



Adslot Ltd  
ABN: 70 001 287 510  
ASX: ADJ

Level 2, 85 Coventry St,  
South Melbourne Victoria  
3205 Australia  
E: [info@adslot.com](mailto:info@adslot.com)

[www.adslot.com](http://www.adslot.com)  
T: +61 (0) 3 8695 9199  
F: +61 (0) 3 9696 0700

## ASX ANNOUNCEMENT

29<sup>th</sup> May 2015

### Adslot Signs European Agency

Adslot Limited (ADJ:AU) ("Adslot") today announced it has signed a contract for *Symphony* with European media conglomerate, Goldbach Digital Services AG ("Goldbach").

Goldbach is a significant media and media agency organisation operating across the DACH region, including Germany, Switzerland, Austria and East and South East Europe.

The contract will see Goldbach deploy the Symphony workflow technology within its agency and digital publishing businesses across Germany, Austria and Switzerland.

Adslot continue to focus on signing further agency customers to its *Symphony* platform in Europe, with the objective of growing the company's footprint in the region and activating additional demand channels for its European-based publisher clients to access via the integrated Adslot and Symphony platforms.

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#### 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](mailto:investor.relations@adslot.com)