

## ASX ANNOUNCEMENT

Tuesday 3<sup>rd</sup> March 2015

### Adslot Signs Major US Agency

Adslot Limited (ASX: ADJ) (“Adslot”), the world leader in *automated guaranteed* media trading technology, today announced it has secured a contract with Haworth Marketing + Media (“Haworth”), one of the largest independent media agencies in the USA.

“Haworth is a significant agency business with a blue chip client roster representing hundreds of millions of dollars in digital media spend”, said Adslot CEO, Ian Lowe.

“With a strong commitment to innovation and service excellence, Haworth has built a significant business as the agency of record for leading US brands such as Target, Sealy, Honeywell and Ben & Jerry’s. Through the provision of Adslot’s agency workflow technology (Symphony), and our media trading platform (Adslot Media), we are delighted to welcome an agency of Haworth’s quality and scale to our expanding US agency client base.

“Significantly, Haworth sees material value and benefit in Adslot’s ability to bring both workflow (Symphony) and trading (Adslot) capabilities to the table. Being able to offer both is unique to Adslot so a real competitive advantage for us, and we believe our strategy to seamlessly integrate workflow and trading into a single platform and user experience is a game-changer for the industry generally”, said Lowe.

Adslot confirmed it will release a major Symphony-Adslot integration enhancement towards the end of the March Quarter 2015.

#### 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.

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#### Contact:

##### Investor Relations

Adslot Ltd

Email: [investor.relations@adslot.com](mailto:investor.relations@adslot.com)