

ASX ANNOUNCEMENT

Thursday 15th January 2015

Adslot signs Global Partnership with PubMatic

Adslot Limited (ASX: ADJ) (“Adslot”), the world leader in *automated guaranteed* media trading technology, today announced it has signed a global partnership agreement with PubMatic, Inc. (“PubMatic”). *Automated guaranteed* is driving automation of the USD \$40b forward guaranteed display advertising market.

PubMatic is a US-based, global provider of trading automation technology to the world’s leading online publishers, including Real-Time Bidding (RTB) and Private Marketplaces (PMP). In 2014 PubMatic was rated among the ‘most significant providers in the category’ in a Forrester Research report, and was ranked by Deloitte as one of the fastest growing companies in US digital media in 2012, 2013 and 2014.

“The PubMatic partnership is a material development in the continuing execution of our partner strategy, and a big step forward for the future of automated guaranteed media trading”, said Adslot CEO, Ian Lowe.

“PubMatic have established a successful, high-growth business providing RTB and PMP trading automation to leading publishers around the world, and are rightly seen as a global force in media trading today. Via an integration of the Adslot and PubMatic platforms to be released in 2015, PubMatic publishers will be able to offer Adslot’s fast-growing community of media buyers direct access to their forward guaranteed inventory”, said Lowe.

The partnership is further evidence of Adslot executing its growth strategy by assembling a coalition of best-in-class technology vendors representing either supply (publishers) or demand (media buyers), and provide the architecture through which they can achieve interoperability at scale.

Adslot and PubMatic will share the revenue generated via the partnership, and the Company expects to see a meaningful increase in Adslot platform revenues as this, and other Adslot partnership integrations are deployed throughout calendar 2015.

“Interoperability at scale is the foundation of liquidity in any market, and so every time we sign a partner we strengthen our ability to sign more partners and build unrivalled liquidity. As the industry looks to migrate more forward guaranteed ad spend to automated channels, and as we start deploying more integrations, partnership with major players the likes of PubMatic will ensure Adslot is at the global forefront”, said Lowe.

Industry analysts such as eMarketer and IDC have recently published research that project rapid growth for automated guaranteed. eMarketer estimates that in 2016 over USD \$8b of forward guaranteed buying will be channeled via automated guaranteed technology in the US alone.

Rajeev Goel, Co-Founder & CEO of PubMatic, said “PubMatic has pioneered trading automation for publishers in RTB, and it is a strategic priority we extend this capability to more broadly embrace the forward guaranteed market. In a similar way we see Adslot as a pioneer of automated guaranteed, bringing thought leadership and innovation to what is undeniably a huge market opportunity. The Adslot partnership will secure for our publisher clients greater access to demand from multiple and otherwise disparate sources. The interoperability of supply and demand at scale such as this will move the market”.

About Adslot

Adslot's mission is to automate the trading of forward guaranteed display advertising, referred to as *automated guaranteed*. Our leading technology is a purpose built, global media trading platform. Adslot benefits a global community of media buyers and sellers, including media agencies, publishers and advertisers, by providing trading efficiencies and effectiveness made possible only via technology, and by doing so the basis on which the \$50B online display industry will realise its full growth potential.

Adslot is a global organisation with operations in US, UK, Australia, New Zealand, China and Germany, and is headquartered in Melbourne, Australia.

About PubMatic

PubMatic is the technology platform that powers the programmatic advertising strategy of leading publishers and premium brands. Its innovative solutions help content providers drive the highest value for their digital media assets and provide consumers with a more personalized advertising experience across display, mobile and video. PubMatic's One Platform, proprietary technology, and advanced mobile capabilities are utilized by a global roster of comScore publishers. Pioneering online auctions for the buying and selling of media through Real-Time Bidding (RTB) and Private Marketplace (PMP), the company also works with hundreds of advertising partners. Ranked by Deloitte as one of the fastest growing companies in the US Internet sector in 2012, 2013 and 2014, PubMatic has offices worldwide with headquarters in Redwood City, California.

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