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## ASX ANNOUNCEMENT

17th April 2014

### **Adslot announces partnership with Kantar Media**

Adslot today announced it has entered into a partnership agreement with Kantar Media, the largest provider of media planning tools in the United States.

The partnership will allow Adslot to expose inventory from its large and growing list of premium publishers directly into Kantar's media planning interface.

"Kantar Media is used by more than 1,000 agencies and 15,000 media buyers in the US, and so this is a great win for Adslot and our publisher customers," said Adslot CEO Ian Lowe.

"The Kantar customer base represents significant demand in the US market, including the world's largest agency groups such as WPP, Publicis, Omnicom and IPG.

"The partnership is further evidence of Adslot successfully executing on its partnership strategy, the objective of which is to capture supply and demand at scale. This scale will in turn drive liquidity on our media trading platform", said Lowe.

Kantar is yet to confirm a launch date for the integration.

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