

ASX Announcement  
2 May 2024

## Adslot Appoint Chief Financial Officer (CFO)

Adslot Ltd (ASX: ADS), is pleased to announce the appointment of Mr. Mal Jayakody to the role of Chief Financial Officer.

Mr. Jayakody has been with the Adslot since 2011, the last eight years as the company's Group Financial Controller. He was acting CFO for a brief stint in 2017 and has been head of finance since April 2023. Prior to joining Adslot, Mr. Jayakody was the CFO of Sintesi, a research, design, and manufacturing business servicing the global apparel manufacturing market. He holds a Master of Business Administration and is a fellow member (FCPA) of CPA Australia, fellow member (FCMA) of the Chartered Institute of Management Accountants (CIMA) UK and member of Chartered Global Management Accountant (CGMA).

Mr. Jayakody replaces Interim CFO, Mr. Tom Triscari, who remains a non-executive director of Adslot Ltd.

Adslot CEO, Ben Dixon said "I am pleased to confirm the appointment of Mal Jayakody as CFO of Adslot. Mal brings a rich understanding of our business and the wider industry to the role and his efforts will be critical as we drive the business to profitability and beyond."

Mr. Jayakody commenced in this new role on Wednesday 1<sup>st</sup> May.

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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.

## Future performance

This Announcement contains certain references to forecasts, estimates, assumptions and other forward-looking statements and statements regarding the intent, belief or current expectations of The Company. The words “likely”, “expect”, “aim”, “should”, “could”, “may”, “anticipate”, “predict”, “believe”, “plan” and other similar expressions are intended to identify forward-looking statements. Forward-looking statements, opinions and estimates provided in this Announcement are based on assumptions and contingencies which are subject to change without notice, as are statements about market and industry trends, which are based on interpretations of current market conditions. Forward-looking statements are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance. This Announcement contains such statements, which are subject to risk factors associated with an investment in The Company. The Company believes that these statements are reasonable, but they may be affected by a range of variables which could cause actual results or trends to differ materially. Forward-looking statements involve known and unknown risks, uncertainties and assumptions and other important factors that could cause actual results, performance or achievements of The Company to be materially different from future results, performances or achievements expressed or implied by such statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this Announcement.