



Adslot.

INTRODUCING br1dge

FEBRUARY 21, 2024

A scenic landscape featuring a paved road that stretches from the bottom center towards a bright, hazy horizon. The road is flanked by dense, green and brownish vegetation on both sides. The sky above is filled with large, dramatic clouds, with a mix of dark blue and golden-yellow hues, suggesting a sunrise or sunset. The overall atmosphere is one of hope and possibility.

THE OPPORTUNITY.

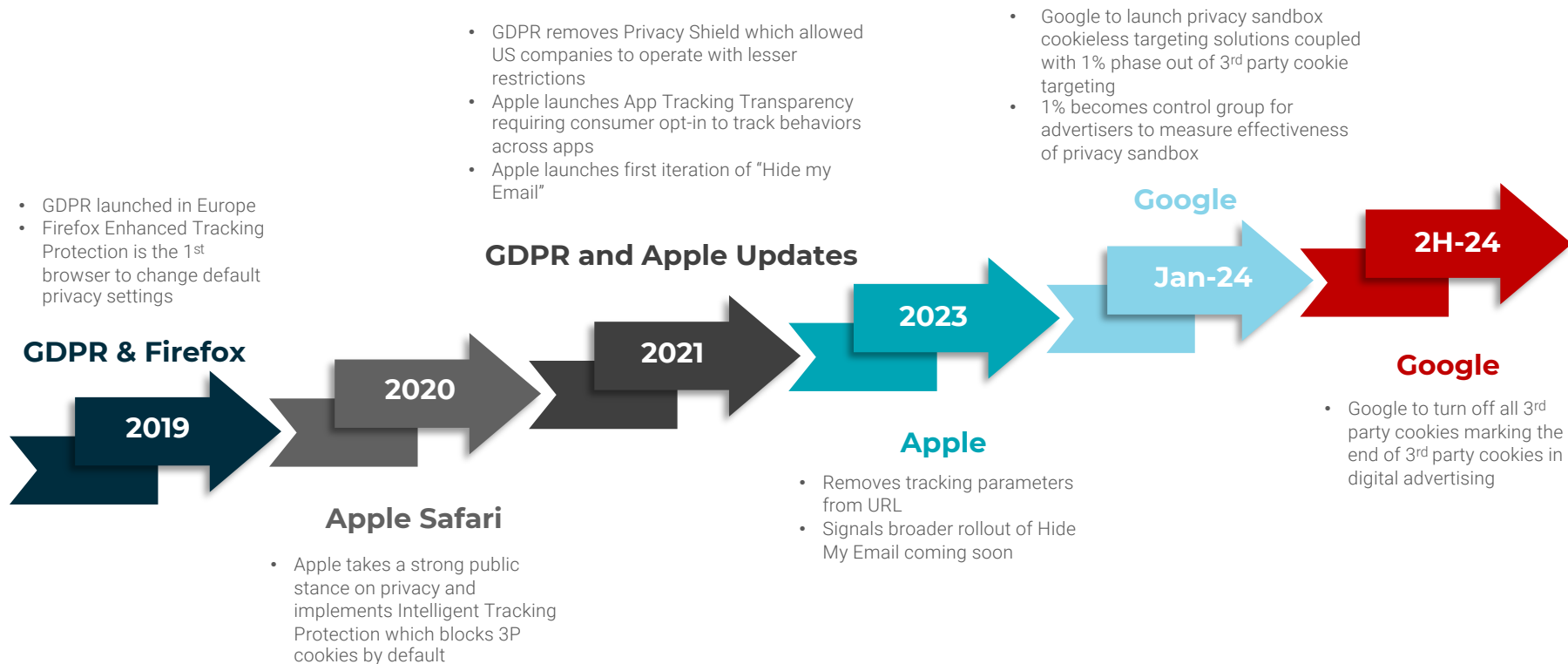
RARE PERFECT STORM RESHAPING DIGITAL ADVERTISING.

Consumer Backlash

Industry Regulation

Corporate Governance

AN ENDGAME 5 YEARS IN THE MAKING.



INCUMBENT SOLUTIONS FOCUSED ON PROTECTING THEIR TURF.



50% of the users
are on Chrome and
Android only



Authenticated
Users only.
~5% -10% of
open web pubs



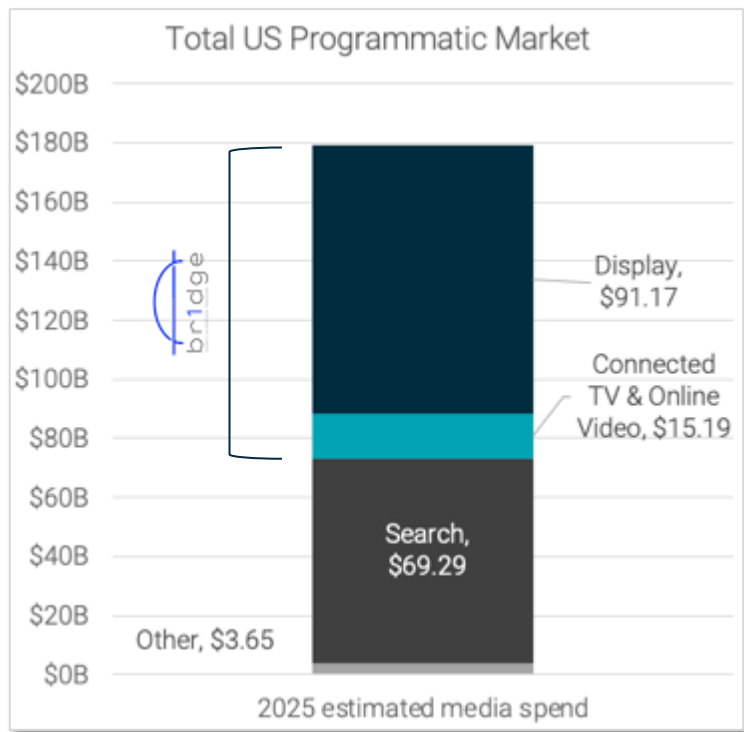
Mid to long-tail
open web pubs,
premium video
Est opt-in 5% -10%



“Fragmentation by Design”

Incumbent solutions only reach a
fraction of the total audience.

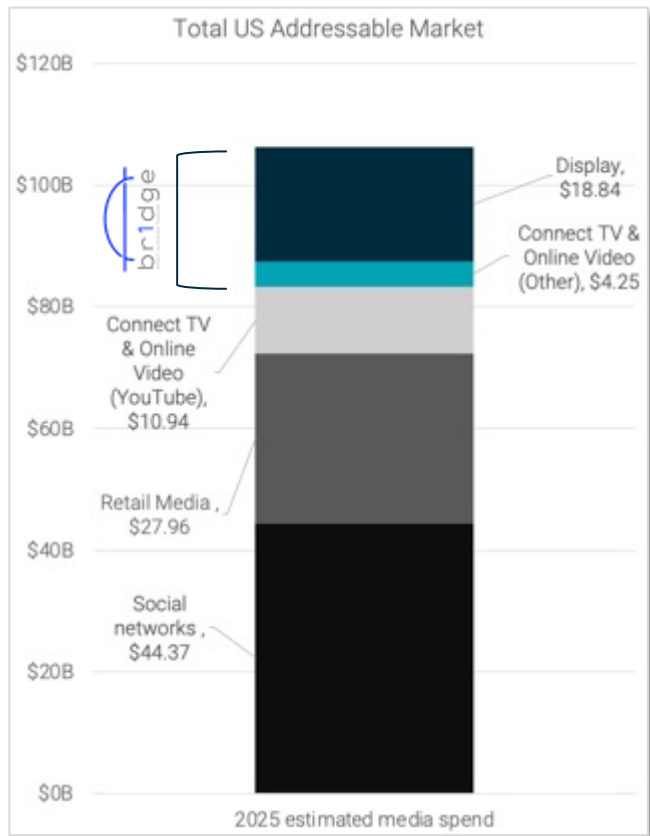
US PROGRAMMATIC MARKET SIZE.



~\$180B

Total Programmatic
Media Revenue, 2025

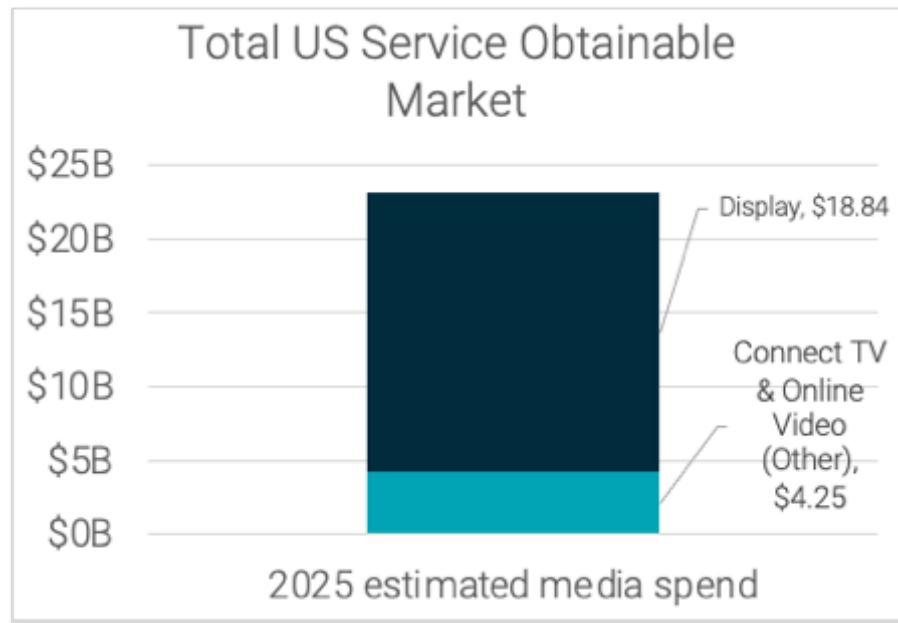
TOTAL ADDRESSABLE MARKET BREAKDOWN.



~\$106B

Addressable Programmatic
Media Revenue, 2025

TOTAL SERVICE OBTAINABLE MARKET BREAKDOWN.



~\$23B

SO Programmatic Media Revenue, 2025

A blurred background image showing a group of business professionals in an office setting. In the center, two people are shaking hands, symbolizing a deal or agreement. Other individuals are visible in the background, some holding folders or documents. The overall tone is professional and collaborative.

PATH TO SUCCESS.

CUSTOMER VALIDATION.

4

Agency Holding Companies

11

Agencies

40

Advertiser teams

7

Premium publishers
(committed to trial phase)

PRODUCT MARKET FIT.

REQUIREMENT

OUR VALUE

✓ Privacy & consent controls

Extends Adslot Automated Guaranteed platform to bulk audience buying model directly integrated with publisher 1P audiences

✓ Media efficiency & effectiveness

Onboards programmatic ad placements & formats to meet advertiser lower funnel effectiveness targets

✓ Broad reach of on-target audiences

New aggregation capabilities across existing Adslot publisher relationships that collectively reaching an estimated 98% of US adults

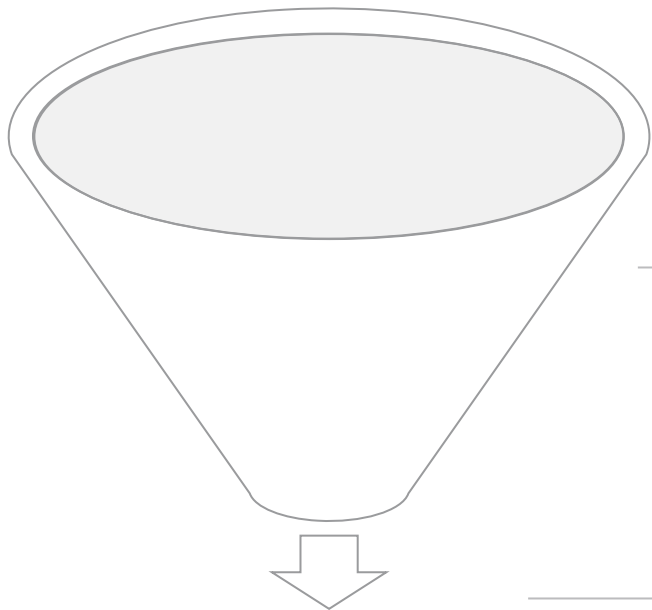
✓ Maintains operational efficiency

Purpose built user experience enabling bulk buying audience planning and buying workflow across Adslot premium publishers

✓ Simplifies fee structure

Maximise brand working media dollars with simplified fee structure

COMPLIMENTARY SOLUTIONS.



Conversion

Premium, brand
awareness campaigns.

Adslot.

1:1 Direct buying

Lower-funnel and
conversion campaigns.



Bulk audience buying

BRIDGE TEAM.



Mark Pearlstein
CEO

- 25 years in software platform sales
- 10 years as CRO of DV
- Strong product marketing skillset



Tori Egler
VP Commercial Sales

- 15 years in advertising sales
- 7 years at DV
- Strong agency & brand relationships

SUMMARY.

1. A once in a generation industry change is underway, creating significant challenges for buyers and sellers

2. The opportunity created by this is substantial and immediate

3. The existing Adslot Media platform is uniquely positioned to form the basis of a solution to these challenges (br1dge)

4. br1dge is highly complementary to the existing Adslot Media strategy - addressing a new and emerging opportunity for the same clients

5. We have secured a highly capable and experienced leadership team to take advantage of this opportunity

6. br1dge represents a significant opportunity for Adslot shareholders to realise benefit from our historic investment in technology

THANK YOU.