

ASX Announcement

10 August 2021

Adslot Appoints US-based Director

Adslot Ltd ("Adslot", ASX:ADS), a leading global innovator of digital media workflow and trading technology, is pleased to announce the appointment of Mr. Tom Triscari to its Board of Directors effective immediately.

Based in the United States, Mr Triscari has extensive digital media domain experience, having acted as a senior executive for leading adtech organisations throughout the US and Europe.

Mr Triscari is currently the founder and Programmatic Economist at **Lemonade Projects**, which studies programmatic advertising through a microscope of economics, game theory and principles of radical transparency.

Adslot Chairman, Mr Andrew Barlow said, "Tom is one of the digital advertising industry's most highly regarded thought-leaders in programmatic advertising. He regularly develops insightful content to poke holes in conventional thinking as well as hosts industry symposiums that attract some of the industry's most prominent minds globally. Tom is also one of the industry's most veracious research analysts, applying a sharp economic lens to ascertain underlying business value, risks and growth potential. We are very excited for Tom to join the Adslot Board as a Non-Executive Director, and as our Board representative and ambassador in the United States."

Mr Triscari said, "Having known the Adslot team for several years and implemented its technology with large brand clients, I know first-hand that its platform is world-class. I think the recent MSA signings with almost all the industry's largest media buying agencies signifies a milestone shift in tandem with broader digital ad trends where the distinction between merely spending ad budget increasingly gets replaced with real advertising outcomes. In addition, after 14 years of struggling with programmatic trading, there is now a clear marketer flight to increased ad quality and direct publisher relationships, coupled with an agency flight toward rapid productivity gains. Adslot's premium guaranteed trading technology is well-positioned within these trends that ultimately benefit advertisers, agencies and publishers. I look forward to working with the board and the executive team to ensure Adslot's technical success continues to translate into better, faster, and cheaper outcomes for clients and financial success for the company and its shareholders."

Terms of Appointment

In conjunction with his appointment as a Non-Executive Director, Mr Triscari has been granted 6 million unlisted options to acquire fully paid ordinary shares in Adslot ("Options"). The exercise price of each Option is \$0.028 (based on the previous 7 day volume-weighted average price), and the Options expire on 8 August 2025.

While Mr Triscari is a director, two million Options will vest upon the 12-month anniversary of Mr Triscari's appointment, and the remaining 4 million Options will vest in eight equal tranches of 500,000 Options at the end of each three-month period thereafter.

Mr Triscari has also been engaged via his consulting company, Lemonade Projects, to act as Adslot's US ambassador; work with the Executive Team and Board to develop and implement investor and industry marketing initiatives; support the Company's investor relations program; provide strategic assistance to the US-based Exec team; and provide further advisory services as agreed between the parties from time to time. Lemonade Projects will be paid US\$50,000 annually for provision of these additional services.

About Mr Tom Triscari

Mr Triscari has previously acted as Managing Partner of Labmatik; CEO and Board Advisor to Yieldr; Founding Partner at Startupbootcamp Barcelona; Director of Publisher Marketplace & Business Intelligence at Criteo; Director of Sales Operations, Planning & Strategy at Yahoo! EMEA; and Strategy Consultant at IBB Consulting. He also advises various early-stage start-ups YieldPass, WaterCooler HQ, and Fiducia.

Mr Triscari holds a B.A. in Economics from the University of California, Los Angeles (UCLA), and a Masters of Business Administration (MBA), Finance/Entrepreneurship (Hons) from the University of Notre Dame – Mendoza College of Business. Mr Triscari was also a visiting Professor of Digital Media at ESADE's MBA program in Barcelona, Spain.

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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.