



Adslot.

ADSLOT (ASX:ADS)
Peloton Capital Tech Forum.

ADSLLOT: AN OVERVIEW

Leading global provider of workflow and trading automation technology for the digital advertising industry



Global: HQ in Australia with operations in the US, UK, Germany and China



Customer base encompasses some of the largest buyers and sellers of digital media globally



Global footprint and customer base encompassing over 20 markets across Europe, North America and APAC



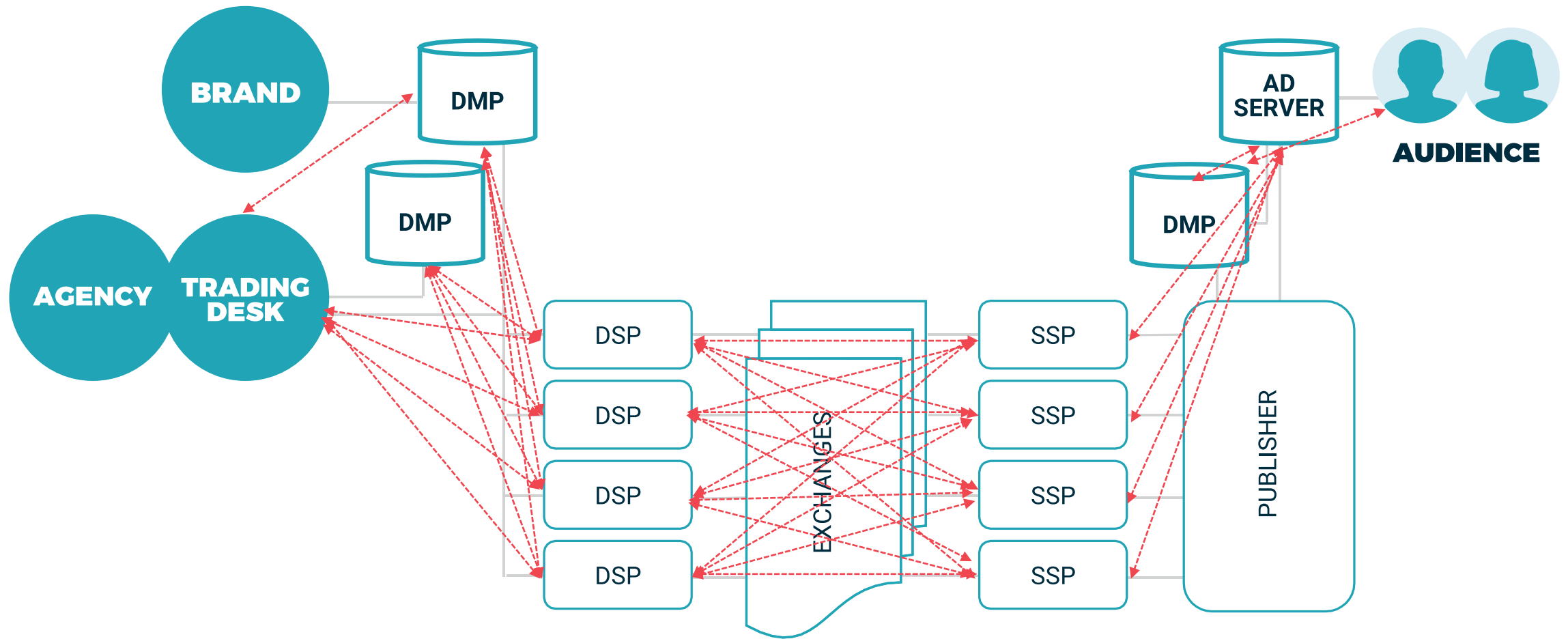
OUR BUSINESS UNITS AND REVENUE MODELS.

	Product Description	Primary Revenue Model
Adslot Media.	A global digital media marketplace, enabling media buyers and sellers to trade premium display advertising on a targeted, forward-guaranteed basis (direct buys).	Trading Fees – a percentage of all media spend on the platform is collected from the publisher. Percentages vary from 5% (Adslot Tech fee) to 15% (includes Adslot Demand fee).
Symphony.	A global enterprise SaaS platform, providing digital media buying workflow solutions to the world's largest advertising agencies.	Licence Fees – recurring subscription revenue, with guaranteed minimums (fixed licence fees) and variable licence fees for each market based on value of media managed (by tier).
<u>webfirm</u>	An Australian-based digital marketing services business, providing website design, hosting, search engine optimization (SEO), search engine marketing (SEM) and social media marketing services to SMBs.	Services Fees – fees charged on hourly or fixed basis for design development or consulting; recurring fees charged for SEO, web hosting and marketing services at package rates.

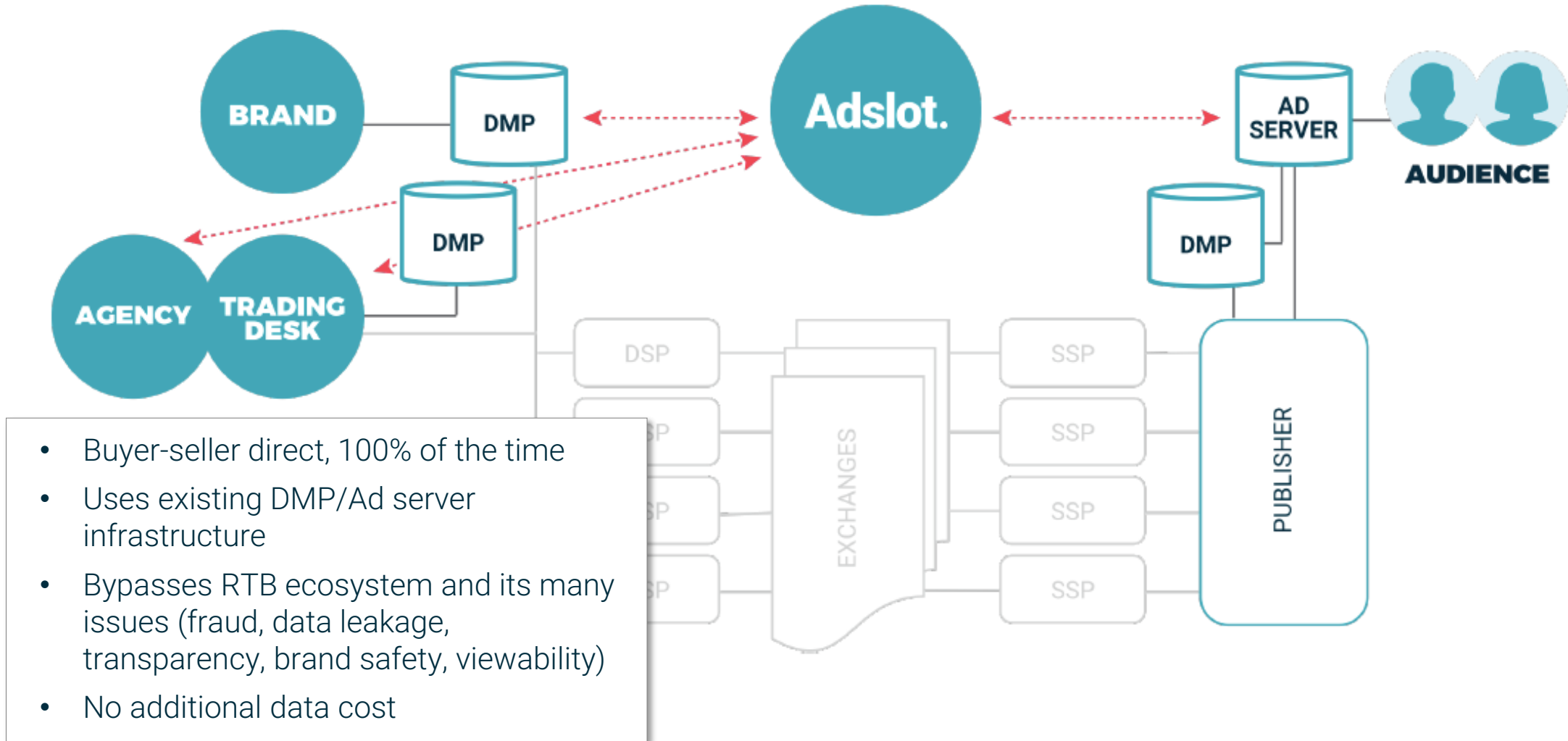
A close-up photograph of a person's hand placing a light-colored wooden block onto a tall, slightly wobbly tower of similar blocks. The hand is wearing a silver-toned watch. The background is blurred, showing a wooden table and parts of a person's torso. The overall image has a soft, muted color palette.

ADSLOT MEDIA MARKETPLACE PROGRESS.

TRADING DIGITAL MEDIA CAN BE COMPLEX...



...BUT IT DOESN'T HAVE TO BE.



SIGNING THE WORLDS LARGEST BUYERS OF MEDIA

Rank*	Hold Co	Media Division	Media Agencies**	Trading Desks, Data and Barter
1			MINDSHARE  MEDIACOM 	 
2			 SPARK  DIGITAS	
3	Omnicom		  Hearts & Science 	  omni
4		dentsu ÆGIS network	 Carat dentsu  MERKLE	
5		IPG MEDIABRANDS	 initiative	Kinesso  matterkind
6			 havas	 havas

*By Global Media Billings

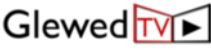
**Not complete list

MSA Signed

Pilot
Complete

Interim Trading
Agreement

SOME OF THE WORLD'S LARGEST PUBLISHERS ARE ON BOARD.

	CONDÉ NAST			Bloomberg	BUSINESS INSIDER		
							
	GANNETT				The Washington Post		
				VOGUE			
							

*partial list

- The Adslot Marketplace continues to attract Tier 1 publishers in the US, UK and Australia
- Approximately 50% of the Comscore Top 50 in the US market are integrated on to the platform.**

** Excluding "walled gardens" of Facebook, Google and Amazon

WE HAVE BROUGHT ON MORE DATA PARTNERS.

Adslot Media has a substantial number of established data partnership that allow our clients to access their data and synchronise with our catalogue of publishers to enable buying of specific audiences. These include;

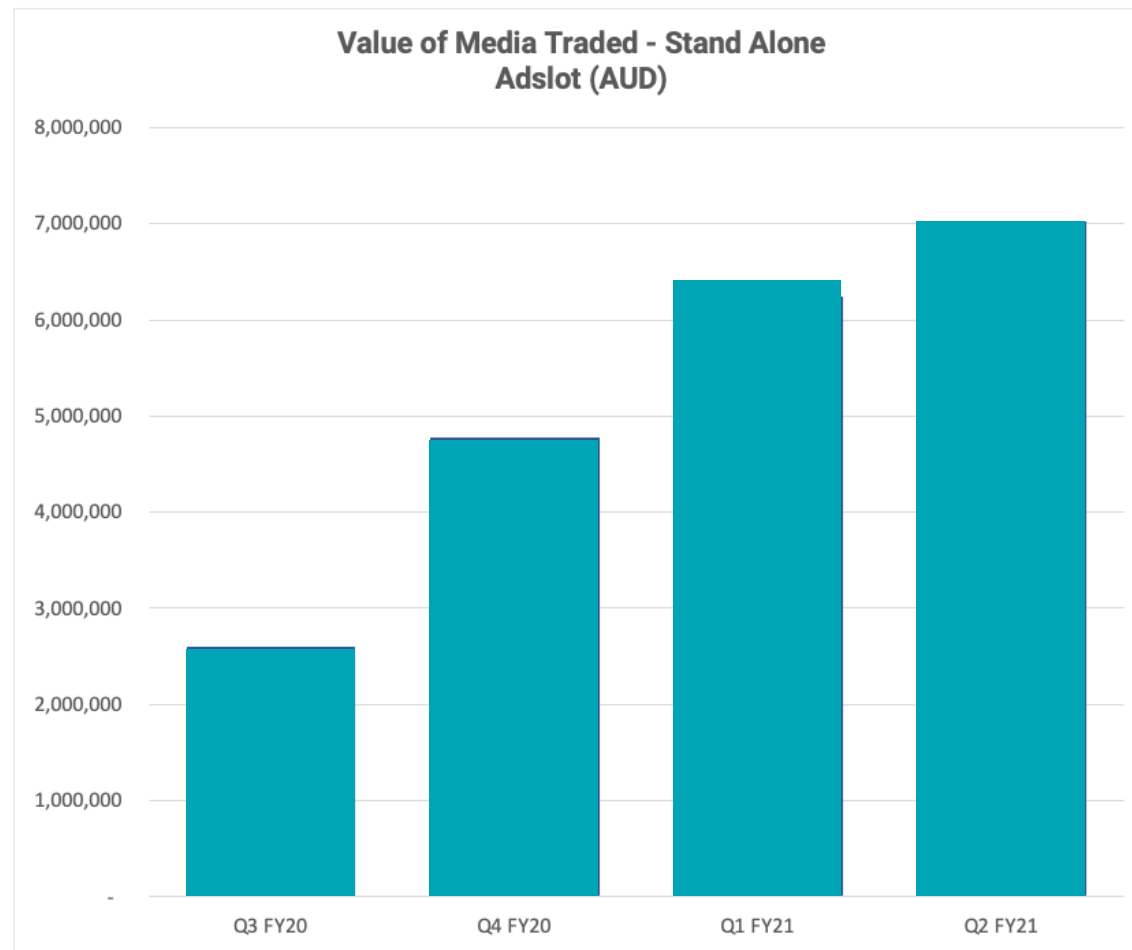


During 2020 the Company added 3 additional data partners to give greater audience activation options to advertisers on the *Adslot Media* platform with a particular focus on the Health and Wellbeing vertical.



TRADING ON THE PLATFORM IS GROWING.

- Over \$20m traded over the Adslot Media platform in CY 2020
- September and December 2020 quarter represented consecutive record quarters
- Active clients across all major markets – US, UK, Europe and Australia
- Trading activity from agency holding companies, independent agencies and publishers directly



A high-angle, wide shot of the High Line, an elevated linear park in New York City. The structure is a complex, multi-level network of walkways and stairs made of dark, polished metal, with glass railings. It winds through a dense urban environment, with modern skyscrapers and older brick buildings visible in the background. Several people are seen walking on different levels of the structure, providing a sense of scale. The sky is clear and blue. The text "RECENT DEVELOPMENTS." is overlaid in the center in a large, white, bold, sans-serif font.

RECENT DEVELOPMENTS.

FOUR PRIMARY USE CASES DRIVING GROWTH.

Over recent quarters we have clearly established four distinct use cases for the *Adslot Media* platform that will drive growth in trading over the longer term:

1. Large agency holding companies trading with prominent publishers in the US and UK markets;
2. Deployment of the integrated *Symphony – Adslot Media* solution to existing *Symphony* markets;
3. Private marketplace (customised / white-labelled) instances of the *Adslot Media* marketplace for use by specialist sellers of media such as large retailers and niche media marketplaces; and,
4. Trading initiated by publishers to support their direct sales efforts.

RECENT EXAMPLES OF PRIMARY USE CASES.

Orion Worldwide:

- Barter trading division of Interpublic Group (IPG), allowing large advertisers to acquire advertising activity in return for stock or product
- Adslot platform used to drive growth from existing clients and onboard further publisher opportunities



FlowerShop:

- Pioneering developer of media marketplaces for the fast growing cannabis industry in the United States
- Marketplace to feature inventory from prominent US publishers enabled for cannabis advertising including geo targeting and age-gating



A photograph of a forest path lined with tall, slender trees. Sunlight filters through the canopy, creating a dappled light effect on the path. In the distance, a group of people is visible walking along the path.

THE YEAR AHEAD.

OBJECTIVES FOR 2021.

Adslot Media:

- Activate currently contracted agency groups to drive strong growth in trading activity
- Secure MSAs and activate remaining agency holding companies
- Deploy further markets for the integrated *Symphony* – *Adslot Media* platform
- Secure additional activations of private marketplace instances of *Adslot Media*

Symphony:

- Pursue further market deployments for *Symphony* with existing agency clients
- Activate further markets under the *Symphony* - Marathon partnership

A close-up photograph of two hands holding two lit sparklers against a dark, blurred background. The sparklers are emitting bright, golden sparks that are scattered around the sticks. The word "QUESTIONS?" is overlaid in the center of the image in a bold, white, sans-serif font. The overall mood is one of anticipation and inquiry.

QUESTIONS?