

ASX Announcement

01 October 2024

Commercial Update

Adslot Ltd (ASX: ADS) ("Adslot" or the "Company") today announces an update to commercial arrangements with international agency group, GroupM, for the provision of the Symphony workflow management solution as well as updates on other commercial initiatives.

Extension of the Symphony Contract with GroupM

Adslot Ltd is pleased to announce that overnight we successfully executed the extension of our Symphony contract with GroupM for an additional two years. This update follows the previous announcement on 19 April 2024. This extended partnership underscores the confidence and trust that GroupM places in the Symphony platform. Notably, the renewed contract includes a substantial 45% price increase to monthly revenue from September 2024 across 8 markets in APAC and EMEA, reflecting the growing value and impact of Symphony in driving media trading efficiencies for GroupM.

Annual Extension of the REA Contract

We are also pleased to confirm the annual extension of our contract with REA Group. This extension incorporates an inflation-based price increase, ensuring that our financial agreements remain sustainable and reflective of current economic conditions. Our continued partnership with REA Group signifies the value that our specialist software provides.

Progress on StoreFront Opportunities

In a continuation of our focus on the deployment of Publisher StoreFronts, the Company advises that:

- the Sonnant StoreFront has been deployed, with first trades expected in October 2024;
- the Rakuten Viber StoreFront has been developed and the Company is now working closely with Rakuten Viber on launch activity to deploy it in their identified initial markets;
- a joint project team is working to develop a StoreFront for one of the UK's largest premium publishers;
- commercial negotiations are progressing in Germany to develop a StoreFront with a leading publisher whilst also continuing to build out the supply side of the Open Marketplace; and
- progress continues to be made in Australia with a significant publisher.

In addition, the Company's sales teams are actively working with new and existing clients in the UK, Australia, and Germany to assess additional opportunities for StoreFront. The initial market reaction is very encouraging with publishers looking to counteract diminishing programmatic driven revenue and maximise yields from direct sales.

Progress on Cost Reduction Initiatives

Adslot Ltd has made significant strides in enhancing operational efficiency through targeted cost reduction initiatives. These efforts have resulted in meaningful reductions in our cost base, thereby improving our overall financial position. As part of the cost discipline, we have also sharpened where we are investing to accelerate revenue realisation.

In summary, the Company is making progress on its turnaround plan.

We look forward to keeping our stakeholders informed of further developments and achievements.

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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.