

[ASX Announcement](#)

[28 September 2021](#)

Investor Webinar – New Director Introduction and US Market Update

Adslot Ltd (ASX:ADS) will be holding a Live Investor Webinar at 11.00 am (AEST) today (Tuesday 28 September 2021).

The Live Webinar will be hosted by the Company's CEO, Mr Ben Dixon, and the President of Adslot's US operations, Mr Chris Maher. We will be joined by Mr Tom Triscari, who joined the Adslot board on 9 August 2021.

Attached is the Investor presentation that accompanies the webinar.

A recording of the webinar can be found in the investor section of the Adslot website.

Note: the recording will be available from 3pm today.

- END -

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.

A low-angle, upward-looking perspective of several modern skyscrapers with glass facades. The buildings are arranged in a way that they appear to converge towards the top center of the frame. The sky is a deep blue with scattered white clouds. The overall color palette is dominated by blues and greys, with some highlights from the sky and building reflections.

Adslot.

**SEPT 2021
INVESTOR WEBINAR.**

ATTENDEES.



Ben Dixon

Chief Executive Officer



Tom Triscari

Director



Chris Maher

President North America

TOM TRISCARI: BACKGROUND.

Pre-Programmatic

- UCLA, Economics (1992)
- Dotcom Era Startups
- Notre Dame, MBA (2007)

Programmatic

- Yahoo EMEA (Right Media, 2008)
- Criteo, London (Pre-IPO team)

“In-Housing Era”

- Interim CEO, Yieldr (2014)
- Labmatik, programmatic consulting firm (2015-2020)
- Paper: Programmatic Lemon Market Game (2020)
- Lemonade Projects, programmatic innovation agency (Present)
- Adslot (ASX:ADS), non-exec board member

TOM TRISCARI: BACKGROUND.

Consulting

- World's largest brands
- Mostly agency-dependent
- In-housing media is real
- Worried about waste
- Looking good matters
- CMO <> CFO fluency bridge

Board Time + Startup Advisory

Adslot.

ASX: ADS

board

 **fiducia**
trust & transparency for advertising

yieldPass

The Watercooler
Discover • Decide • Discuss

startups

Quo Vadis Newsletter



Quo Vadis

Programmatic Newsletter

Quo Vadis

Welcome to Quo Vadis — your periodic dose of programmatic perspective. Join our community to untangle the struggle between programmatic advertising, which presses forward, and a severe informational imbalance obstructing its progress.

tom@lemonadeprojects.com

Subscribe

KEY MACRO TRENDS.

1

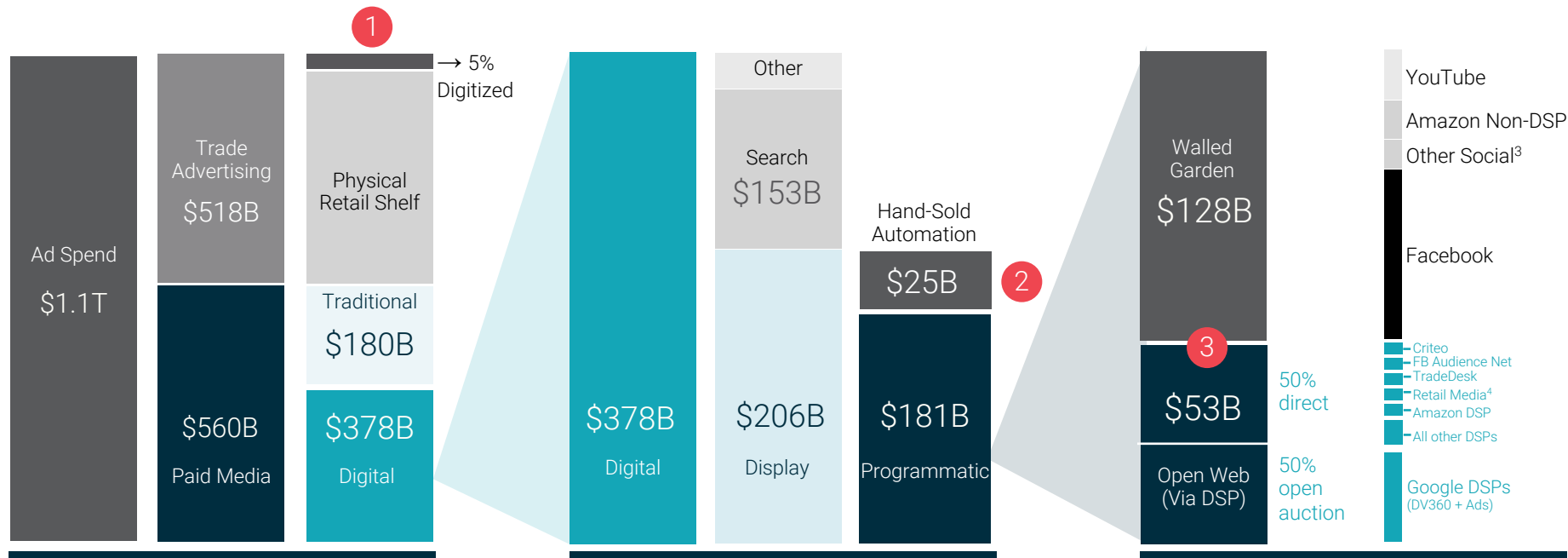
Flight to Digital

2

Flight to Quality

FLIGHT TO DIGITAL CONTINUES

3 SUB-TRENDS DRIVE GROWTH.

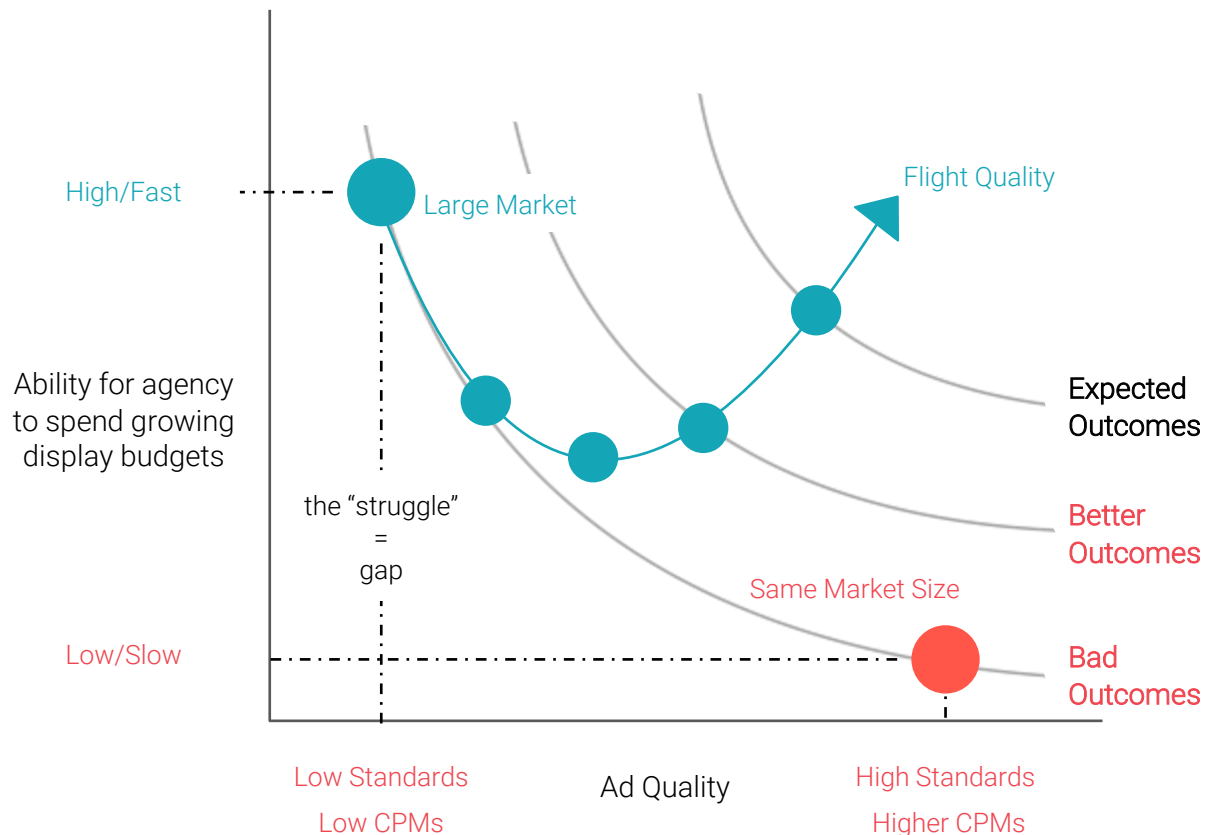


1. Large lag between ecommerce eyeballs and ad placements

2. Flight to quality drives incentives toward ad quality guarantees

3. Open marketplace auctions replaced by direct automated deals for large advertisers

FLIGHT TO QUALITY THE 'STRUGGLE'.



FUNDAMENTAL CHANGES

- Budgets shift to quality guarantees vs. open market biddable auctions
- Struggle to pace growing digital ad budgets is overcome
- Buyers/agencies seek tools to drive incremental utility (value add)
- Utility is shift is narrative clients want to hear from agencies

VALIDATION: PARTNER MARKETPLACES ACTIVATED.

Key Partner Marketplaces under activation include:

- GroupM Global Premium Supply Initiative
- IPG /Kinesso Health, Wellness & Lifestyle Marketplace
- FlowerShop Cannabis Compliant Media Marketplace

GROUPM PREMIUM SUPPLY INITIATIVE.

- GroupM Premium Supply Initiative active in key markets around the world
- First market activated is the United Kingdom (August 2021)
- Trading has now commenced
- 11 key publisher partners now onboarded
- Activity expected to scale in Dec quarter and beyond

IPG/KINNESSO CUSTOM MARKETPLACE.

Adslot is building a highly customised, branded solution for one of the largest media buyers in the world

PHASE I

Launch in early October for Health, Wellness & Lifestyle vertical across programmatic guaranteed inventory. Many of their largest media buyer clients fall in this category

PHASE II

Integrate more traditional programmatic buying techniques/tactics

PHASE III

Rollout across additional vertical categories

FLOWERSHOP MEDIA.

- First dedicated marketplace for trading of Cannabis compliant media in the US
- Custom features deployed
 - Age-gating
 - Geographic targeting by jurisdiction
 - Creative compliance workflow
- Initial publisher partners now onboarded with more to come
- Trading to commence imminently and grow through December quarter

THE HOLDING COMPANIES.

THE BIG SIX



dentsu



WPP

Omnicom

EMERGING



☐ Contracted with Adslot

Q&A.

DISCLAIMER.

The information contained in this presentation is given in good faith and has been prepared from information believed to be accurate and reliable. The information presented does not take into account your individual financial circumstances and it is not designed to be a substitute for specific financial or investment advice or recommendations and should be relied upon as such. You should consider talking to your financial adviser before making an investment decision. So far as the law allows, Adslot Ltd excludes all liability for any loss or damage whether direct, indirect or consequential. This presentation includes forward-looking statements that are based on information and assumptions known to date and are subject to various risks and uncertainties. Actual results, performance or achievements could be significantly different from those expressed in, or implied by, these forward-looking statements. Such forward-looking statements are not guarantees of future performance. They involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of Adslot Ltd, and which may cause actual results to differ materially from those expressed in this presentation.

THANK YOU.

Please direct any questions to: investor.relations@adslot.com