



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

Wednesday 8th April 2015

Major Product Release Adslot Launch Enhanced Symphony Integration

Adslot Limited (ASX: ADJ) (“Adslot”), the world leader in *automated guaranteed* media trading technology, today announced the successful launch of a major upgrade to its Adslot-Symphony integration.

“This launch represents a major and compelling enhancement to our platform for media agencies and advertisers alike”, said Adslot CEO, Ian Lowe.

The enhanced integration of *Adslot* (a platform that automates the buying and selling of display advertising), and *Symphony* (a workflow automation technology for large media buyers), will allow Adslot publisher customers to present their inventory directly into the trading workflow of media agencies using Symphony. Media agencies are now able to include this inventory in a campaign schedule, check its availability in real time, and buy it.

“What was previously a manual, iterative and time intensive process that took days, can now be done in seconds”, said Lowe.

“This Adslot-Symphony integration enhancement delivers on two critical objectives: it creates the first direct, real time connection between the key technology platforms agencies and publishers both rely on (such as adservers and finance systems); and it brings supply of advertising inventory and demand from advertisers together within a single platform, at scale.

“Given Adslot’s growing list of large media agency customers deploying *Symphony* across North America and APAC, and a catalogue of inventory within Adslot derived from hundreds of premium publisher customers, we believe ongoing integration enhancements will accelerate adoption of our trading technology.”

- END -

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.

Contact:

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