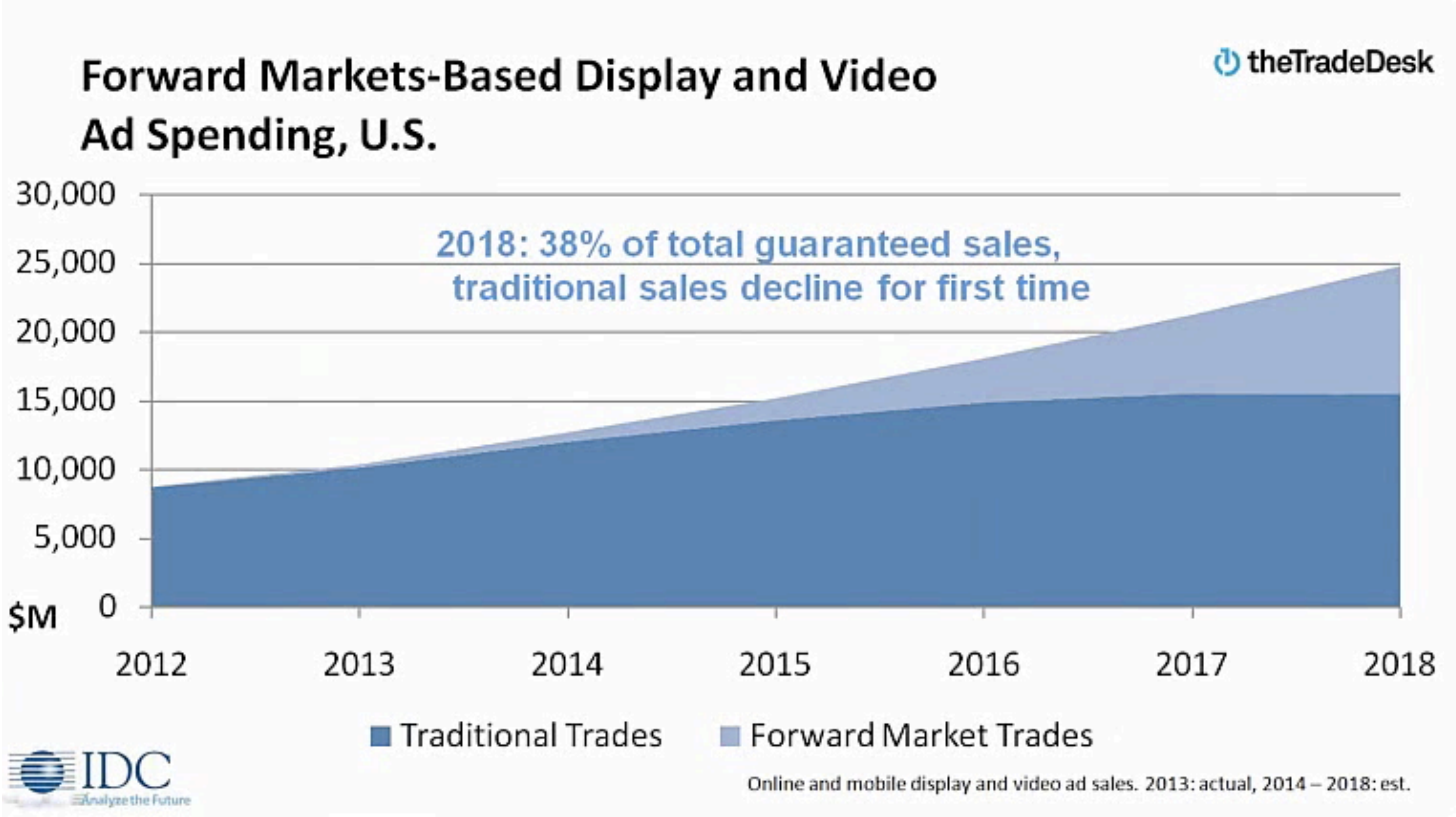
www.automatedguaranteed.com

Automated Guaranteed is a reality



- Projected to represent more than $8.5b by 2016 in the US alone
- A larger and faster growth market than RTB
- The opportunity is global
- The technology is the key to unlocking the market

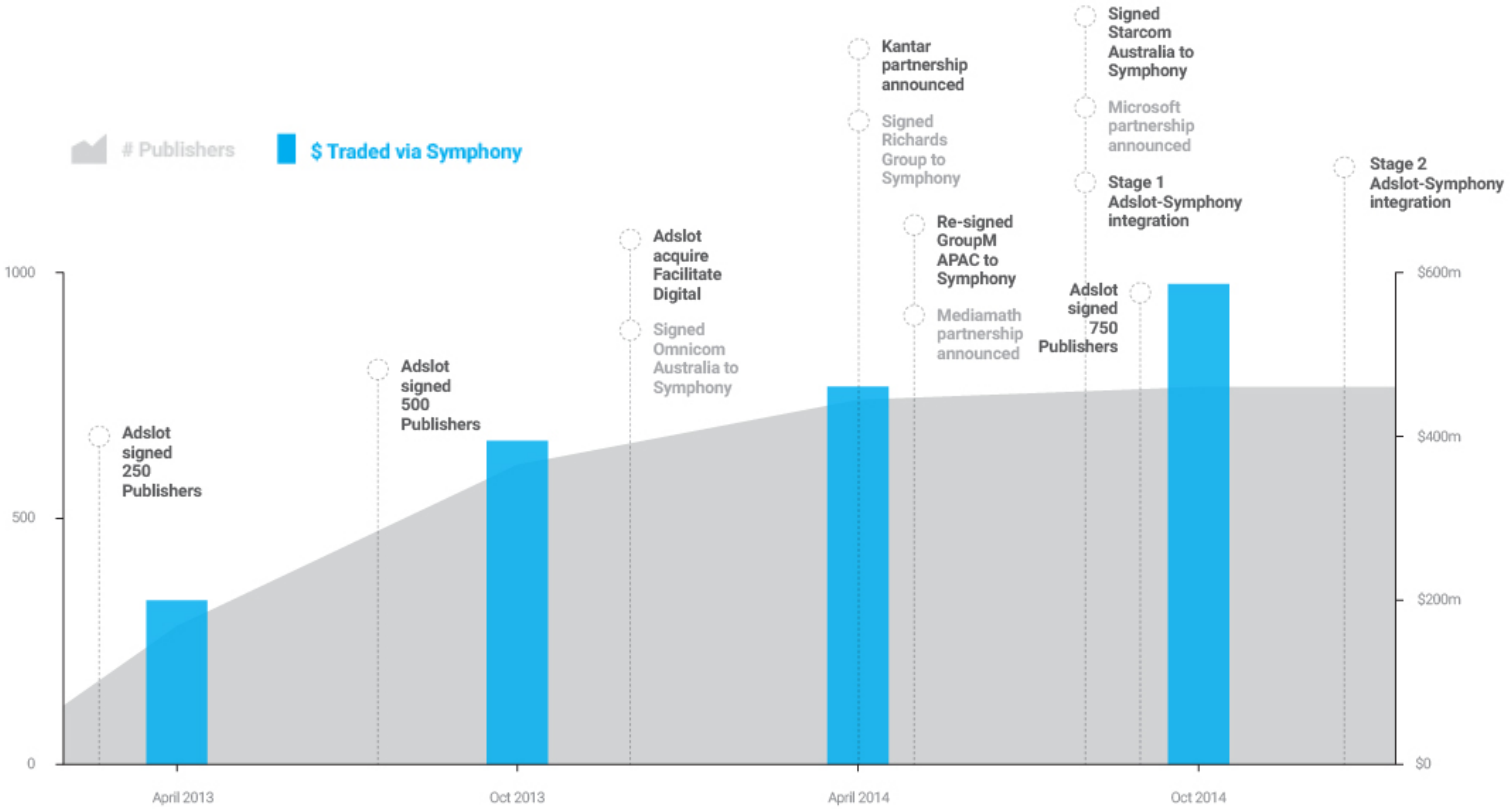
Automated Guaranteed is a reality



By 2018…

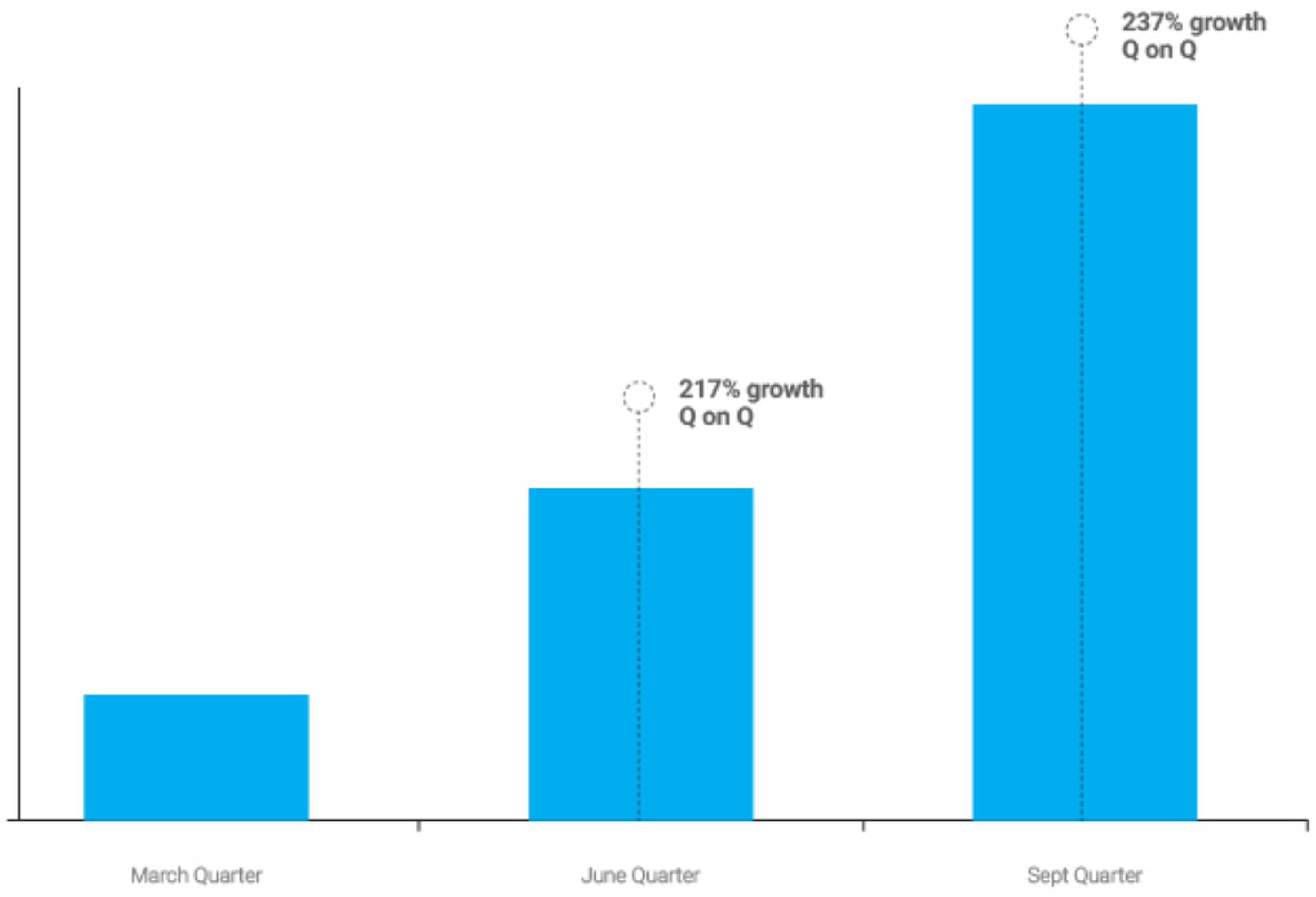
- Total size of the forward guaranteed market continues to grow
- Non automated trading of forward guaranteed inventory in decline for the first time
- Use of automated guaranteed is ubiquitous
- Automated Guaranteed is larger than RTB

Adslot has built the foundation…



…we are seeing early adopters move into position…

2014 % Growth in value of trading on platform



- Quarterly value of trading activity on Adslot's platform has grown by more than 200% for the last two quarters

- The volume, average value (per trade) and total $ value of trading activity continues to grow

…the technology is the only way to participate

- 17th November 2014: one of the world's largest RTB technology providers – The Rubicon Project - announce they have acquired two of Adslot's Automated Guaranteed competitors (isocket and Shiny Ads).

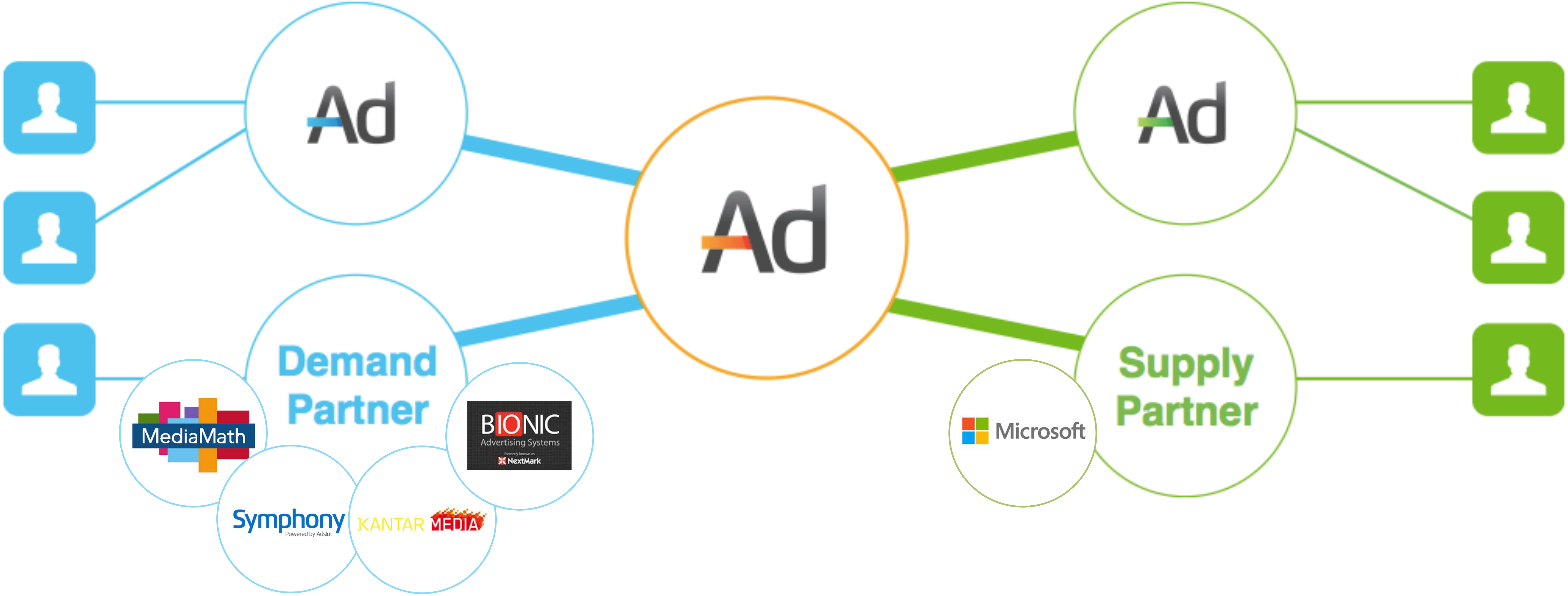
What does it mean?

- Validates the Automated Guaranteed opportunity
- Validates that RTB technology cannot automate the forward guaranteed market at scale
- Consolidates three Automated Guaranteed players into one
- Makes it easier for large buyers and sellers to participate in Automated Guaranteed
- Accelerates adoption
- Strengthens Adslot's partnership proposition – we do not compete in RTB
- Underlines Adslot's differentiation – the forward guaranteed market is our DNA

The strategies that matter most to Adslot in 2015…

The strategies that matter most for Adslot in 2015

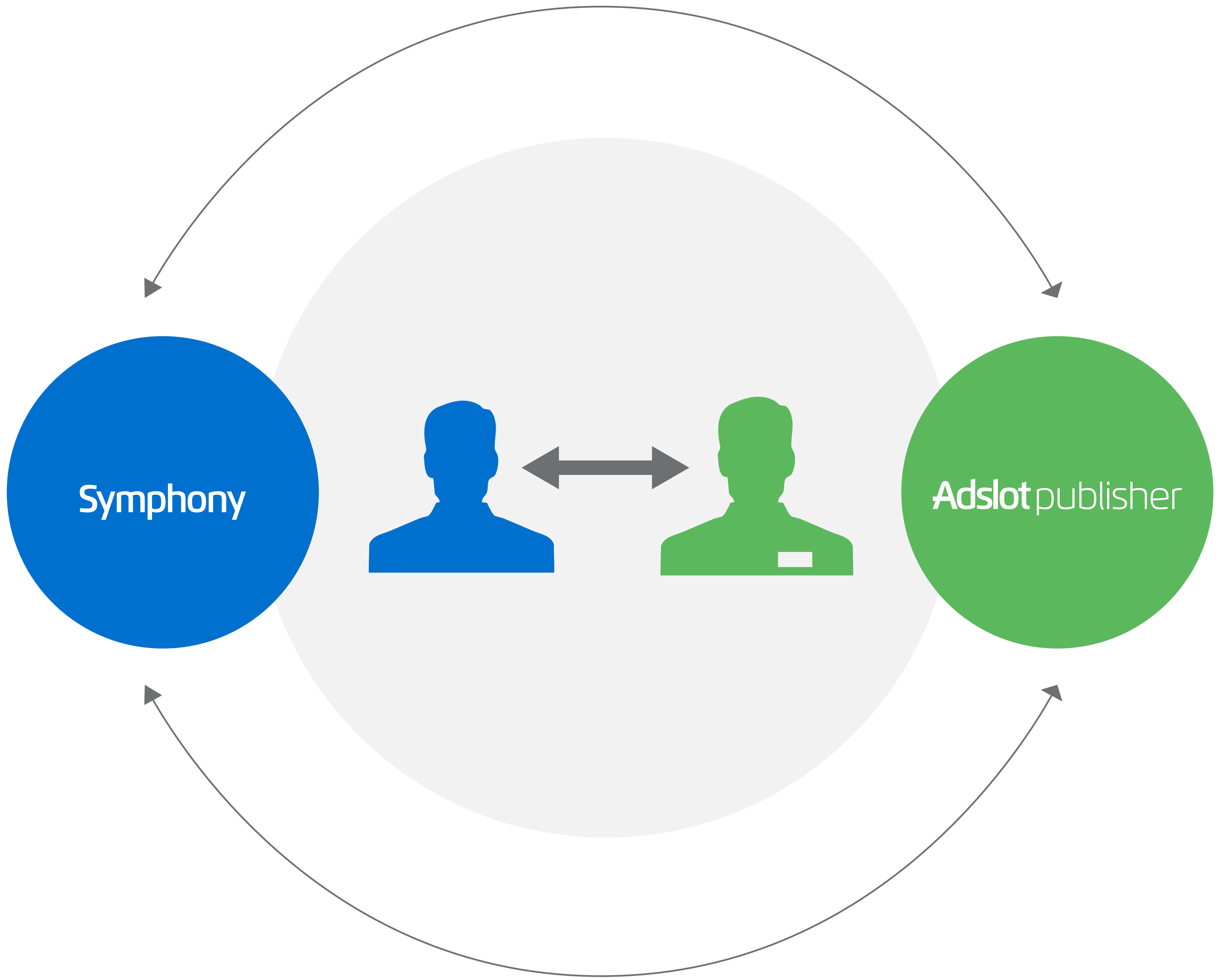
1. Continue to build out our coalition of partners and integrate them into our platform



The strategies that matter most for Adslot in 2015

2. Release *phase 2* integration of Adslot & Symphony

- Offers a new level of workflow efficiency for media buyers
- Allows media buyers to transact as they do now <u>and</u> via Automated Guaranteed - side by side within a single campaign (ie. non disruptive)
- Start to migrate >$1b of forward guaranteed buying within Symphony…to Adslot

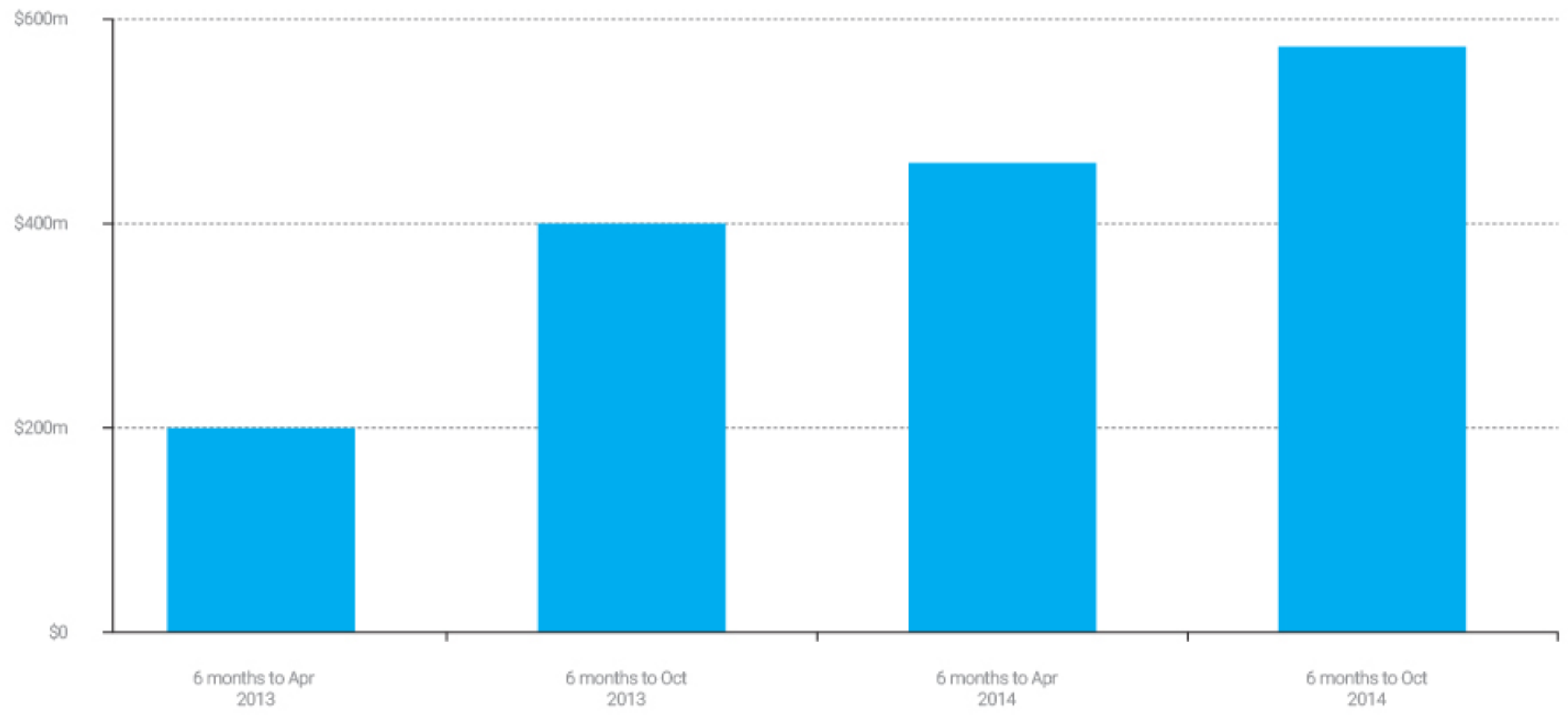


The strategies that matter most for Adslot in 2015

3. Continue to grow the forward guaranteed spend captured within Symphony

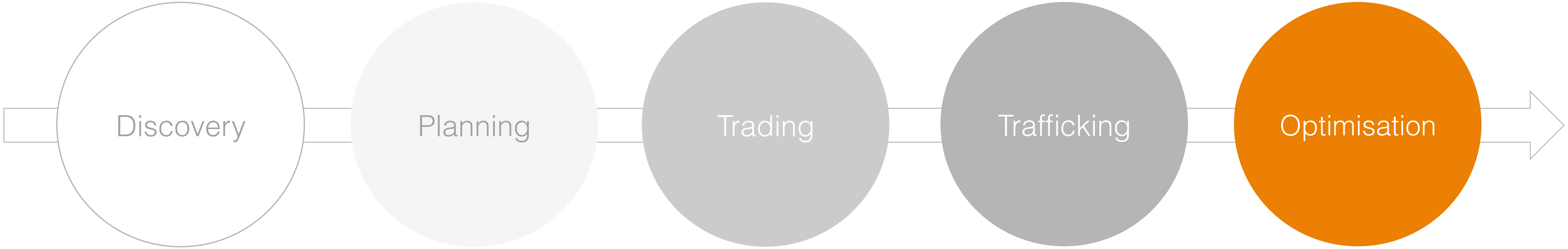
- Deploy into new markets under existing contracts
- Sign new agency customers
- Grow Symphony's share of the total forward guaranteed market

$ Traded via Symphony



The strategies that matter most for Adslot in 2015

4. Continue to focus our product capability on the end-to-end campaign lifecycle



The value proposition of Automated Guaranteed must encompass the end-to-end campaign life cycle, <u>and</u> offer campaign performance benefits - not just efficiency

Thank you

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