

ASX Announcement

1 July 2021

Launch of FlowerShop Partner Marketplace

Adslot Ltd (ASX:ADS) is pleased to announce the launch of a white-labelled custom marketplace with its partner FlowerShop Media. To be known as *The Cannabis Media Marketplace*, the platform contains a number of features specifically designed to meet the regulatory requirements of the cannabis industry in the United States including geographic targeting to specific jurisdictions, age-gating (21+) and creative review capabilities. This launch is the culmination of plans detailed in the Company's ASX release dated 20 January 2021.

Adslot's CEO, Ben Dixon said "the launch of this custom version of the *Adslot Media* marketplace follows several months of development to provide the necessary features for buyers in this valuable but highly regulated media segment. We are excited at the prospects of this partnership with FlowerShop and the opportunity to enable the growth of compliant media trading for the cannabis industry."

FlowerShop CEO, David Breckling said "Mainstream advertising has been nearly impossible for the cannabis industry. At FlowerShop, we knew there had to be a way for cannabis brands to promote their products safely and effectively. To find the solution we worked with *Adslot* to completely re-invent media buying for the industry and we are delighted to be launching *The Cannabis Media Marketplace*. Now any brand can confidently advertise their products with a wider audience and be in full compliance".

Initial limited trading with FlowerShop Media clients commenced in the wider public *Adslot Media* marketplace in the March and June 2021 quarters. Trading in *The Cannabis Media Marketplace* is anticipated to commence in July 2021 with the majority of trading for FlowerShop Media advertisers expected to occur via this channel.

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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.