

Adslot Ltd

CEO Presentation

AGM

Wednesday 15th November 2017

FY17

Significant Milestones

FY17 - Significant Milestones

August 2016 – announced global Symphony contract with GroupM

- Long term *Symphony* contract signed with GroupM - the world's largest media buyer
- Global deal with immediate focus on new market deployments in Europe and APAC
- Secures long term revenue growth of Licence Fees
- Value of media traded via *Symphony* expected to more than double to circa \$7 billion over the next 2 to 3 years, which more than doubles the available Trading Fees opportunity via the Adslot-Symphony integration
- A market-ready capability in each new country of deployment provides opportunity to sell *Symphony* to other agencies

October 2016 – closed \$18m capital raising

In October 2017 the Company successfully concluded an \$18m Entitlement Offer and Placement. The capital raising was conducted in order to:

- Expand the R&D team in support of:
 - (a) *Symphony* deployments in new markets for GroupM, and
 - (b) increase the velocity of new feature development.
- Expand the Sales organisation
- Increase marketing activity and sales enablement.

The last 12 months...

Successful execution against the GroupM contract

July 2017 - new market deployments of *Symphony* announced

- x3 additional markets activated for GroupM - Austria, Taiwan and Turkey – increasing the *Symphony* customer footprint from 9 to 12 countries
- Registered user base increased 11% year on year, from 10,604 to 11,727

Installed		
	July 2016	July 2017
Countries Deployed – All Clients	Australia New Zealand China Japan Hong Kong Malaysia Singapore Vietnam US	Australia New Zealand China Japan Hong Kong Malaysia Singapore Vietnam US Austria Taiwan Turkey
Number of Registered Users	10,604	11,727

Underpinning 45% YoY growth in Licence Fees...

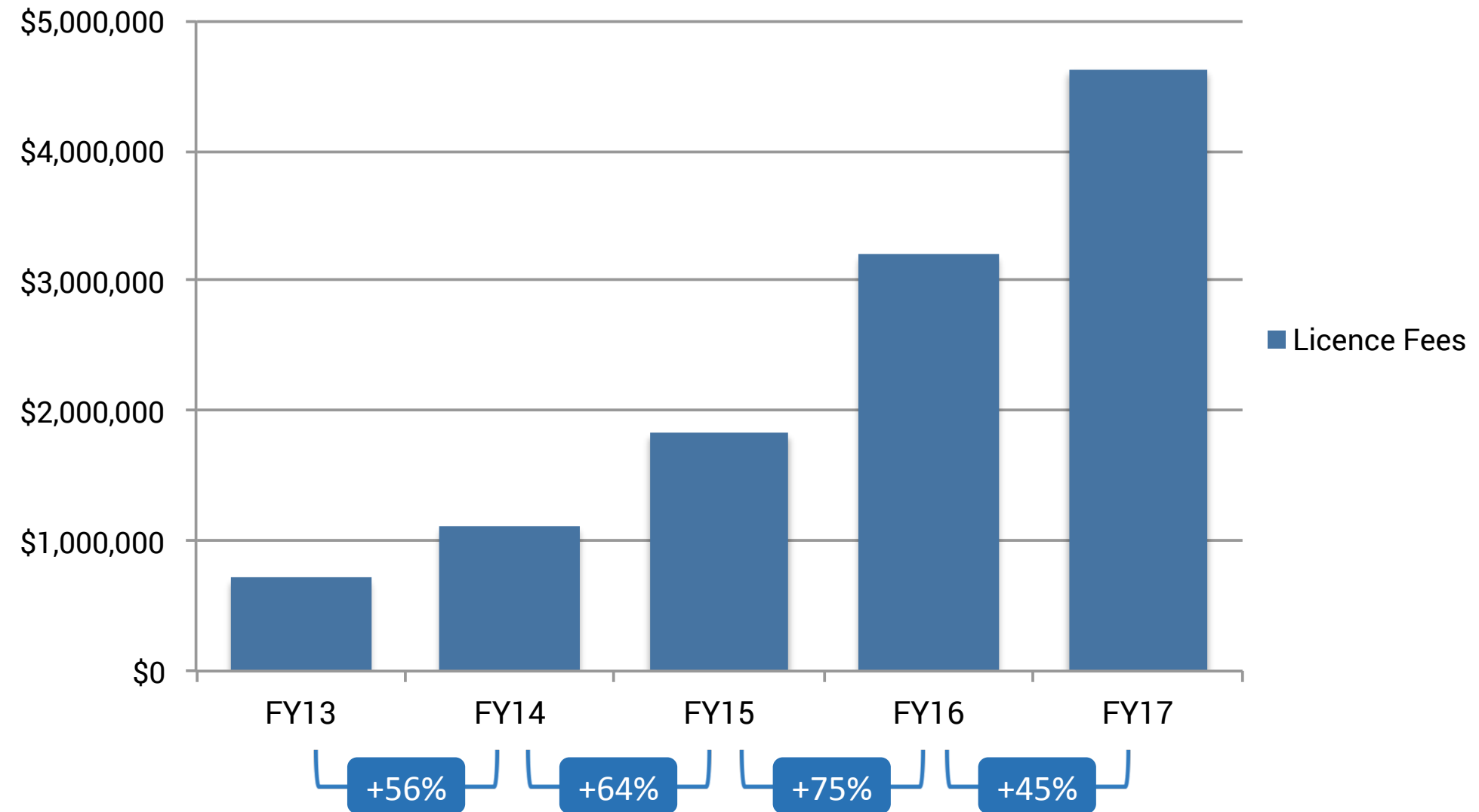
Year on Year

+45%

Licence Fees

\$4.621m

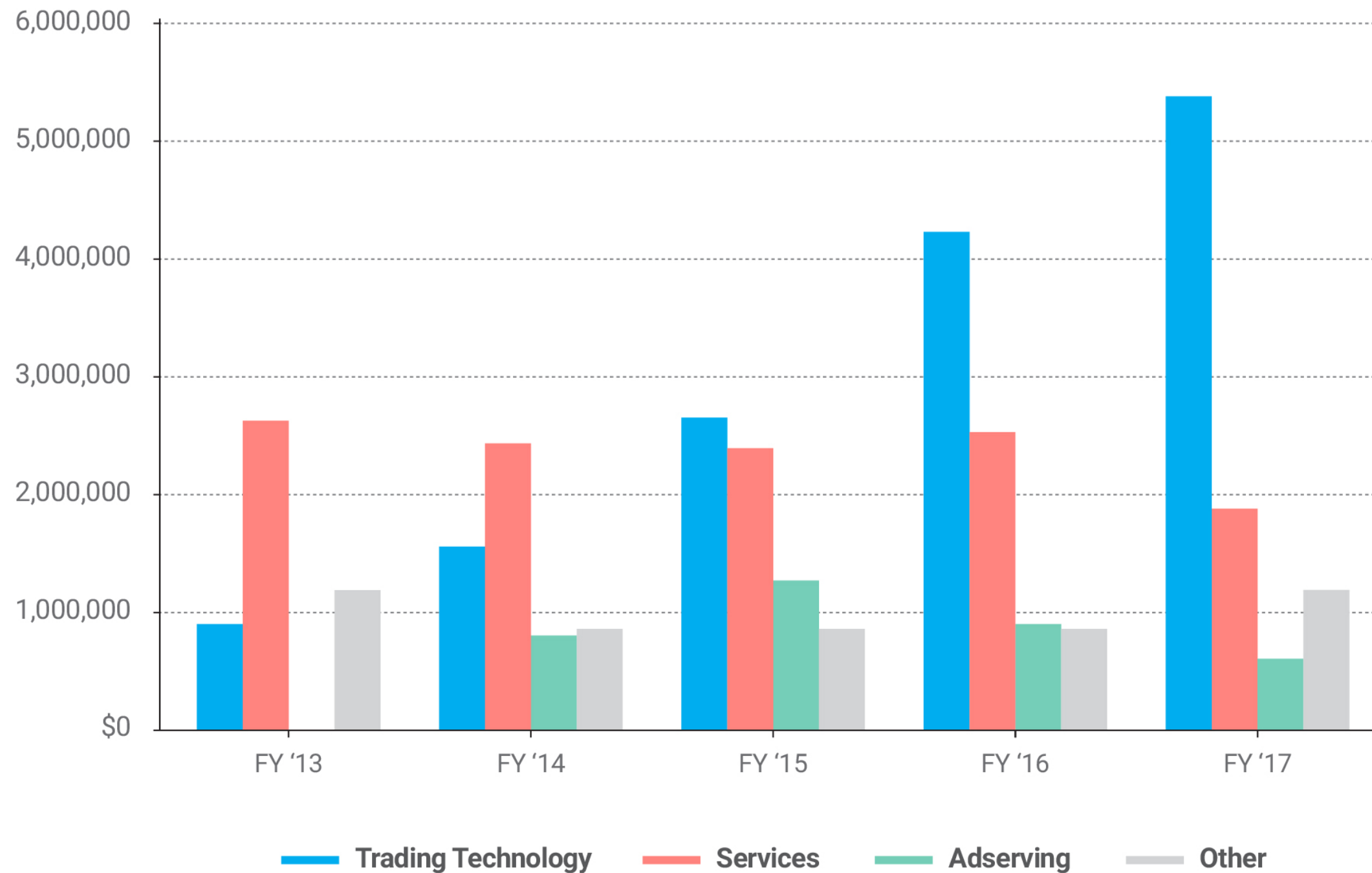
YoY Licence Fees



- Licence Fees grew 45% year on year, attributable to the GroupM global contract announced in August 2016
- **The full year impact in FY17 of revenue from GroupM is 63% year on year growth**

...and 27% YoY growth in Trading Technology revenues

YoY Revenue by Segment



- Trading Technology revenue increased by 27% YoY
- Trading Technology revenue growth offset the expected decline in non strategic Adserving and Services revenues

New market deployments to accelerate

	Installed		Deployment pipeline (July)	Deployment pipeline (October)
	July 2016	July 2017		
Countries Deployed – All Clients	Australia New Zealand China Japan Hong Kong Malaysia Singapore Vietnam US	Australia New Zealand China Japan Hong Kong Malaysia Singapore Vietnam US Austria (S) Taiwan (S) Turkey (S)	3 Markets: <ul style="list-style-type: none"> • x1 market fully scoped, in development • x1 market fully scoped, development yet to commence • x1 market partially scoped, development yet to commence 	5 to 7 Markets: <ul style="list-style-type: none"> • x1 market fully scoped, development completed and scheduled for activation in the Dec Qtr (S-M) • x1 market fully scoped, development commenced and scheduled for activation in March Qtr '18 (L) • x1 market partially scoped, development yet to commence (L) • x2-4 markets yet to be scoped, development yet to commence (S-M)
Number of Registered Users	10,604	11,727		

Announced in October 2017

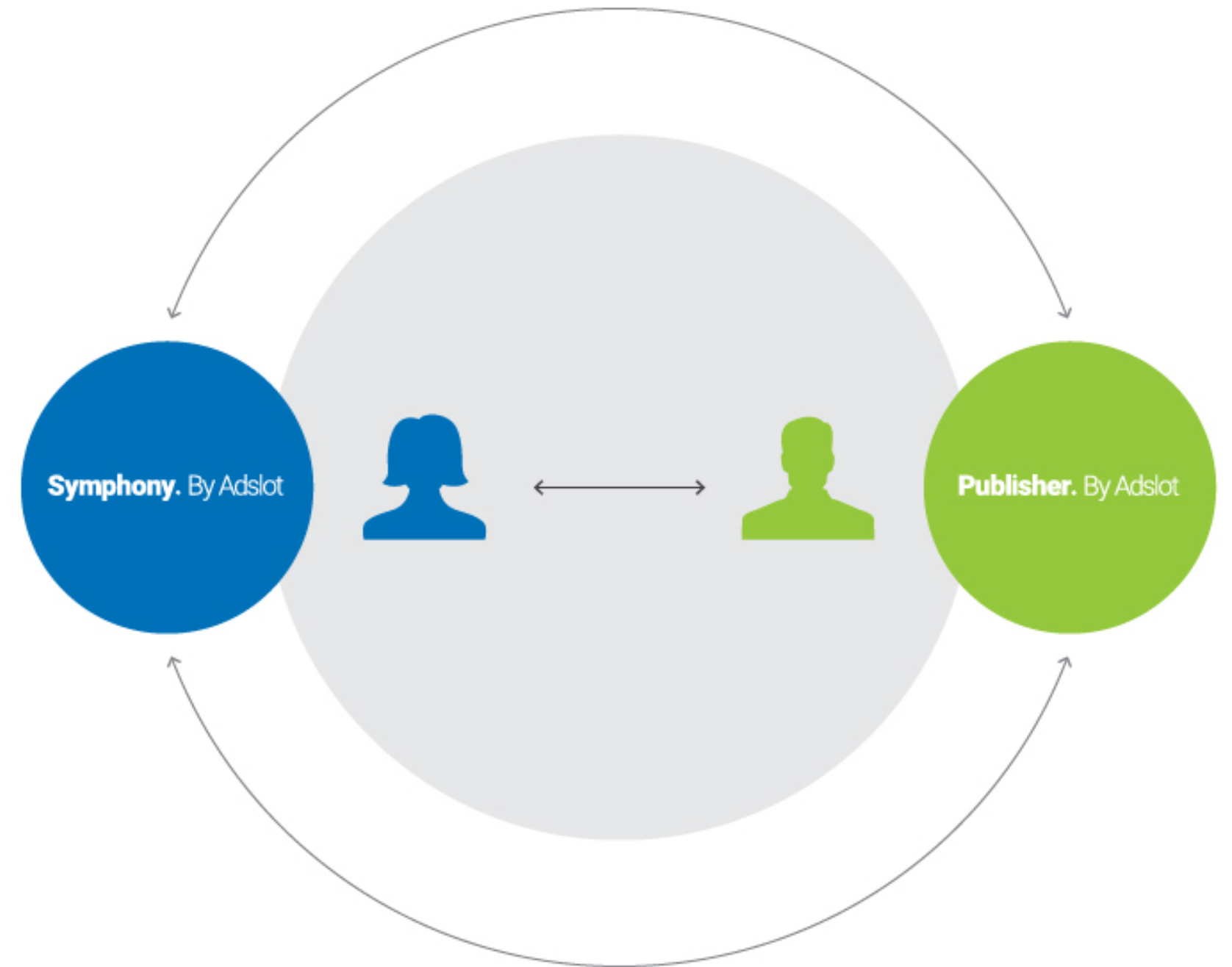
- 5-7 new markets scheduled for deployment in FY18 – announced in October 2017
- October announcement represents an increase of 2-4 markets versus the July announcement
- Average market size is also increasing: FY18 schedule includes x2 Large markets
- Licence Fees are driven by volume of ad spend (size of market)

Impact of new market deployments

- Each new market deployment generates additional Licence Fee revenues
- Each new market deployment grows the user base of media buyers and sellers that rely on Symphony
- Each new market deployment expands the Company's customer footprint
- Each new market deployment grows the amount of media spend traded via the Symphony platform
- As media spend traded via Symphony grows, the opportunity to generate Trading Fees grows with it
- **The underlying Symphony business is profitable, scalable and will continue to deliver revenue growth**

Symphony plays an important role...

- In addition to being profitable, Symphony is a scalable business ongoing
- Symphony will continue to deliver growth in Licence Fees via the multi-year GroupM global contract and other new business
- Symphony remains a key element of the Company's strategy to further accelerate growth via Trading Fees



Capital Raising – Objectives

1. Accelerate product development

- New product features
- New integrations
- New market activations
- Symphony-Adslot integration

2. Ramp sales and marketing activity to accelerate revenue growth



The Company is successfully executing its post capital raising Operating Plan

Product Development

- Additional product & development resources secured in the period October 2016 to June 2017
- Over this period the product & development team nearly doubled in size, with a corresponding threefold improvement in output as economies of scale were realised and processes refined
- Further output improvements are expected (from existing resources)

Sales & Marketing

- Expansion of sales organisation in 2H FY17:
 - US market/sales lead appointed
 - New US sales hires secured
 - Chief Marketing Officer appointed

The impact of product investment has been significant...

AUDIENCE

- Major release (April 2017) - targeting via Bluekai 3rd party audience data
- Major release (May 2017) – targeting via Lotame 3rd party audience data
- Major release (October 2017) – audience survey feature

ANALYTICS &
DATA

INTEGRATIONS

The screenshot displays the Adslot Marketplace interface. At the top, navigation tabs include Dashboard, Marketplace (selected), Planner, Media Schedule, Creative, Inbox, and Reports. Below the navigation, the current view is 'Home Australia in News' with a search bar and a summary: 'found 1,464 products from 302 sites and 181 publishers'. A 'Filtering' bar shows: 'Audience Survey on 21st July 17', 'Male Auto Intenders 25-45yrs', 'Dates Range 21st July 17 - 21st Aug 17', 'Targeting United States (Geo), Automotive (BlueKai)...', 'Surveying total imps. 512,234,167 Imps.', 'Matching Survey 3,789,890 Imps.', and 'Results 45 products for 45 credits'. Below the filtering bar, there are five product cards, each for 'Main Category (ebay Sellers) - Skyscraper' on eBay. The first card is partially obscured by a 'Geography' dropdown menu showing 'United States' and an 'Audience' dropdown showing 'Auto(BlueKai), Male 25-45yrs (BlueKai)'. The product cards list details such as 'Desktop Display 728x90', '160x600 300x250 ROS ATF', and 'Geographic Audience Contextual'. On the left side of the interface, there is an 'Audience Survey' panel with an 'Apply Survey' dropdown set to 'Male Auto Intenders 25...', a 'Duplicate survey to run again' link, 'Credits Available 1,955', and a 'New Survey' button.

The impact of product investment has been significant...



AUDIENCE

ANALYTICS &
DATA

INTEGRATIONS

- **Major project commenced – ingestion of 1st party audience data.** This feature allows an advertiser/agency to target and buy ad impressions specific to an audience defined by their own data.
- Status:
 - Phase 1 of build is complete
 - Initial market interest is strong
 - First trading activity is anticipated in the coming weeks/months
 - 1st party data in combination with Adslot's Audience Survey feature is a powerful capability and entirely unique to Adslot

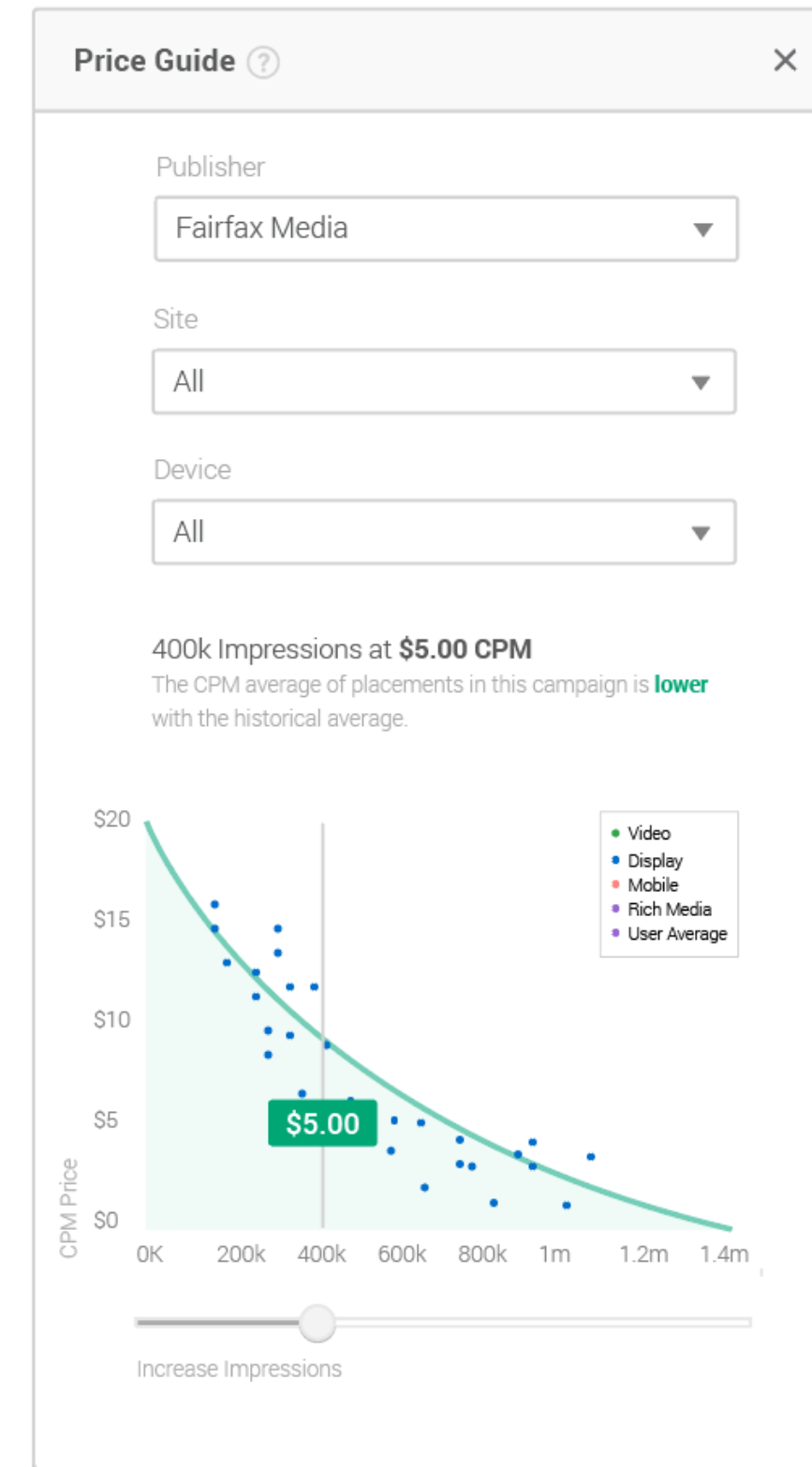
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AUDIENCE

ANALYTICS &
DATA

INTEGRATIONS

- Major release (December 2016) – viewability insights via Integral Ad Science
- Major Release (June 2017) – publisher and agency adserver reporting integration
- Major release (September 2017) – investment history reporting/analysis



The impact of product investment has been significant...

AUDIENCE

ANALYTICS &
DATA

INTEGRATIONS

- Major release (December 2016) – integration of viewability via Integral Ad Science
- Major release (April 2017) – integration of Bluekai 3rd party audience data
- Major release (May 2017) – integration of Lotame 3rd party audience data
- **Major project commenced – integration of additional publisher adserver.** This is a key deliverable in the project to activate Trading Fees with a Symphony agency client in Europe.
- Status:
 - Phases 1 & 2 of integration build are complete
 - Publishers confirmed for technical testing
 - Project on track for completion in Dec Qtr

Adslot is successfully executing its Innovation Plan

AUDIENCE

- Major release (April 2017) - targeting via Bluekai 3rd party audience data
- Major release (May 2017) – targeting via Lotame 3rd party audience data
- Major release (October 2017) – audience survey feature
- **Major project commenced – ingestion of 1st party audience data**

ANALYTICS & DATA

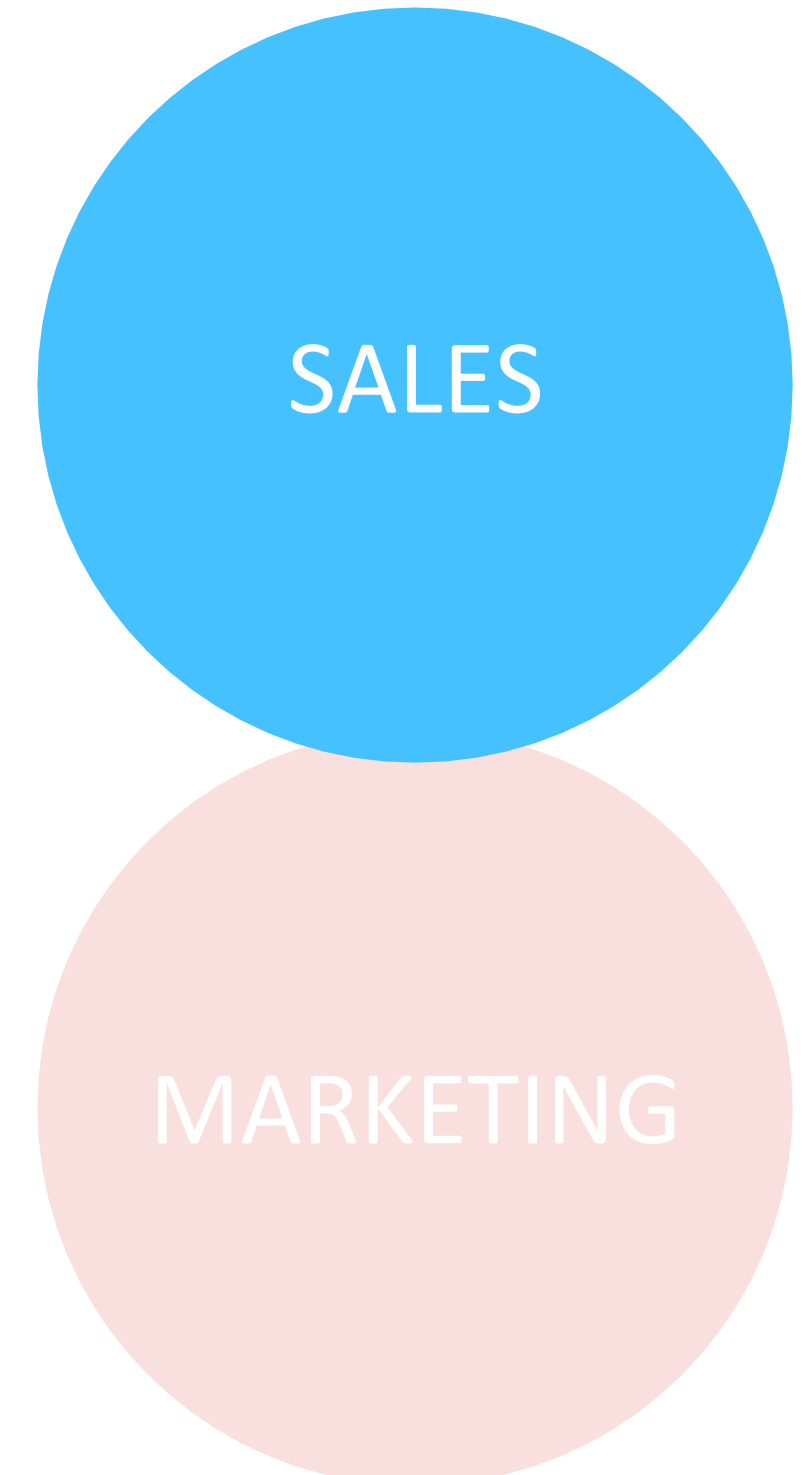
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INTEGRATIONS

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- Major release (May 2017) – integration of Lotame 3rd party audience data
- **Major project commenced – integration of additional publisher adserver**

In parallel, sales momentum is building...

- Expansion of US sales team (December 2016)
- US market/sales lead appointed (April 2017)
- Refocus on larger agencies and targeting of large, recurring advertising budgets
- Significantly larger revenue opportunities in pilot
- Sales pipeline materially increased
- Commitments in Europe and Australia from Symphony clients to broader adoption of Adslot Media (Automated Guaranteed)
- Major publishers secured throughout FY17 and ongoing



The Motley Fool



...supported by powerful marketing

- Chief Marketing Officer appointed (May 2017)
- Major brand collateral upgraded to underline broader value proposition
- Product collateral upgraded to highlight key features/benefits
- Enhanced website focused on product information and lead generation

THIS IS ADSLOT MEDIA.



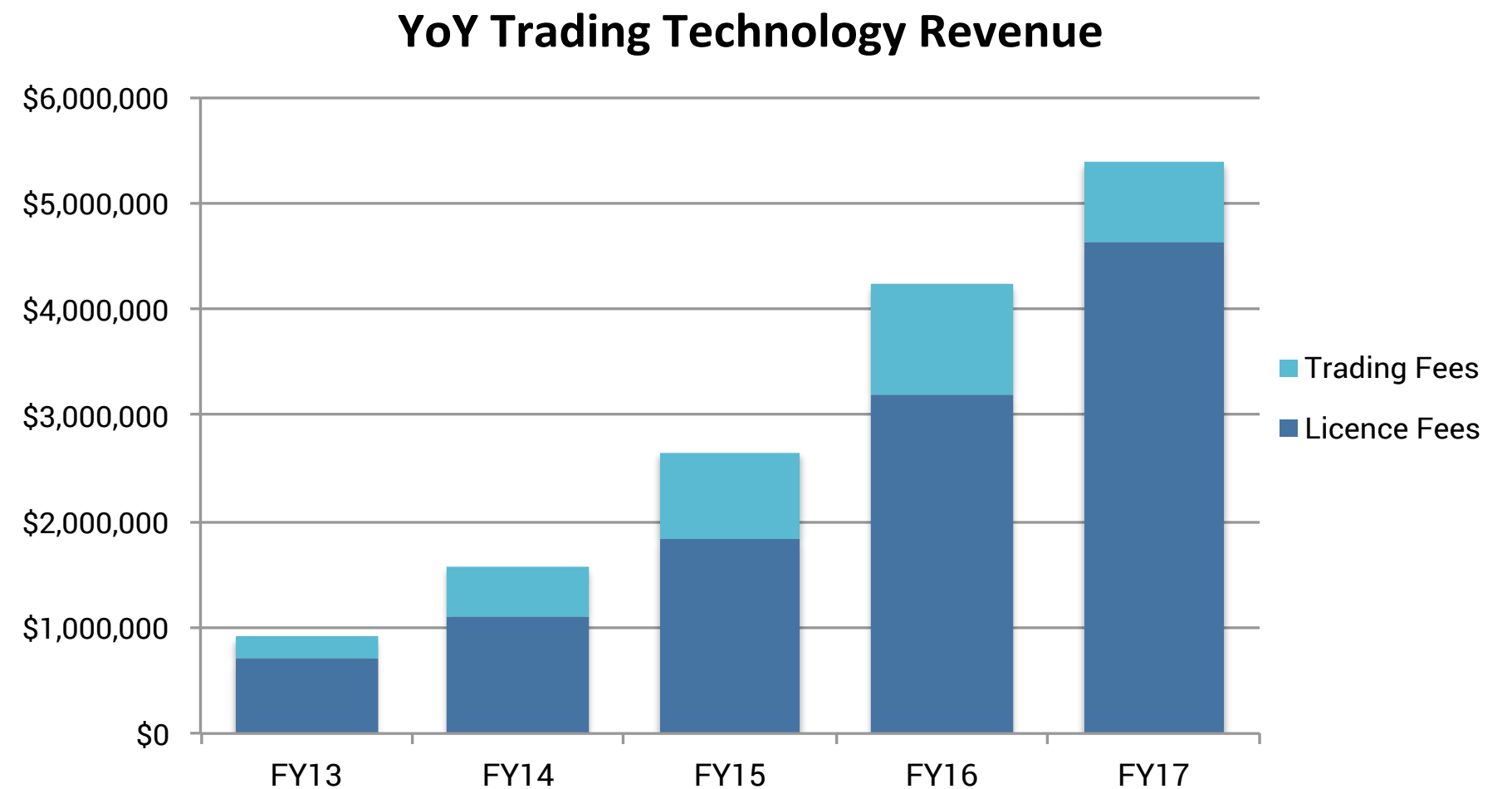
SALES

MARKETING

Growth Agenda

Growth Agenda

- The profitable, predictable, recurring Licence Fee revenue produced via Symphony is expected to continue to grow.
- A majority of R&D investment continues to focus on the scalable, high margin Trading Fee revenue derived from Automated Guaranteed.
- Trading Fee revenues to date remain nascent, unpredictable and have taken longer to emerge than anticipated.
- Adoption timeframe has been impacted by a range of factors, including a highly distributed agency assessment process, the change management implications of a revised buying process and (until April/May '17) a prioritisation of the margin opportunities in RTB.
- In response, the Company has refocused on larger agencies/advertisers, extended its change/project management capabilities and refined the sales pitch and product offering.



Growth Agenda – Trading Fees

The market opportunity is large and the Company has built a strategic position from which to realise growth acceleration:

- The Symphony user base and advertising spend it represents is growing
- The number of major publishers signed up to Adslot is growing
- The Symphony-Adslot integration is vastly improved
- The Company has prioritised the Symphony-Adslot integration agenda, and is moving rapidly to a single interface for buyers (Symphony) and a single interface for sellers (Adslot Publisher)

Announced in October 2017...

- Commitments have been secured from two Symphony agencies - one in Europe, and one in APAC - to undertake a phased activation of Adslot's Automated Guaranteed technology.
- A number of large agencies/advertisers have commenced pilot activity.
- A number of large agencies/advertisers have committed to pilot activity in the near future.
- The sales pipeline has grown in size and quality.
- The \$ value of media traded via Adslot technology that generates Trading Fees is expected to continue to grow.

Growth Agenda - Summary

- The Adslot team is laser focused and successfully executing the Operating Plan.
- The Board and the management believe Adslot's solution is clearly differentiated and the Symphony-Adslot strategy is the right strategy.
- The Company is confident its investment in R&D, sales and marketing will see meaningful Trading Fee revenues emerge.
- The Company has seen material benefits arising from increased investment and considers it is now in a position to moderate costs going forward.
- Awareness of, and interest in Automated Guaranteed is gaining ground as RTB confronts long term headwinds including lack of transparency, fraud, brand safety and data leakage.
- The market opportunity remains intact as does first mover advantage.
- The Company remains committed to realising its vision; *to become the world's leading provider of trading technology for the forward guaranteed market* .

Thank you



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