

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

| | |
|-----------------------|----------------|
| Name of entity | Adslot Ltd |
| ABN | 70 001 287 510 |

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

| | |
|----------------------------|------------------|
| Name of Director | Mr Ian Lowe |
| Date of last notice | 24 December 2013 |

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

| | |
|---|--|
| Direct or indirect interest | (a) Direct; and (b) Indirect |
| Nature of indirect interest (including registered holder) | (b) Ansearch Com Au Pty Ltd as trustee for the Adslot Employee Share Trust |
| Date of change | 9 October 2014 |
| No. of securities held prior to change | (a) 9,961,929 fully paid Ordinary (b) 3,000,000 fully paid Ordinary |
| Class | (a) Fully paid Ordinary (b) Fully paid Ordinary |
| Number acquired | 1,500,000 (direct) |
| Number disposed | None |
| Value/Consideration | No consideration paid |
| No. of securities held after change | (a) 11,461,929 fully paid Ordinary (b) 3,000,000 fully paid Ordinary |
| Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back | Mr Lowe exercised his right to receive his 2 nd and final 1,500,000 Sign On Shares, which were provided under his Employment Agreement. |

+ See chapter 19 for defined terms.

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Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

| Detail of contract | Employment Agreement | | | | | | | | | | | | | | | |
|--|--|---------------|----------------------|---------------|--------|-----------|---------|--------|-----------|------|--------|-----------|------|--------|-----------|------|
| Nature of interest | <p>Sign on Shares Mr Lowe has been allocated the right to be provided with 1,500,000 shares at no consideration, which become exercisable after a period of 24 months from commencement of his employments which was 8 October 2012. Mr Lowe is required to remain an employee of the Company to be allocated any shares under this provision.</p> <p>Long Term Incentive Mr Lowe has the right to receive the following shares after the share price of the Company trades above a 30 day VWAP as per the following table:</p> <table border="1"> <thead> <tr> <th>30 Day VWAP</th> <th>Right to # of Shares</th> <th>Escrow Period</th> </tr> </thead> <tbody> <tr> <td>\$0.20</td> <td>3,000,000</td> <td>2 Years</td> </tr> <tr> <td>\$0.30</td> <td>4,000,000</td> <td>None</td> </tr> <tr> <td>\$0.40</td> <td>5,000,000</td> <td>None</td> </tr> <tr> <td>\$0.50</td> <td>5,000,000</td> <td>None</td> </tr> </tbody> </table> <p>Mr Lowe is required to remain an employee of the Company to be allocated any shares under this provision.</p> | 30 Day VWAP | Right to # of Shares | Escrow Period | \$0.20 | 3,000,000 | 2 Years | \$0.30 | 4,000,000 | None | \$0.40 | 5,000,000 | None | \$0.50 | 5,000,000 | None |
| 30 Day VWAP | Right to # of Shares | Escrow Period | | | | | | | | | | | | | | |
| \$0.20 | 3,000,000 | 2 Years | | | | | | | | | | | | | | |
| \$0.30 | 4,000,000 | None | | | | | | | | | | | | | | |
| \$0.40 | 5,000,000 | None | | | | | | | | | | | | | | |
| \$0.50 | 5,000,000 | None | | | | | | | | | | | | | | |
| Name of registered holder (if issued securities) | | | | | | | | | | | | | | | | |
| Date of change | 9 October 2014 | | | | | | | | | | | | | | | |
| No. and class of securities to which interest related prior to change | Any shares issued would rank equally with Ordinary Shares | | | | | | | | | | | | | | | |
| Interest acquired | None | | | | | | | | | | | | | | | |
| Interest disposed | <p>Sign on Shares Mr Lowe exercised, on 9 October 2014, his right to receive the second (and last) Sign on Shares entitlement and as such 1,500,000 shares have been issued in Part 1 of this Notice.</p> | | | | | | | | | | | | | | | |
| <p>Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation</p> | These issues were made pursuant to his Employment Agreement for no consideration. | | | | | | | | | | | | | | | |

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| Interest after change | <p>Sign on Shares Mr Lowe has now been allocated all Sign on Shares under his Employment Agreement.</p> <p>Long Term Incentive Mr Lowe has the right to receive the following shares after the share price of the Company trades above a 30 day VWAP as per the following table:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">30 Day VWAP</th> <th style="text-align: center;">Right to # of Shares</th> <th style="text-align: center;">Escrow Period</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">\$0.20</td> <td style="text-align: center;">3,000,000</td> <td style="text-align: center;">2 Years</td> </tr> <tr> <td style="text-align: center;">\$0.30</td> <td style="text-align: center;">4,000,000</td> <td style="text-align: center;">None</td> </tr> <tr> <td style="text-align: center;">\$0.40</td> <td style="text-align: center;">5,000,000</td> <td style="text-align: center;">None</td> </tr> <tr> <td style="text-align: center;">\$0.50</td> <td style="text-align: center;">5,000,000</td> <td style="text-align: center;">None</td> </tr> </tbody> </table> <p>Mr Lowe is required to remain an employee of the Company to be allocated any shares under this provision.</p> | 30 Day VWAP | Right to # of Shares | Escrow Period | \$0.20 | 3,000,000 | 2 Years | \$0.30 | 4,000,000 | None | \$0.40 | 5,000,000 | None | \$0.50 | 5,000,000 | None |
|------------------------------|--|---------------|----------------------|---------------|--------|-----------|---------|--------|-----------|------|--------|-----------|------|--------|-----------|------|
| 30 Day VWAP | Right to # of Shares | Escrow Period | | | | | | | | | | | | | | |
| \$0.20 | 3,000,000 | 2 Years | | | | | | | | | | | | | | |
| \$0.30 | 4,000,000 | None | | | | | | | | | | | | | | |
| \$0.40 | 5,000,000 | None | | | | | | | | | | | | | | |
| \$0.50 | 5,000,000 | None | | | | | | | | | | | | | | |

Part 3 – +Closed period

| | |
|--|----|
| Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required? | No |
| If so, was prior written clearance provided to allow the trade to proceed during this period? | - |
| If prior written clearance was provided, on what date was this provided? | - |

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