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ASX ANNOUNCEMENT

Monday 16 June 2014

Adslot Appoints Global Figurehead to Board of Directors

Adslot Ltd (ASX: ADJ) is pleased to announce the appointment of Mr Quentin George to its Board of Directors.

Mr George is one of the advertising industry's most credentialed and respected thought-leaders, and will assume the role of non-Executive Director, effective immediately.

Based in the United States, Mr George has previously served as the Chief Digital and Innovation Officer at **IPG Mediabrands**, where he was responsible for overseeing \$2B in digital media spend across global media agency networks, as well as specialist digital agencies for Fortune 500 brands.

Mr George has also previously held the positions of Global Head of Digital Media and Strategic Innovation, and President, Global at **Universal McCann**.

In 2008, Mr George led the team that architected and built the industry's first ever, stand-alone programmatic media-buying agency, **Cadreon**, which he successfully grew into a multi-national organisation encompassing North America, Europe and Asia-Pacific.

Mr George has also previously served on the customer advisory boards of **Google**, **Microsoft Advertising**, **Yahoo!** and **AOL**. He has also served on high-profile industry advisory boards including the **Internet Advertising Bureau (IAB)** and the **American Association of Advertising Agencies (AAAA's)**, and has held senior leadership roles at digital agencies such as **Razorfish** and **Organic**.

Mr George is currently co-founder of **Unbound**, a global strategic consultancy advising some of the world's largest companies on digital strategy.

Adslot Chairman, Andrew Barlow said, "Quentin is one of the industry's most highly-regarded voices. His wealth of experience in the field of digital media and media trading specifically, and his track record of building rapid-growth businesses both in US and internationally, makes Quentin an excellent addition to our Board."

Quentin George said: "I'm thrilled to be joining the Board of Adslot. Technology has forever redefined the way media is traded, driving transformational change across our industry and presenting significant opportunity for those that can rapidly innovate. I'm looking forward to contributing my knowledge and experience as the Company positions itself to capitalise."

Director Resignation

Quentin George's appointment as non-Executive Director coincides with the departure of Ms Tiffany Fuller, who has resigned as a director of the Company to pursue other interests.

Ms Fuller has served as a Director of Adslot since June 2011.

The Company wishes to thank Ms Fuller for her considerable contribution as a Director of the Company over the past three years.

"Tiffany has contributed a great deal to the business, and has been an extraordinarily disciplined and diligent Board member. We thank her for her significant contribution, and wish her every success with all her future endeavours," said Adslot Chairman, Andrew Barlow.

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