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ASX ANNOUNCEMENT

Friday 1st August, 2014

Adslot Launch Symphony Integration

Integration of trading and workflow a milestone for the industry

Adslot Limited (ASX: ADJ), a global provider of premium display media trading technology, today announced it has launched an integration of the *Adslot* trading platform and *Symphony* workflow automation platform.

“This is a huge milestone for the company, and the first in a series of integration enhancements that will allow buyers and sellers of premium display advertising to transact seamlessly across the end-to-end campaign life cycle”, said Adslot CEO, Ian Lowe.

“*Adslot* automates a trade between a media buyer and an online publisher. *Symphony* automates the complex workflow and administration tasks directly associated with the trade, but not the trade itself. The integration of *Adslot* and *Symphony* creates a truly transformative technology that is unrivalled anywhere in our industry. Our end-to-end capability was the premise to the acquisition of Facilitate Digital in December 2013, and with it, acquisition of the *Symphony* workflow technology.

With well developed plans to bring additional enhancements to the *Adslot-Symphony* integration in coming weeks and months, we believe this positions Adslot at the very forefront of online media trading automation anywhere in the world”, said Lowe.

“Importantly, we believe it leaves us well positioned to drive more meaningful adoption of the Adslot trading technology over coming quarters. With online display advertising spend executed via *Symphony* approaching \$2b per annum, migrating agency buyers to our trading toolset is a material revenue opportunity and the growth engine for the business”.

Adslot have previously announced multiple market *Symphony* contracts with the world’s largest media buying groups, including GroupM and Omnicom.

About Adslot

Adslot’s mission is to automate the trading of premium online display advertising. 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 material trading efficiencies made possible only via technology, and by doing so the basis on which the \$50B online display industry will realise its full growth potential.

Adslot is a global organization with operations in Australia, New Zealand, China, Germany, the US and the UK, and is headquartered in Melbourne, Australia.

About Symphony

Symphony is the world's leading workflow solution for online display advertising, and is used by media agency groups and agencies in markets including APAC and North America. Symphony was developed by Facilitate Digital, a company acquired by Adslot in December 2013.

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