

ASX Announcement

12 March 2020

Commencement of Trading - Cadreon

Adslot Ltd (ASX:ADJ) is pleased to announce that trading on the *Adslot Media* platform has commenced with Cadreon, the Ad Tech specialist unit of global agency holding company The Interpublic Group (IPG). The commencement of trading follows the announcement of a Master Services Agreement with Cadreon in June 2019.

Initial campaign activity has utilised the full suite of the *Adslot Media* platform including the use of the company's *Audience First* targeting capability. Initial trading activity is not expected to have a material impact on revenues in the March 2020 quarter, however the Company anticipates ongoing trading activity from this client to scale during the June quarter and beyond.

Adslot CEO Ben Dixon said "we are pleased to have finally activated Cadreon on the *Adslot Media* platform. This important milestone is a clear step in delivering on one of our stated business objectives for the current year, namely activating previously contracted agencies to drive growth in trading fee revenues."

Further updates on agency holding company activation will be made as and when they occur. The company will provide a more detailed update on trading on the *Adslot Media* platform as part of its regular quarterly trading update.

- 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

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.