



Adslot Ltd  
ABN: 70 001 287 510  
ASX: ADJ

Level 2, 85 Coventry St,  
South Melbourne Victoria  
3205 Australia  
E: info@adslot.com

[www.adslot.com](http://www.adslot.com)

T: +61 (0) 3 8695 9199  
F: +61 (0) 3 9696 0700

## ASX ANNOUNCEMENT

11<sup>th</sup> April, 2013

### ADSL0T SIGN WORLD'S LARGEST NEWS SITE

Adslot Limited (ASX:ADJ), a global provider of display media trading technology, today announced it has signed an exclusive global contract with *The Daily Mail*, the world's largest news website.

As reported by Comscore, *The Daily Mail* is the world's largest news property. In January 2013, *The Daily Mail* (online) reached 126.8m monthly unique users globally, of which 45 million were from UK, a further 40 million from US, and 4.4 million from Australia/NZ. *The Daily Mail* are also the first newspaper website to ever record over 100 million monthly unique users.

Adslot CEO Ian Lowe said, "We're obviously thrilled to have a publisher of this quality and scale commit to the *Adslot Publisher* platform. The fact we were awarded the business following a competitive review process is even more pleasing".

*The Daily Mail* will deploy Adslot across multiple markets in phases, commencing with Australia & New Zealand. US and other key markets will be deployed thereafter.

Lowe added, "Adslot is starting to attract some of the world's largest online properties. As we build the breadth and depth of our publisher catalogue, and the size of the audience we represent continues to grow, so too does our ability to start capturing meaningful demand. Whilst signing *The Daily Mail* may not drive significant revenue in the short term, it contributes materially to the value of our platform and our ability to attract large sources of demand."

Adslot will provide a further general trading update towards the end of April.