



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

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

ASX ANNOUNCEMENT

Friday 16 May, 2014

Adslot announces global partnership with MediaMath

Adslot today announced it has entered into a partnership agreement with MediaMath, a global provider of programmatic trading technology to media agencies and advertisers.

The partnership will allow media buyers using MediaMath's *Terminal One* platform, to gain direct access to Adslot's large, diverse pool of premium inventory, including the ability to purchase this inventory direct from Adslot publishers.

"Some of the world's largest media buyers use MediaMath's *Terminal One* to buy advertising inventory and audiences at scale. The MediaMath partnership assists us to deliver on our strategy of building liquidity in the Adslot marketplace by capturing supply and demand at scale. Partnering with established companies such as MediaMath to capture this scale is central to building liquidity", said Adslot CEO Ian Lowe.

"In addition to providing a seamless experience for buyers and sellers, the Adslot-MediaMath integration advances the ability of large media buyers to purchase premium inventory from Adslot and non premium inventory from MediaMath via a single console. This makes for more efficient trading between buyers and sellers, and more effective advertising for advertisers", said Lowe.

MediaMath Co-Founder and SVP OPEN Partnerships, Greg Williams added, "Adslot adds a significant dimension to our automated guaranteed offering - the ability for our users to access global premium inventory directly and efficiently. Our partnership with Adslot presents a significant opportunity for programmatic growth globally and success across multiple key markets, including North America, EMEA and APAC."

Work to integrate the Adslot and MediaMath platforms has commenced, a release date for which is yet to be confirmed.

- END -

About MediaMath

Based in New York with 12 locations across five continents, MediaMath develops digital marketing technology and offers deep industry expertise, enabling marketers to connect with consumers individually and at scale across the entirety of the world's digital media. MediaMath's TerminalOne Marketing Operating System™ enables marketers to customize their own technology infrastructure and leverage their data and industry data in the planning, execution, optimization and analysis of digital marketing programs, resulting in smarter decisions that grow their business. Powering the operations for thousands of marketers, including those representing 55% of the Fortune 100, TerminalOne enables its users to drive transformative business results across the entire digital ecosystem.

Contact:

Adslot Ltd Investor Relations
Email: investor.relations@adslot.com