

**ADSLOT LTD (ABN 70 001 287 510)**  
**RESULTS FOR ANNOUNCEMENT TO THE MARKET**  
**Appendix 4E - Final report**

*Details of the reporting period and the previous corresponding period.*

Reporting Period	Financial Year ended	<b>30 June 2015</b>
Previous Corresponding Period	Financial Year ended	<b>30 June 2014</b>

*The amount and percentage change up or down from the previous corresponding period of revenue from ordinary activities (Appendix 4E item 2.1)*

Revenue from ordinary activities	\$	<b>7,175,494</b>
Previous corresponding period	\$	<b>5,693,662</b>
Percentage change up or down from the previous corresponding period of revenue from ordinary activities	%	<b>26.03%</b>

*The amount and percentage change up or down from the previous corresponding period of profit (loss) from ordinary activities after tax attributable to members (Appendix 4E item 2.2)*

Loss from ordinary activities after tax	\$	<b>(9,205,521)</b>
Previous corresponding period	\$	<b>(10,095,562)</b>
Percentage change up or down from the previous corresponding period of loss from ordinary activities after tax attributable to members	%	<b>8.82%</b>

*The amount and percentage change up or down from the previous corresponding period of net profit (loss) for the period attributable to members (Appendix 4E item 2.3).*

Loss attributable to members	\$	<b>(9,205,521)</b>
Previous corresponding period	\$	<b>(10,095,562)</b>
Percentage change up or down from the previous corresponding period of net loss for the period attributable to members	%	<b>8.82%</b>

*The amount per security and franked amount per security of final and interim dividends or a statement that it is not proposed to pay dividends (Appendix 4E items 2.4 and 2.5).*

No dividends proposed relating to the reporting period

*Net tangible assets per security with the comparative figure for the previous corresponding period.*

Reporting Period	cents	<b>0.45</b>
Previous Corresponding Period	cents	<b>0.34</b>

**Explanation of income** (Appendix 4E item 2.6)

*Revenue by Principal Activity*

Adslot Ltd derives revenue from three principal activities:

1. **Trading Technology** - comprises *Adslot*, a leading global media trading technology, and *Symphony*, market-leading workflow automation technology, purpose built for digital media agencies.
2. **Services** - comprising marketing services that are provided by the company's *Webfirm* division to SME clients and project-based customisation of Trading Technology.
3. **Adserving** - technology that enables advertisers to deliver and measure the performance of online display advertising (including impressions, clicks and online sales).

The strategic importance, growth potential and growth trajectory of the Group's three principal revenue activities varies, with the contribution of Trading Technology continuing to grow both in real terms and as a percentage of total revenue.

Principal Activity	Profile	FY15 Revenue (\$)	FY14 Revenue (\$)	YOY Growth Rate
Trading Technology	Global opportunity, rapidly emerging, highly strategic and key growth driver	2,652,08	1,568,67	69%
Services	Complimentary to Trading Technology, stand-alone non-strategic but profitable	2,396,94	2,449,84	(2%)
Adserving	Complimentary to Trading Technology, stand-alone non-strategic but profitable	1,251,17	808,53	55%

**Explanation of profit/(loss) from ordinary activities and net profit/(loss) after tax attributable to members** (Appendix 4E item 2.6)

The current reporting period loss after tax of \$9,205,521 is a decrease to the loss of \$10,095,562 from the previous corresponding period, as discussed in the Review of Operations found on pages 7 to 9.

**Audited results**

This report is based on the following financial statements that have been the subject of an independent audit and are not subject to any dispute or qualification.

**Other Appendix 4E disclosures**

Additional Appendix 4E disclosures can be found in the attached Adslot Ltd financial statements.

Specifically we draw readers' attention to the Review of Operations and Likely Developments found on pages 7 and 9 respectively.

# **ADSLOT LTD**

ABN 70 001 287 510

## **FINANCIAL STATEMENTS** **for the year ended 30 June 2015**

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Your Directors present their report, together with the financial report of Adslot Ltd ACN 001 287 510 ('the Company') and its controlled entities ('the Group') for the financial year ended 30 June 2015 and the auditor's report thereon.

### Information on Directors

Mr Andrew Barlow, Mr Ian Lowe, Mr Ben Dixon, Mr Adrian Giles, Mr Geoff Dixon and Mr Quentin George were directors for the whole financial year and up to the date of this report. Ms Sarah Morgan was appointed as director on 27 January 2015.

#### Mr Andrew Barlow

**Non-Executive  
Chairman**

**(Age 42)**

Andrew Barlow is the founder of Adslot and an experienced technology entrepreneur. Prior to Adslot, Mr Barlow co-founded Hitwise with Adrian Giles in 1997, was Chairman and Managing Director of Hitwise from 1997 – 2000, and Director of R&D from 2000 – 2002. Hitwise was ranked one of the Top 10 fastest growing companies by Deloitte for five years running, before being sold to Experian Group (LSX.EXP) in May 2007. Mr Barlow is also the Founder of Venturian, a privately-owned venture capital fund with investments in early-stage technology companies with unique IP, highly scalable business models and global market potential. Mr Barlow was also Founder and CEO of Max Super, an online retail superannuation fund sold to Orchard Funds Management in 2007.

Mr Barlow is a director of Nitro Software, Inc.

#### Mr Adrian Giles

**Non-Executive Director**

**(Age 41)**

Adrian Giles is an entrepreneur with business interests in Internet, information technology and intellectual property. In 1997 Mr Giles co-founded Sinewave Interactive which researched and pioneered the concept of marketing a website using search engines and was the first company in Australia to offer Search Engine Optimisation (SEO) as a service.

In 1997 Mr Giles co-founded Hitwise which grew over 10 years to become one of the most recognised global internet measurement brands operating successfully in the USA, UK, Australia, NZ, Hong Kong, and Singapore. Whilst positioning the company for a NASDAQ listing in early 2007 Hitwise was sold to Experian (LSX: EXP) in one of Australia's most successful venture backed Internet trade sales. Mr Giles is also Chairman of Market Engine, a global retailing platform and support company offering Western brands direct access to half a billion new customers in China.

Mr Giles is Chair of the Remuneration Committee.

#### Mr Ian Lowe

**CEO and Executive  
Director**

**(Age 45)**

Ian Lowe is one of Australia's most experienced digital media executives, having built and run a number of successful global media technology companies from Australia. He has also forged an impeccable reputation in the advertising, media and technology community domestically and internationally, and has a deep understanding of both agency (demand-side) and publisher (supply-side) businesses.

Mr Lowe previously held the role of Chief Executive Officer of Facilitate Digital Ltd, and prior to that, worked for and managed numerous other media and media technology businesses including Traffion, Red Sheriff, PMP Limited, and George Patterson Bates.

**Mr Ben Dixon**  
**Executive Director**  
**(Age 42)**

Ben Dixon's career in the advertising industry goes back over 17 years and includes roles at several large multinational agency groups including DDB and Mojo. He has wide experience across both the media buying and account management fields having held senior positions directing accounts for advertisers such as Telstra and Kraft Foods. In particular he was responsible for the development and implementation of eCommerce and online strategies across a number of advertisers.

In late 1999 Ben conceptualised and then co-founded Facilitate Digital Pty Ltd, assuming the role of General Manager. In the subsequent 3 years he played an integral role in steering the business through an industry collapse to a position of strength. Ben was appointed Chief Executive Officer of Facilitate when Adslot acquired it in December 2013.

**Mr Geoff Dixon**  
**Non-Executive Director**  
**(Age 75)**

Geoff Dixon is an experienced and successful corporate executive with a background in the media, mining, aviation and tourism sectors at executive and board level. He was Managing Director and Chief Executive Officer of Qantas Airways Limited for eight years until 2008 and Chairman of Tourism Australia for six years until July 2015. He is Chairman of the Garvan Medical Research Foundation and Chairman of the privately held Australian Pub Fund. He is on the board of the publicly listed Crown Limited and the board of the Museum of Contemporary Art Australia, and is an Ambassador for the Australian Indigenous Education Foundation.

Directorships of other Australian Listed Companies during the past 3 years:

Consolidated Media Holdings Limited from 31 May 2006 to 19 November 2012.

Crown Limited from 7 July 2007 to present.

**Mr Quentin George**  
**Non-Executive Director**  
**(Age 45)**

Quentin George is one of the advertising industry's most credentialed and respected thought leaders. Based in the United States, Mr George has previously served as the Chief Digital and Innovation Officer at IPG Mediabrands, where he was responsible for overseeing \$2B in digital media spend across global media agency networks, as well as specialist digital agencies for Fortune 500 brands.

Mr George has also previously held the positions of Global Head of Digital Media and Strategic Innovation, and President, Global at Universal McCann. In 2008, Mr George led the team that architected and built the industry's first ever, standalone programmatic media-buying agency, Cadreon, which he successfully grew into a multi-national organisation encompassing North America, Europe and Asia-Pacific.

Mr George has also previously served on the customer advisory boards of Google, Microsoft Advertising, Yahoo! and AOL. He has also served on high-profile industry advisory boards including the Internet Advertising Bureau (IAB) and the American Association of Advertising Agencies (AAAA's), and has held senior leadership roles at digital agencies such as Razorfish and Organic.

**Ms Sarah Morgan**  
**Non-Executive Director**  
**(Age 45)**

Sarah Morgan has over 19 years corporate finance experience, predominantly as a Director of independent corporate advisory firm Grant Samuel. Over this time Ms Morgan was involved in a large number of transactions including public company M&A, IPOs, capital raisings (debt & equity), asset acquisitions and divestments, and company and business valuations, across a broad range of industries.

Ms Morgan is a non-executive director of Hong Kong based Luxe City Guides, and is on the advisory board of Melbourne University's entrepreneurship program - the Melbourne Accelerator Program.

Directorships of other Australian Listed Companies during the past 3 years:

Hansen Technologies Limited (ASX:HSN) from October 2014 to current

Future Generation Global Investment Company (ASX:FGG) from July 2015 to current.

Ms Morgan is Chair of the Audit and Risk Committee.

**Mr Brendan Maher**  
**Company Secretary**  
**(Age 47)**

Brendan Maher joined the Company in 2010 as a qualified Chartered Accountant with 23 years' experience gained both in Australia and overseas with Arthur Andersen, National Westminster Bank and Skilled Group Limited.

Mr Maher has extensive experience in financial reporting, corporate transactions and was Company Secretary at ASX listed Skilled Group Limited (ASX:SKE) prior to joining Adslot.

Mr Maher is a member of the Institute of Chartered Accountants in Australia and also a member of the Australian Institute of Company Directors.

**Directorships of other listed companies**

Other than those disclosed on pages 4 to 6 of this Annual Report no director holds a Directorship in any other listed companies in the three year period immediately before the end of the financial year.

**D i r e c t o r ' s h a r e h o l d i n g s**

The following table sets out each director's relevant interest in shares or options in shares of the Company as at the date of this report.

Directors	Ordinary Shares #	Share Rights #	ESOP Shares #	ESOP Shares Performance Rights #
Mr Andrew Barlow	57,803,769	-	-	-
Mr Adrian Giles	19,633,409	-	-	-
Mr Ian Lowe	11,461,929	17,000,000	3,000,000	-
Mr Ben Dixon	35,119,513	-	-	750,000
Mr Geoff Dixon	86,252,015	-	-	-
Mr Quentin George	-	-	1,000,000	-
Ms Sarah Morgan	-	-	-	-

**Remuneration of directors and senior management**

Information about the remuneration of directors and senior management is set out in the remuneration report of this directors' report.

**Principal activities**

Adslot Ltd derives revenue from three principal activities:

- 1. Trading Technology** - comprises *Adslot*, a leading global media trading technology, and *Symphony*, market-leading workflow automation technology, purpose built for digital media agencies.
- 2. Services** - comprising marketing services that are provided by the company's *Webfirm* division to SME clients and project-based customisation of Trading Technology.
- 3. Adserving** - technology that enables advertisers to deliver and measure the performance of online display advertising (including impressions, clicks and online sales).

## Operating Results

Consolidated Group revenues from continuing operations for the FY15 period of \$6,495,312 realised an increase of 28% versus the prior year result of \$5,066,180.

The consolidated operating loss before interest, income tax, depreciation and amortisation (EBITDA) is \$3,647,611, an improvement of 32% compared to a loss for the prior year of \$5,336,412.

The consolidated operating loss after income tax is \$9,205,521, a 9% improvement compared to a loss for the prior year of \$10,095,562.

## Review of Operations

The 12 months to 30 June 2015 was a pivotal year in which Adslot achieved unambiguous validation of our technology and the value it creates for the media industry. In the process, the Company has established a growing revenue stream (Trading Technology), the future growth of which is expected to accelerate as adoption momentum continues.

## Significant Achievements

### Revenue Growth

Revenue from continuing operations in the 12 months to 30 June 2015 grew 28% YoY, which saw Total Income and EBITDA improve by a corresponding 26% and 32% respectively. The *Trading Technology* revenue segment was the key growth driver, increasing by 69% against the prior corresponding period to become the largest contributing revenue segment for the Group.

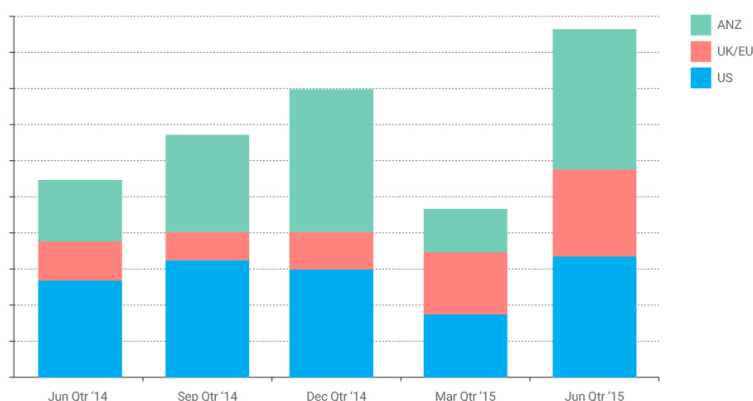
### Validation of Adslot Trading Technology

Market validation of *Adslot's* trading technology is evident in the form of:

- ◁ Growth in the value of media transacted via *Adslot*. **In the 12 months to 30 June 2015, the dollar value of media transacted via *Adslot* increased by 437% against the prior corresponding period;**
- ◁ Growth in the number of transactions (more media buyers transacting via *Adslot* more frequently);
- ◁ Growth in the average value per transaction (media buyers transacting larger campaign budgets as they become more familiar and confident with *Adslot*); and
- ◁ A majority of transactions are being derived from repeat usage (as new users transact via *Adslot*, a significant majority of these return to execute future trades via the platform). This demonstrates growing user confidence in the *Adslot* platform, and in combination with securing new users, should drive continued revenue growth.

Market validation in the form of transaction growth is also being seen across all key regions of operation (US, Europe and ANZ).

Number of Transactions by Region

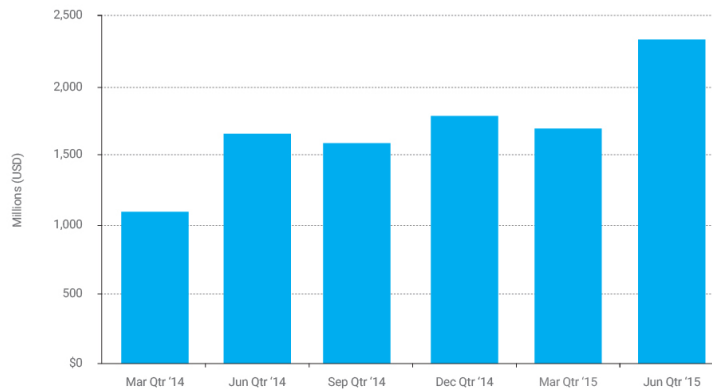




## Media Spend (Demand) executed via Symphony in Strong Growth

In the 12 months to 30 June 2015, the annualised value of display ad spend executed via *Symphony* grew by 39% from \$1.65b to \$2.3b, and is expected to exceed \$2.5b by the end of calendar year 2015.

**Annualised Display Spend Executed via Symphony (AUD)**



This growth is significant for the following reasons:

- ◁ It is driven largely from winning and successfully deploying *Symphony* for large new agency customers in US, Europe and ANZ; and
- ◁ Via the *Adslot-Symphony* integration released earlier this year, media spend executed via *Symphony* have access to an increasingly integrated trading experience with the publishers they value most. As adoption of this integrated trading capability builds, *Adslot* will directly benefit in the form of Transaction Fee revenues.

## Adslot's Trading Platform is 'Best in Class'

The Company continues to believe that best in class technology is central to our success. A number of major platform enhancements were successfully released in the 12 months to 30 June 2015, including:

- ◁ The integration of *Adslot* and *Symphony* was achieved via two major deployments undertaken in August 2014 and April 2015. First trading activity using this integration has since been undertaken by five major media agencies. Trading activity secured via the *Adslot-Symphony* integration is expected to grow significantly in the next 12 months and beyond;
- ◁ Consistent with the strategic priorities communicated at the 2014 AGM, *Adslot* has pursued feature enhancements to demonstrate that a campaign traded via *Adslot* will perform better than a campaign that is not traded via *Adslot*. In the 12 months to 30 June 2015, a number of enhancements were released that allow buyers and sellers to collaboratively evaluate campaign performance data, and then optimise campaign performance quickly and easily via the platform;
- ◁ *Viewability*, or the ability for a consumer to actually view a display advertisement, has recently become a critical issue for the online display advertising industry. In 2H FY15, *Adslot* released an enhancement that permits the reporting of viewability to the buyer and seller, in the process becoming a trusted source of this valuable information, whilst also informing trading and optimisation decisions for buyers and sellers;
- ◁ To underwrite the Company's partnership strategy, Application Programming Interfaces (API's) were developed and released in the 12 months to 30 June 2015. These included a supply-side API (allowing supply partners to expose publisher inventory to *Adslot* buyers), and a demand-side API (allowing demand partners access to and the ability to purchase this inventory). During the 12 months to 30 June 2015, integrations with Kantar Media and *Symphony* were completed using this API capability. Additional partner integrations are expected to be announced;
- ◁ In 2H FY15, *Adslot* released an integration with *AI Match*, a leading ad-serving product provided by SAS, one of the world's leading software and data technology companies. This integration allows the growing number of large publishers that use *AI Match* to automate both the release of inventory to media buyers using *Adslot*, and the acceptance and fulfilment of orders from these buyers; and
- ◁ In 1H FY15, *Adslot* released an integration of audience data from *Nielsen*. This release allows media buyers to profile thousands of inventory sources by audience profile, and then model this audience on a blended basis across multiple publishers.



## Coalition of Partnerships is growing

Throughout the 12 months to 30 June 2015, *Adslot* announced it had secured partnership agreements with a number of organisations, including:

- < Microsoft (supply partner);
- < Operative (supply partner);
- < PubMatic (supply partner); and
- < Yahoo! (supply partner).

These partnerships compliment demand partnerships secured via Kantar Media, MediaMath, Bionic and *Symphony*. As acceptance of *Adslot* and similar trading technology expands, leading industry bodies such as the Internet Advertising Bureau (IAB) are actively consulting with vendors such as *Adslot* to formulate technical standards. These standards will allow *Adslot* and its partners to accelerate integration projects to conclusion, and in the process allow *Adslot* to bring supply and demand together at scale.

The Company expects to announce developments in this area.

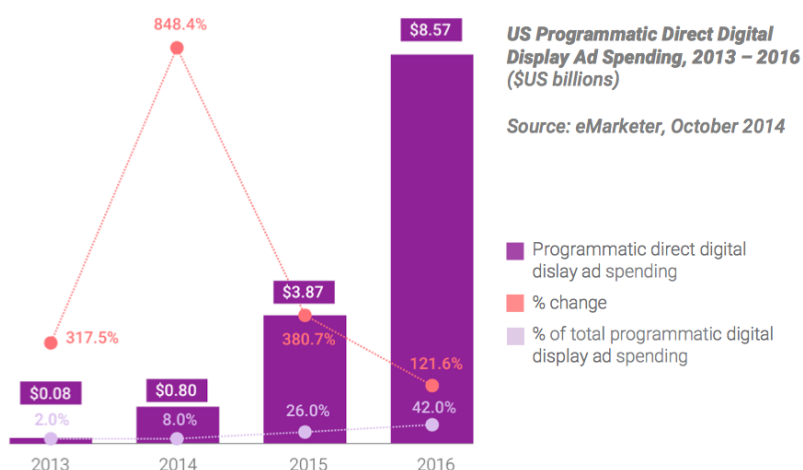
## **Matters subsequent to the end of the financial year**

There has not been any matter or circumstance occurring subsequent to the end of the financial year that has significantly affected, or may significantly affect, the operations of the Group, the results of those operations or the state of affairs of the Group in future years.

## **Likely developments and business strategies**

### Revenues Will Continue to Grow

The now established theme of revenue growth derived from *Trading Technology* is expected to continue. Moreover, *Trading Technology* revenue growth is expected to accelerate - a view supported by a significant increase in the Company's sales pipeline (in terms of both the *number of agencies* and the continued lift in *average transaction size*), and industry analyst projections of a rapid increase in industry acceptance and adoption over the remainder of CY15, CY16 and beyond.



Leading analysts such as IDC and eMarketer have projected a material and ongoing increase in the volume of display advertising transactions undertaken via Automated Guaranteed technology such as *Adslot*.

*Adslot* expects to generate *Trading Technology* growth in the form of both Transaction Fees and Licence Fees.

## Demand Captured via *Symphony* Will Continue to Grow

As the global agency community becomes increasingly attuned to the data asset, operational and practitioner benefits *Symphony* provides, the Company anticipates building on the already strong client base of media agency customers by signing a number of new clients in the coming year.

In addition to generating new revenues, this will likely see the dollar value of annualised display advertising demand exceed \$3b by the end of FY16, and ensures the Company is well positioned to further capitalise in coming quarters on the *Adslot-Symphony* integration strategy.

## The Integration of *Adslot* and *Symphony* Will Become Increasingly Seamless

A number of projects are planned for FY16 that will see the integration of *Adslot* and *Symphony* become increasingly seamless. The Company's objective for FY16 is to advance the integration to the point where any obvious distinction between the two platforms is removed.

This objective will also realise additional feature benefits for buyers and sellers, and provides tactical sales benefits for *Adslot*.

## Additional Partner Integrations Will be Deployed

As usage and adoption of Automated Guaranteed technology continues to expand, particularly in key markets such as the United States, the Company expects to see a number of developments including:

- ◁ Industry collaboration to formulate technical standards that will make integrations more scalable for all participants;
- ◁ Appetite from existing *Adslot* partners to prioritise the opportunity integration creates; and
- ◁ Appetite from other companies to partner with *Adslot*.

These factors will combine to advance *Adslot's* partnership strategy significantly in FY16.

## **Environmental regulations**

The Group's operations are not subject to any significant environmental regulations under the Commonwealth, State or any other country in which the entity operates.

## **Dividends**

The Directors do not recommend the declaration of a dividend. No dividend has been declared or paid during the year.

## **Shares under option**

There were no unissued shares or interests under option as at the date of signing this report.

During or since the end of the financial year, the Company issued 200,000 ordinary shares as a result of the exercise of options which were granted on 14 October 2010 and exercised at 11.6 cents.

## Shares subject to rights

Details of unissued shares or interests subject to rights as at the date of signing this report are:

### CEO Sign on Rights

	Share price required (a)	Number of rights
Right to receive ordinary shares	\$0.200	3,000,000
Right to receive ordinary shares	\$0.300	4,000,000
Right to receive ordinary shares	\$0.400	5,000,000
Right to receive ordinary shares	\$0.500	5,000,000
Total		17,000,000

(a) Share price required to trade above a 30 day VWAP before entitlement to Right

### Executive Performance Rights

Issue Type	Issue or Acquisition Date	Issue Price \$	Balance at beginning of the year (Number)	Issued during the year (Number)	Transfers during the year (Number)	Balance at end of the year (Number)
Performance Rights	26/11/14	Nil	-	10,750,000	-	10,750,000
			-	10,750,000	-	10,750,000

## Indemnification and Insurance of Officers

The Company has during the financial year, in respect of each person who is or has been an officer of the company or a related body Corporate, made a relevant agreement for indemnifying against a liability incurred as an officer, including costs and expenses in successfully defending legal proceedings.

Since the end of the financial year, the Company has paid premiums to insure all directors and officers of Adslot Ltd and the Adslot Group of companies, against costs incurred in defending any legal proceedings arising out of their conduct as a director and officer of the Company, other than for conduct involving a wilful breach of duty or a contravention of Sections 232(5) or (6) of the *Corporations Act 2011*, as permitted by section 241A(3) of the *Corporations Act*. Disclosure of the premium amount is prohibited by the insurance contract.

## Directors' Meetings

The following table sets out the number of meetings of the Company's Directors held during the year ended 30 June 2015 and the number of meetings attended by each Director.

Directors	Board of Directors		Remuneration Committee		Audit and Risk Committee	
	Held	Attended	Held	Attended	Held	Attended
Mr Andrew Barlow	8	8	2	2	-	-
Mr Ian Lowe	8	8	-	-	-	-
Mr Adrian Giles	8	8	2	2	1	1
Mr Geoff Dixon	8	6	-	-	1	1
Mr Ben Dixon	8	7	-	-	-	-
Mr Quentin George	8	8	2	2	-	-
Ms Sarah Morgan	2	2	-	-	1	1

### **Proceedings on behalf of the Company**

No person has applied to the Court under section 237 of the *Corporations Act 2001* for leave to bring proceedings on behalf of the company, or to intervene in any proceedings to which the company is a party, for the purpose of taking responsibility on behalf of the company for all or part of those proceedings.

No proceedings have been brought or intervened in on behalf of the company with leave of the Court under section 237 of the *Corporations Act 2001*.

### **A u d i t o r ' s I n d e p e n d e n c e D e c l a r a t i**

The auditor's independence declaration for the year ended 30 June 2015 has been received and can be found on page 22 of the financial report. Details of amounts paid or payable to the auditor for non-audit services provided during the year are outlined in Note 21 to the financial statements.

The Directors are satisfied that the provision of non-audit services, during the year by the auditor is compatible with the general standard of independence for auditors imposed by the *Corporations Act 2001*.

## REMUNERATION REPORT

The remuneration report is set out under the following headings:

- Section 1: Non-executive directors' remuneration
- Section 2: Executive remuneration
- Section 3: Details of remuneration
- Section 4: Executive contracts of employment
- Section 5: Equity-based compensation
- Section 6: Equity holdings and transactions
- Section 7: Other transactions with key management personnel

### Section 1: Non-executive directors' remuneration

Non-executive directors' fees are reviewed annually and are determined by the Board. In making its determination it takes into account fees paid to other non-executive directors of comparable companies.

Non-executive directors' fees are within the maximum aggregate limit of \$350,000 per annum agreed to by shareholders at the Annual General Meeting held on 30 November 2009. To preserve the independence and integrity of their position, non-executive directors do not receive performance-based bonuses.

The Chairman's fees are \$75,000 per annum. Non-executive directors fees are \$50,000 per annum. In addition, the Chair of the Audit & Risk Committee receives a further \$25,000 in recognition of the additional workload of that position.

### Section 2: Executive remuneration

The Board of Directors are responsible for determining and reviewing compensation arrangements for key management personnel and the executive team. In June 2011, the Company established a Remuneration Committee who now makes recommendations on remuneration of key management personnel to the Board.

The Board assesses the appropriateness of the nature and amount of emoluments of these employees on a periodic basis by reference to relevant employment market conditions with the overall objective of ensuring maximum stakeholder benefit from the retention of high quality executives. Executives' remuneration consists of a fixed cash component, short-term incentives in the form of cash bonuses, and long-term incentives in the form of equity-based compensation linked to the long term prospects and future performance of the Company. The inclusion of equity-based compensation in executives' remuneration provides a direct link between their remuneration and shareholder wealth, otherwise there are no direct relationships.

In providing the Company's performance and benefits for shareholder wealth, the Board have regard to the following indices in respect of the current financial year and the previous four financial years:

Item	2015	2014	2013	2012	2011
EPS (cents)	(0.89)	(1.20)	(0.94)	(1.08)	(1.66)
Net loss (\$)	9,205,521	10,095,562	6,460,947	7,331,658	10,341,309
Share price at 30 June (\$)	0.090	0.115	0.044	0.035	0.090

**REMUNERATION REPORT (Continued)**

**Section 3: Details of remuneration**

Details of the remuneration of the directors and the key management of the Company and its controlled entities are set out in the following tables.

The key management personnel of Adslot Ltd and its controlled entities include the following directors and executive officers:

<b>Directors</b>	<b>Position</b>	<b>Date appointed/resigned</b>
Mr Adrian Giles	Non-Executive Director	Appointed 26 November 2013
Mr Andrew Barlow	Non-Executive Director Non-Executive Chairman	Appointed 16 February 2010 Appointed 26 November 2013
Mr Ian Lowe	Chief Executive Officer Executive Director	Appointed 8 October 2012 Appointed 8 October 2012
Mr Ben Dixon	Executive Director	Appointed 23 December 2013
Mr Geoff Dixon	Non-Executive Director	Appointed 23 December 2013
Mr Quentin George	Non-Executive Director	Appointed 14 June 2014
Ms Sarah Morgan	Non-Executive Director	Appointed 27 January 2015
<b>Executive Officers</b>		
Mr Brendan Maher	Company Secretary / Chief Financial Officer	Appointed 15 November 2010
Mr Tom Peacock	Group Commercial Director	Appointed 23 December 2013

**REMUNERATION REPORT (Continued)**

**Section 3: Details of remuneration (Continued)**

Group 2015	Short-term benefits			Long Term Benefits	Post-employment benefits	Share-based payment		
Name	Salary & fees \$	Bonus \$	Other \$	Long Service Leave \$	Super-annuation \$	Shares <sup>1</sup> \$	Rights <sup>1</sup> \$	Total \$
<i>Executive directors</i>								
Mr I Lowe	309,000	20,531	-	-	18,783	12,123	113,384	473,821
Mr B Dixon	175,397	5,000	-	5,663	17,599	-	7,253	210,912
<i>Non-executive directors</i>								
Mr A Giles	50,000	-	-	-	-	-	-	50,000
Mr A Barlow	68,493	-	-	-	6,507	-	-	75,000
Mr G Dixon	45,662	-	-	-	4,338	-	-	50,000
Mr Q George	50,000	-	-	-	-	60,683	-	110,683
Ms S Morgan (i)	29,680	-	-	-	2,820	-	-	32,500
<i>Other key management personnel</i>								
Mr B Maher	266,861	15,000	-	11,101	20,208	51,280	12,089	376,540
Mr T Peacock	200,000	10,000	-	3,722	18,783	134,387	9,671	376,557
<b>Totals</b>	<b>1,195,094</b>	<b>50,531</b>	<b>-</b>	<b>20,486</b>	<b>89,038</b>	<b>258,463</b>	<b>142,397</b>	<b>1,756,013</b>

<sup>1</sup> Awards of Shares and Rights are governed by the rules of the Company's ESOP. Given the forfeiture conditions contained in that Plan, these awards are in substance rights issues.

(i) from 27 January 2015

**Bonuses**

Bonuses appearing in the table above were paid for the year ended 30 June 2015 (but relate to the performance from the prior year) as follows:

Name	Amount Paid \$	Amount available in future periods \$	Total Bonus Opportunity \$	Assessment Criteria
Mr I Lowe	20,531	-	125,000	Company performance to budget, product development launch, and client partnership signings.
Mr B Dixon	5,000	19,000	55,000	Division performance, governance, reporting and performance.
Mr B Maher	15,000	-	45,063	Division performance, governance, reporting and performance.
Mr T Peacock	10,000	-	N/A(a)	Performance.

(a) Not applicable as total bonus opportunity is based on a percentage of the Group's performance.

No portion of the total bonus opportunity for key management personnel was forfeited.



**REMUNERATION REPORT (Continued)**

**Section 3: Details of remuneration (Continued)**

Group 2014	Short-term benefits			Long Term Benefits	Post- employment benefits	Share-based payment		Total \$
	Salary & fees \$	Bonus \$	Other \$	Long Service Leave \$	Super- annuation \$	Shares <sup>1</sup> \$	Rights <sup>1</sup> \$	
<i>Executive directors</i>								
Mr I Lowe	300,000	53,215	-	-	17,775	68,730	159,493	599,223
Mr B Dixon (i)	91,734	-	-	1,737	8,485	-	-	101,956
<i>Non-executive directors</i>								
Mr A Giles	60,165	-	-	-	-	-	-	60,165
Mr A Barlow	60,840	-	-	-	4,080	-	-	64,920
Mr C Morris (ii)	32,580	-	-	-	-	-	-	32,580
Ms T Fuller (iii)	71,660	-	-	-	-	-	-	71,660
Mr G Dixon (i)	24,090	-	-	-	2,220	-	-	26,310
Mr Q George (iv)	-	-	-	-	-	2,158	-	2,158
<i>Other key management personnel</i>								
Mr B Maher	259,080	45,063	-	-	17,775	63,530	-	385,448
Mr T Peacock (i)	104,830	-	-	1,707	9,698	38,700	-	154,935
<b>Totals</b>	<b>1,005,010</b>	<b>98,278</b>	<b>-</b>	<b>3,444</b>	<b>60,048</b>	<b>173,140</b>	<b>159,493</b>	<b>1,499,423</b>

<sup>1</sup> Awards of Shares and Rights to Mr I Lowe and Awards of Shares to Mr B Maher are governed by the rules of the Company's ESOP. Given the forfeiture conditions contained in that Plan, these awards are in substance rights issues.

- (i) from 23 December 2013
- (ii) to 21 February 2014
- (iii) to 14 June 2014
- (iv) from 16 June 2014

**Bonuses**

Bonuses appearing in the table above were paid for the year ended 30 June 2014 (but relate to the performance from the prior year) as follows:

Name	Amount Paid \$	Amount available in future periods \$	Total Bonus Opportunity \$	Assessment Criteria
Mr I Lowe	53,215	-	125,000	Company performance to budget, product development and launch, and client & partnership signings
Mr B Maher	45,063	-	45,063	Division performance, governance, reporting and compliance

No portion of the bonuses paid to key management personnel were forfeited.

**REMUNERATION REPORT (Continued)**

**Section 4: Executive contracts of employment**

Formal contracts of employment for all members of the key management personnel are in place. Contractual terms for most executives are similar but do, on occasions, vary to suit different needs. The following table summarises the key contractual terms for all key management personnel.

<b>Length of contract</b>	Open ended
<b>Fixed Remuneration</b>	Remuneration comprises salary and statutory employer superannuation contributions.
<b>Incentive Plans</b>	Eligible to participate. Incentive criteria and award opportunities vary for each executive.
<b>Notice Period</b>	Members of the key management, including executive directors, have notice periods ranging from three weeks to three months. The Chief Executive Officer and Chief Financial Officer have notice periods of 3 months. Other Executives have notice periods ranging from 3 weeks to 1 month.
<b>Resignation</b>	Employment may be terminated by giving notice consistent with the notice period.
<b>Retirement</b>	There are no financial entitlements due from the Company on retirement of an executive.
<b>Termination by the Company</b>	The Company may terminate the employment agreement by providing notice consistent with the notice period or payment in lieu of the notice period.
<b>Redundancy</b>	Payments for redundancy are discretionary and are determined having regard to the particular circumstances. There are no contractual commitments to pay redundancy over and above any statutory entitlement.
<b>Termination for serious misconduct</b>	The Company may terminate the employment agreement at any time without notice, and the executive will be entitled to payment of remuneration only up to the date of termination.

## REMUNERATION REPORT (Continued)

### Section 5: Equity-based compensation

#### *Employee share ownership plan (ESOP)*

In November 2012 the Company gained approval to establish an employee incentive scheme comprising the Adslot Limited Share Option Plan and the Adslot Employee Share Trust.

Rights to shares are available to be issued to eligible employees based on the performance against agreed key performance indicators. Any rights awarded are subject to a two-year service period and if this service period is not met, the rights to shares will be forfeited by the eligible employee. Shares held by the Trust under the scheme will have voting and dividend rights, and the right to participate in further issues pro-rata to all ordinary shareholders.

No ESOP rights were granted to directors and senior management under the ESOP in the current financial year ended 30 June 2015.

The following table shows grants of share-based compensation to directors and senior management under the ESOP during prior year ending 30 June 2014:

Name	ESOP Series	During the Financial year				% of Compensation for the year Consisting of Shares
		Number Granted	Number Vested	% of Grant Vested	% of Grant Forfeited	
Mr B Maher	Dec 2011	-	413,51	100%	-	16%
	Sept 2013	763,60	-	-	-	
	March 2014	561,52	-	-	-	
Mr T Peacock	Jan 2014	176,92	-	-	-	25%
	March 2014	2,823,07	-	-	-	

ESOP Series	Number of Shares	Vesting Date	Value of shares at grant date \$	Expensed in FY 2014 \$	Fair Value Per Share \$	Date vested and exercisable
Sept 2013	763,602	05Sep2015	45,816	18,703	0.060	-
Jan 2014	176,928	28Jan2016	21,231	4,450	0.120	-
March 2014	3,384,598	04Mar2016	304,045	41,573	0.090	-
			371,092	64,726		

**REMUNERATION REPORT (Continued)**

**Section 5: Equity-based compensation (continued)**

**Performance Rights over Shares**

Shareholders approved at the November 2014 Annual General Meeting the creation of Performance Rights over Shares which enables the Board to offer eligible employees the right to Performance Rights which convert to shares subject to the executive's performance against certain performance criteria. No amounts are paid or payable by the recipient on receipt of the right. The rights carry no voting rights. All rights are subject to service periods which require the employees remain an employee of the Company.

The following table shows grants of share-based compensation to directors and senior management under the Performance Rights Plan during the current financial year:

Name	Series	Balance at beginning of the year (Number)	Granted during the year (Number)	Expired during the year (Number)	Exercised during the year (Number)	Balance at the end of the year (Number)
Brendan Maher	Nov 14	-	1,250,00	-	-	1,250,00
Tom Peacock	Nov 14	-	1,000,00	-	-	1,000,00
		-	2,250,00	-	-	2,250,00

**Rights over Shares**

Upon commencement of employment (8 October 2012) Mr Lowe was granted the right to receive the following shares after the share price of the Company trades above a 30 day volume-weighted average price (VWAP) as per the table below. Each right would convert into one ordinary share of Adslot Ltd when the VWAP criteria is met. No amounts are paid or payable by the recipient on receipt of the right. The rights carry no voting rights. Some rights are subject to escrow per the below table and all rights are subject to Mr Lowe remaining an employee of the Company.

Rights over shares movements during the financial year are summarised below:

Issue Type	Required VWAP Price \$	Balance at beginning of the year (Number)	Granted during the year (Number)	Expired during the year (Number)	Exercised during the year (Number)	Balance at the end of the year (Number)
Rights over shares	0.200	3,000,00	-	-	-	3,000,00
Rights over shares	0.300	4,000,00	-	-	-	4,000,00
Rights over shares	0.400	5,000,00	-	-	-	5,000,00
Rights over shares	0.500	5,000,00	-	-	-	5,000,00
		17,000,00	-	-	-	17,000,00

The following table shows grants of rights over shares to directors and senior management during prior year ending 30 June 2014:

Issue Type	Required VWAP Price \$	Balance at beginning of the year (Number)	Granted during the year (Number)	Expired during the year (Number)	Exercised during the year (Number)	Balance at the end of the year (Number)
Rights over shares	0.100	3,000,00	-	-	3,000,00	-
Rights over shares	0.200	3,000,00	-	-	-	3,000,00
Rights over shares	0.300	4,000,00	-	-	-	4,000,00
Rights over shares	0.40	5,000,00	-	-	-	5,000,00
Rights over shares	0.500	5,000,00	-	-	-	5,000,00
		20,000,00	-	-	3,000,00	17,000,00

**REMUNERATION REPORT (Continued)**

**Section 5: Equity-based compensation (continued)**

Details of ESOP and other rights to ordinary shares in the Company provided as remuneration of directors and the key management personnel of the Company are set out below:

Name	Rights Granted During the Year				Rights Vested During the Year			
	2015		2014		2015		2014	
	Number	\$	Number	\$	Number	\$	Number	\$
<i>Directors</i>								
Mr Adrian Giles	-	-	-	-	-	-	-	-
Mr Ian Lowe	-	-	-	-	1,500,000	165,000	1,500,000	88,500
Mr Andrew Barlow	-	-	-	-	-	-	-	-
Mr B Dixon (i)	750,000	78,750	-	-	-	-	-	-
Mr G Dixon (i)	-	-	-	-	-	-	-	-
Mr Q George (ii)	-	-	1,000,000	105,000	-	-	-	-
Ms S Morgan (iii)	-	-	-	-	-	-	-	-
<i>Other Key Management Personnel</i>								
Mr B Maher	1,250,000	131,250	1,325,120	91,861	1,674,720	245,109	413,511	21,916
Mr T Peacock (i)	1,000,000	105,000	3,000,000	264,015	-	-	-	-

- (i) from 23 December 2013
- (ii) from 16 June 2014
- (iii) from 27 January 2015

The assessed fair value at issue date of the options granted to the executive is allocated equally over the period from issue date to vesting date, and the amount is included in the remuneration tables above. Fair values at issue date are independently determined using the binomial option pricing model that takes into account the exercise price, the term of the option, the share price at issue date and the expected price volatility of the underlying share, the expected dividend yield and the risk free interest rate for the term of the option.

The model inputs for **Performance rights** to shares granted during the year ended 30 June 2015 included:

Model Input	PR # 15-2
Grant Date	26/11/2015
Assessment period	2 years
Exercise Price	-
Probability of Conversion to Shares	25%
Price at Grant Date	\$0.105

There were no **Performance rights** to shares granted during the year ended 30 June 2014.

There were no **ESOP rights** to shares granted during the year ended 30 June 2015.

The model inputs for **ESOP rights** to shares granted during the year ended 30 June 2014 included:

Model Input	ESOP #14-1	ESOP #14-2	ESOP #14-3	ESOP #14-4	ESOP #14-5	ESOP #14-6
Grant Date	9/07/13	5/09/11	28/01/14	06/03/14	15/06/14	15/06/14
Escrow End Date	9/07/15	5/09/11	28/01/16	04/03/16	15/06/15	2015/2018
Exercise Price	-	-	-	-	-	-
Price at Grant Date	\$0.042	\$0.061	\$0.120	\$0.90	\$0.105	\$0.105

**REMUNERATION REPORT (Continued)**

**Section 6: Equity holdings and transactions**

The number of shares in the Company held during the financial year by each Director of Adslot Ltd and other key management personnel of the Group, including their personally related parties, are set out below:

<b>2015</b>	<b>Balance at the start of the year</b>	<b>Received during the year on exercise of options</b>	<b>Received during the year as compensation</b>	<b>Net other changes during the year</b>	<b>Balance at the end of the year</b>
<b>Name</b>	<b>(Number)</b>	<b>(Number)</b>	<b>(Number)</b>	<b>(Number)</b>	<b>(Number)</b>
<i>Directors</i>					
Mr A Giles	19,633,40	-	-	-	19,633,40
Mr A Barlow	62,803,76	-	-	(5,000,000)	57,803,76
Mr I Lowe	9,961,92	-	1,500,00	-	11,461,92
Mr B Dixon	35,119,51	-	-	-	35,119,51
Mr G Dixon	86,252,0	-	-	-	86,252,0
Mr Q George	-	-	-	-	-
Ms S Morgan (i)	-	-	-	-	-
<i>Other key management personnel</i>					
Mr B Maher	-	-	1,674,87	(1,400,000)	274,87
Mr T Peacock	742,64	-	-	-	742,64
<b>Totals</b>	<b>214,513,2</b>	<b>-</b>	<b>3,174,87</b>	<b>(6,400,000)</b>	<b>211,288,14</b>

(i) from 27 January 2015

**Section 7: Other transactions with Key Management Personnel**

**Transactions with Directors and their personally related entities:**

During the year digital marketing services to the value of \$2,175 were provided to entities related to Mr Adrian Giles and Mr Andrew Barlow on normal commercial terms and conditions.

During the year advertising inventory to the value of \$905 was traded on the Adslot platform by an entity related to Mr Ben Dixon and Mr Geoff Dixon on normal commercial terms and conditions.

This marks the end of the audited remuneration report.

This report is made in accordance with a resolution of directors.

Andrew Barlow  
 Chairman  
 26 August 2015





## Consolidated Statement of Profit or Loss and Other Comprehensive Income

For the year ended 30 June 2015

	Notes	2015 \$	2014 \$
Total revenue from continuing operations		6495,31	5,066,18
Other income		680,18	627,48
<b>Total revenue and other income</b>	3	7,175,49	5,693,66
Hosting & other related technology costs		(1,094,77)	(1,207,63)
Salaries and employment related costs		(5,945,45)	(5,539,32)
Directors' fees		(259,56)	(259,22)
Marketing costs		(246,72)	(362,83)
Lease – rental premises	4	(820,43)	(595,43)
Impairment of receivables	4	37,44	(3,145)
Listing & registrar fees		(117,30)	(177,29)
Legal fees		(35,99)	(278,49)
Travel expenses		(396,23)	(283,51)
Audit and accountancy fees		(182,83)	(222,91)
Finance costs		(76)	(3,45)
Other expenses		(854,61)	(1,300,58)
Share based payment expense		(702,80)	(560,30)
Depreciation and amortisation expenses	4	(5,731,77)	(5,025,02)
<b>Total expenses</b>		(16,359,85)	(15,819,15)
<b>Loss before income tax expense</b>		(9,184,36)	(10,125,49)
Income tax benefit / (expense)	5	(21,159)	29,93
<b>Loss after income tax expense</b>		(9,205,52)	(10,095,56)
<b>Net loss attributable to members</b>		(9,205,52)	(10,095,56)
<b>Other comprehensive income / (loss)</b>			
<i>Items that may be reclassified subsequently to profit or loss</i>			
Foreign exchange translation		53,06	35,51
Write off available for sale investment		-	(106,33)
Total other comprehensive income / (loss)		53,06	(70,82)
<b>Total comprehensive loss attributable to the members</b>		(9,152,46)	(10,166,38)
		2015 Cents	2014 Cents
<b>Earnings per share (EPS) from loss from continuing operations attributable to the ordinary equity holders of the company</b>			
Basic earnings per share	16	(0.89)	(1.20)
Diluted earnings per share	16	(0.89)	(1.20)

The above Consolidated Statement of Profit or Loss and Other Comprehensive Income should be read in conjunction with the accompanying notes.

## Consolidated Statement of Financial Position

As at 30 June 2015

	Notes	2015 \$	2014 \$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	7	4,441,22	3,354,0E
Trade and other receivables	8	4,430,4C	3,582,2C
Total current assets		8,871,62	6,936,2E
<b>NON-CURRENT ASSETS</b>			
Property, plant & equipment	9	74296	100,07E
Deferred tax assets	5	39,67	39,67
Intangible assets	10	30,289,0E	33,941,4E
Total non-current assets		30,403,0	34,081,21
Total assets		39,274,7C	41,017,4E
<b>CURRENT LIABILITIES</b>			
Trade and other payables	11	2,853,01	2,422,0E
Other liabilities	12	683,14	667,70
Provisions	13	507,74	462,28
Total current liabilities		4,043,89	3,552,0E
<b>NON-CURRENT LIABILITIES</b>			
Provisions	13	242,67	232,49
Deferred tax liabilities	5	39,67	39,67
Total non-current liabilities		282,34	272,17
Total liabilities		4,326,2E	3,824,2E
<b>NET ASSETS</b>		34,948,4	37,193,21
<b>EQUITY</b>			
Issued capital	14	115,100,8E	108,515,8E
Reserves	15	1,187,98	1,242,37
Accumulated losses		(81340,37)	(72,565,01)
<b>TOTAL EQUITY</b>		34,948,4	37,193,21

The above Consolidated Statement of Financial Position should be read in conjunction with the accompanying notes.

**Consolidated Statement of Changes in Equity**

For the year ended 30 June 2015

**2015**

	Notes	Issued Capital \$	Reserves \$	Accumulated Losses \$	Total Equity \$
<b>Balance at 1 July 2014</b>		108,515,81	1,242,37	(72,565,01)	37,193,21
Movement in foreign exchange translation reserve	15	-	53,65	-	53,65
Decrease in available for sale investment reserve		-	-	-	-
Other comprehensive income		-	53,65	-	53,65
Loss attributable to members of the company		-	-	(9,205,52)	(9,205,52)
<b>Total comprehensive income</b>		-	53,65	(9,205,52)	(9,152,45)
<b>Transactions with equity holders in their capacity as equity holders</b>					
Contributions of equity, net of transaction costs	14	6,204,88	-	-	6,204,88
Reclassification of lapsed options to retained earnings	15	-	(430,16)	430,16	-
Reclassification of vested ESOP	15	380,09	(380,09)	-	-
Increase in employees share based payments reserve	15	-	702,80	-	702,80
		6,584,97	(107,45)	430,16	6,907,68
<b>Balance 30 June 2015</b>		115,100,83	1,187,88	(81,340,37)	34,948,44

**2014**

	Notes	Issued Capital \$	Reserves \$	Accumulated Losses \$	Total Equity \$
<b>Balance at 1 July 2013</b>		76,871,14	1,039,03	(62,589,93)	15,320,24
Movement in foreign exchange translation reserve	15	-	35,515	-	35,515
Decrease in available for sale investment reserve		-	(106,335)	-	(106,335)
Other comprehensive income		-	(70,820)	-	(70,820)
Loss attributable to members of the company		-	-	(10,095,56)	(10,095,56)
<b>Total comprehensive income</b>		-	(70,820)	(10,095,56)	(10,166,38)
<b>Transactions with equity holders in their capacity as equity holders</b>					
Contributions of equity, net of transaction costs	14	31,479,03	-	-	31,479,03
Reclassification of lapsed options to retained earnings	15	-	(120,480)	120,480	-
Reclassification of vested ESOP	15	165,671	(165,671)	-	-
Increase in employees share based payments reserve	15	-	560,30	-	560,30
		31,644,71	274,150	120,480	32,039,34
<b>Balance 30 June 2014</b>		108,515,81	1,242,37	(72,565,01)	37,193,21

The above Consolidated Statement of Changes in Equity should be read in conjunction with the accompanying notes.

## Consolidated Statement of Cash Flows

For the year ended 30 June 2015

	Notes	2015 \$	2014 \$
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>			
Receipts from trade and other debtors		8,278,55	4,774,21
Interest received		184,09	337,76
Government grants		436,15	427,93
Payments to trade creditors, other creditors and employees		(12,046,48)	(11,135,73)
Income tax paid		(19,868)	(7,329)
Interest paid		(8,130)	(3,445)
Net cash outflows from operating activities	24	<u>(3,175,67)€</u>	<u>(5,606,59)</u>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>			
Payments for property, plant and equipment		(40,78€)	(15,622)
Proceeds from sale of fixed assets		-	1,477
Net cash acquired via business acquisition		-	503,59
Receipt from R&D tax incentive		1,741,13	1,870,56
Payments for intangible assets		(3,638,07)	(2,458,17)
Net cash outflows from investing activities		<u>(1,938,35)</u>	<u>(98,161)</u>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>			
Proceeds from issue of shares		6,523,20	-
Payments of equity raising costs		(370,44)	-
Net cash inflows from financing activities		<u>6,152,75</u>	<u>-</u>
Net increase / (decrease) in cash held		1,038,72	(5,704,75)
Cash at the beginning of the financial year		3,354,05	9,132,03
Effects of exchange rate changes on cash		48,49	(73,23)
<b>CASH AT THE END OF THE FINANCIAL YEAR</b>	7	<u>4,441,22</u>	<u>3,354,05</u>

The above Consolidated Statement of Cash Flows should be read in conjunction with the accompanying notes.

## Notes to the Financial Statements

For the year ended 30 June 2015

### 1. Summary of Significant Accounting Policies

The financial report covers Adslot Ltd ('the Company') and controlled entities ('the Group'). Adslot Ltd is a listed public company, incorporated and domiciled in Australia. The financial report is for the financial year ended 30 June 2015 and is presented in Australian dollars.

The principal accounting policies adopted in the preparation of these consolidated financial statements are summarised below. These policies have been consistently applied to all the years presented, unless otherwise stated.

#### (a) Basis of preparation

This general purpose financial report has been prepared in accordance with Australian Accounting Standards, other authoritative pronouncements of the Australian Accounting Standards Board (AASB) and the *Corporations Act 2001*.

##### **Compliance with IFRS**

Australian Accounting Standards include International Financial Reporting Standards as adopted in Australia. Compliance with Australian Accounting Standards ensures that the financial statements and notes of Adslot Ltd comply with International Financial Reporting Standards (IFRS) as issued by the International Accounting Standards Board (IASB). Adslot Ltd is a for-profit entity for the purpose of preparing the financial statements.

##### **Historical cost convention**

These financial statements have been prepared under the historical cost convention as modified by the revaluation of available-for-sale financial assets. Under the historical cost convention assets are recorded at the amount of cash or cash equivalents paid or the fair value of the consideration given to acquire them at the time of their acquisition. Liabilities are recorded at the amount of proceeds received in exchange for the obligation, or in some circumstances at the amounts of cash or cash equivalents expected to be paid to satisfy the liability in the normal course of business.

##### **Critical accounting estimates**

The preparation of financial statements in conformity with Australian Accounting Standards requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Group's accounting policies. The estimates and associated assumptions are based on historical experience and other factors that are considered relevant. Actual results may differ from these estimates. The estimates and associated assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects both current and future periods.

## Notes to the Financial Statements (Continued) For the year ended 30 June 2015

### 1. Summary of Significant Accounting Policies (Continued)

#### (b) Going concern

Management continue to invest resources to successfully launch the Adslot products in multiple geographies. The Group has incurred net cash outflows from operations of \$3.2m for the year, and management anticipate incurring further net cash outflows from operations until such time as sufficient revenue growth is achieved.

The ability of the Group to continue as a going concern is dependent upon revenue growth and levels of cash reserves. During FY 2015 the Company increased the earnings from its Trading Technology revenues which is represented by the *Adslot* and *Symphony* products. During FY 2016 the Company expects to further increase revenues from these two products on a stand-alone basis and also from the integration of these two products.

Despite this, the Company anticipates net operating cash flows from operations will continue to be negative in FY 2016. However the Directors believe the Group can continue to pay its debts as and when the fall due for the following reasons:

- ◁ The Group had a cash position as at 30 June 2015 of \$4.4m;
- ◁ The Group expects to receive \$2.1m in grants for Research & Development relating to prior year expenditure within the next four months;
- ◁ The *Webfirm* division is expected to make continued positive net cash flows from its operations during FY 2016; and
- ◁ Management could reduce the level of resources dedicated to expanding the business if so required.

Accordingly the Directors believe there exists a reasonable expectation that the Group can continue to pay its debts as and when they fall due, and the financial report has been prepared on a going concern basis.

#### (c) Principles of consolidation

##### ***Subsidiaries***

The consolidated financial statements comprise those of the Company, and the entities it controlled at the end of, or during, the financial year. The Company controls a subsidiary if it is exposed, or has rights, to variable returns from its involvement with the subsidiary and has the ability to affect those returns through its power over the subsidiary.

All intra-group transactions, balances, income and expenses between entities in the Group included in the financial statements have been eliminated in full. Where unrealised losses on intra-group asset sales are reversed on consolidation, the underlying asset is also tested for impairment from a group perspective. Where an entity either began or ceased to be controlled during the year, the results are included only from the date control commenced or up to the date control ceased. The accounting policies adopted in preparing the financial statements have been consistently applied by entities in the Group.

Investments in subsidiaries are accounted for at cost less impairment losses in the parent entity information in Note 26.

## Notes to the Financial Statements (Continued) For the year ended 30 June 2015

### 1. Summary of Significant Accounting Policies (Continued)

#### (c) Principles of consolidation (Continued)

##### ***Business combinations***

Acquisition of subsidiaries and businesses are accounted for using the acquisition method. The consideration for each acquisition is measured at the aggregate of the fair values (at the date of exchange) of assets given, liabilities incurred or assumed and equity instruments issued by the Group in exchange for control of the acquiree. Acquisition related costs are recognised in profit or loss as incurred.

The Group recognises identifiable assets and liabilities assumed in the business combination regardless of whether they have been previously recognised in the acquiree's financial statements prior to acquisition. Assets acquired and liabilities assumed are generally measured at their acquisition date fair values. Goodwill is stated after separate recognition of identifiable intangible assets calculated as the excess of the sum of the fair value of the consideration transferred over the acquisition date fair value of identifiable net assets. If the identifiable net assets exceed the consideration transferred, the excess amount is recognised in profit or loss immediately.

Any deferred settlement of cash consideration is discounted to its present value as at the date of acquisition. The discount rate used is the incremental borrowing rate that the Group can obtain from an independent financier under comparable terms and conditions.

##### ***Foreign Currency Exchange***

In preparing the financial statements of the individual entities, transactions in currencies other than the entity's functional currency are recorded at the rates of exchange prevailing on the dates of the transactions. At each reporting date, monetary items denominated in foreign currencies are retranslated at the rates prevailing at the reporting date. Exchange differences are recognised in the Consolidated Statement of Profit or Loss and Other Comprehensive Income in the period in which they arise.

On consolidation, the assets and liabilities of the Group's foreign operations are translated into Australian dollars at exchange rates prevailing on the reporting date. Income and expense items are translated at the average exchange rates for the period. Exchange differences arising, if any, are charged/credited to other comprehensive income and recognised in the Group's foreign currency translation reserve in equity. On disposal of a foreign operation the cumulative translation difference recognised in equity are reclassified to profit or loss and recognised as part of the gain or loss on disposal.

#### (d) Cash and cash equivalents

For the purposes of the Statement of Cash Flows, cash includes cash on hand and deposits at call which are readily convertible to cash and are not subject to significant risk of changes in value, net of bank overdrafts.

Publisher Account Cash represents share of advertising revenue held before release to Adslot Publishers.



## Notes to the Financial Statements (Continued)

For the year ended 30 June 2015

### 1. Summary of Significant Accounting Policies (Continued)

#### (e) Property, plant and equipment

Property, plant and equipment are stated at cost less accumulated depreciation and any impairment in value. The carrying values of property, plant and equipment are reviewed for impairment when events or changes in circumstances indicate the carrying value may not be recoverable. Leasehold improvements are depreciated over the estimated useful life using the straight-line method with any balance written off at termination of lease.

Depreciation is calculated on a straight line basis for all plant and equipment. The estimated useful lives, residual values and depreciation method are reviewed at the end of each annual reporting period, with the effect of any changes recognised on a prospective basis.

The gain or loss arising on disposal or retirement of an item of property, plant and equipment is determined as the difference between the sales proceeds and the carrying amount of asset and is recognised in profit or loss. The following depreciation rates are used for each class of depreciable asset:

Computer Equipment	20 – 40% per annum
Plant & Equipment	20 – 25% per annum
Leasehold Improvements	20 – 30% per annum

#### (f) Receivables

Trade receivables are recognised initially at fair value and thereafter are measured at amortised cost, less provision for impairment. They are non-derivative financial assets with fixed or determinable amounts not quoted in an active market. Trade accounts receivable are generally settled between 14 and 60 days and carried at amounts recoverable.

Collectability of trade receivables is reviewed on an ongoing basis. Debts that are known to be uncollectible are written off. A provision for doubtful receivables is established when there is objective evidence that the Group will not be able to collect all amounts due according to the original terms of the receivables. The amount of the provision is the difference between the asset's carrying amount and the present value of estimated future cash flows, discounted at the effective interest rate. The amount of the provision is recognised in profit or loss. Subsequent recoveries of amounts previously written off are credited against the allowance account.

#### (g) Investments and other financial assets

Financial assets are recognised when the group entity becomes a party to the contractual provisions of the instrument.

At initial recognition, the group measures a financial asset at its fair value plus, in the case of a financial asset not at fair value through profit or loss, transaction costs that are directly attributable to the acquisition of the financial asset. Transaction costs of financial assets carried at fair value through profit or loss are expensed through profit or loss.

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. Loans and receivables are measured subsequent to recognition at amortised cost using the effective interest method, less provision for impairment. Discounting is omitted where the effect of discounting is immaterial.

Available-for-sale financial assets are non-derivative financial assets that are either designated to this category or do not qualify for inclusion in any other category of financial assets. Available-for-sale financial assets are measured at fair value. Gains or losses arising from changes in available-for-sale financial assets are presented in other comprehensive income in the period in which they arise.

## Notes to the Financial Statements (Continued) For the year ended 30 June 2015

### 1. Summary of Significant Accounting Policies (Continued)

#### (h) Trade and other creditors Financial liabilities

Trade accounts payable and other creditors represent liabilities for goods and services provided to the Group prior to the end of the financial year and which are unpaid. The amounts are unsecured and are usually paid within 45 days of recognition.

Financial liabilities are measured subsequently at amortised cost using the effective interest method.

#### (i) Borrowings

Borrowings are initially recognised at fair value (less transaction costs) and subsequently measured at amortised cost. Any difference between the proceeds and the redemption amount is recognised in profit or loss over the period of the borrowing using the effective interest method.

#### (j) Finance costs

Finance costs are recognised as expenses in the period in which they are incurred except where they are incurred in the construction of a qualifying asset in which case the finance costs are capitalised as part of the asset.

#### (k) Income tax

The income tax expense or revenue for the period is the tax payable on the current period's taxable income based on the national income tax rate for each jurisdiction adjusted by changes in deferred tax assets and liabilities attributable to temporary differences between the tax bases of assets and liabilities and their carrying amounts in the financial statements, and to unused tax losses.

Deferred tax assets and liabilities are recognised for temporary differences at the tax rates expected to apply when the assets are recovered or liabilities are settled, based on those tax rates which are enacted or substantively enacted for each jurisdiction. The relevant tax rates are applied to the cumulative amounts of deductible and taxable temporary differences to measure the deferred tax asset or liability. An exception is made for certain temporary differences arising from the initial recognition of an asset or a liability. No deferred tax asset or liability is recognised in relation to these temporary differences if they arose in a transaction, other than a business combination, that at the time of the transaction did not affect either accounting profit or taxable profit or loss.

Deferred tax assets are recognised for deductible temporary differences and unused tax losses only if it is probable that future taxable amounts will be available to utilise those temporary differences and losses. Deferred tax liabilities are always provided for in full.

Deferred tax liabilities and assets are not recognised for temporary differences between the carrying amount and tax bases of investments in controlled entities where the parent entity is able to control the timing of the reversal of the temporary differences and it is probable that the differences will not reverse in the foreseeable future.

Current and deferred tax balances attributable to amounts recognised directly in equity are also recognised directly in equity.

## Notes to the Financial Statements (Continued) For the year ended 30 June 2015

### 1. Summary of Significant Accounting Policies (Continued)

#### (k) Income tax (Continued)

##### *Tax consolidation legislation*

Adslot Ltd and its wholly-owned Australian controlled entities have implemented the tax consolidation legislation. The head entity, Adslot Ltd, and the controlled entities in the tax consolidated group account for their own current and deferred tax amounts. These tax amounts are measured as if each entity in the tax consolidated group continues to be a stand-alone taxpayer in its own right.

To the extent that it is not probable that taxable profit will be available in the foreseeable future against which the unused tax losses or unused tax credits can be utilised, the deferred tax assets of its own and its controlled entities are not recognised by Adslot Ltd.

#### (l) Employee benefits

##### *Wages and salaries, annual leave and sick leave*

Short-term employee benefits are current liabilities included in employee benefits, measured at the undiscounted amount that the Group expects to pay as a result of the unused entitlement. Annual leave is included in 'provisions'. The Group does not discount the leave liability calculations as the Group expects all annual leave for all employees to be used wholly within 12 months of the end of reporting period.

##### *Long service leave*

The liability for long service leave expected to be settled within 12 months of the reporting date is recognised in provisions for employee entitlements and is measured at the amount expected to be paid when the liabilities are settled. The liability for long service leave expected to be settled more than 12 months from the reporting date, is recognised in the non-current provision for employee benefits and is measured as the present value of the estimated future cash outflows to be made by the Group in respect of services provided by employees up to reporting date.

##### *Share-based compensation benefits*

Equity-settled share-based payments with employees and others providing similar services are measured at the fair value of the equity instrument at the grant date. The fair value at grant date is determined using a binomial option pricing model that takes into account the exercise price, the term of the option, the impact of dilution, the share price at grant date, the expected price volatility of the underlying share, the expected dividend yield and the risk-free interest rate for the term of the option.

The fair value determined at the grant date of the equity-settled share-based payments is recognised as an expense, with a corresponding increase in equity (share-based payments reserve) on a straight line basis over the vesting period.

Upon the exercise of options, the balance of the share-based payments reserve relating to those options is transferred to share capital while the proceeds received, net of any directly attributable transaction costs, are credited to share capital.

## Notes to the Financial Statements (Continued) For the year ended 30 June 2015

### 1. Summary of Significant Accounting Policies (Continued)

#### (m) Intangible Assets

##### ***Goodwill***

Goodwill arising in a business combination is recognised as an asset at the date that control is acquired (acquisition date). Goodwill is measured as the excess of the fair value of consideration paid over the fair value of the identifiable net assets of the entity or operations acquired. Goodwill acquired in business combinations is not amortised. Instead, goodwill is tested for impairment annually, being allocated to the cash flows of the relevant cash generating unit and is carried at cost less accumulated impairment losses. An impairment loss for goodwill is recognised immediately in profit or loss and is not reversed in a subsequent period.

##### ***Research & development expenditure***

Research costs are expensed as incurred. An intangible asset arising from development expenditure on an internal project is recognised only when the Group can demonstrate the technical feasibility of completing the intangible asset so that it will be available for use or sale, its intention to complete and its ability to use or sell the asset, how the asset will generate future economic benefits, the availability of resources to complete the development and the ability to measure reliably the expenditure attributable to the intangible asset during its development. Following the initial recognition of the development expenditure, the cost model is applied requiring the assets to be carried at cost less any accumulated amortisation and accumulated impairment losses. Any expenditure so capitalised is amortised over the period of expected benefits from the related project.

The carrying value of an intangible asset arising from development costs is tested for impairment annually when the asset is not yet available for use or more frequently when an indicator of impairment arises during the reporting period.

##### ***Intellectual property***

The intellectual property relates to the names, platform technology, branding and domains acquired as a result of the acquisition of Adslot, Adimise, Full Circle Online, QDC IP Technology and Facilitate Digital businesses. Where the useful life is assessed as indefinite, assets are not amortised and the carrying value is tested for impairment annually or more frequently if events or changes in circumstances indicate impairment. It is carried at cost less impairment losses. For those assets assessed as having a finite life, they are amortised on a straight-line basis over the estimated useful life of the asset. The expected accounting useful life of intellectual property relating to the Adslot, Adimise, QDC IP Technology and Facilitate Digital business is 4 to 5 years.

##### ***Domain name***

Acquired domain names are accounted for at cost, useful life is assessed as indefinite and the assets are not amortised. The carrying value is tested for impairment annually or more frequently if events or changes in circumstances indicate impairment. They are carried at cost less impairment losses.

##### ***Software***

Software represents internally developed software platforms capitalised according to accounting standards. Software is assessed as having a finite life and is amortised on a straight-line basis over the estimated useful life of the asset. The expected accounting useful life of software is 5 years.

The carrying value of the software is tested for impairment when an indicator of impairment arises during the reporting period.

## Notes to the Financial Statements (Continued) For the year ended 30 June 2015

### 1. Summary of Significant Accounting Policies (Continued)

#### (n) Leased assets

Leases of assets under which the Group assumes substantially all the risks and benefits of ownership are classified as finance leases. This is distinct from operating leases under which the lessor effectively retains substantially all such risks and benefits. Property, plant and equipment acquired by finance leases are capitalised at the present value of the minimum lease payments as a finance lease asset and as a corresponding lease liability from date of inception of the lease. Lease assets are amortised over the period the entity is expected to benefit from the use of the assets or the term of the lease, whichever is shorter. Finance lease liabilities are reduced by the component of principal repaid. Lease payments are allocated between the principal component of the liability and interest expense.

Operating lease payments are charged to statement of profit or loss and other comprehensive income on a straight-line basis over the period of the lease term. Associated costs such as maintenance and insurance are expensed as incurred.

#### (o) Goods and services tax

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except:

- i. Where the amount of GST incurred is not recoverable from the taxation authority, it is recognised as part of the cost of acquisition of an asset or as part of an item of expense; or
- ii. For receivables and payables which are recognised inclusive of GST.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables.

## Notes to the Financial Statements (Continued) For the year ended 30 June 2015

### 1. Summary of Significant Accounting Policies (Continued)

#### (p) Revenue recognition

Revenue is measured at the fair value of the consideration received or receivable. Amounts disclosed as revenue are net of returns, allowances, duties and taxes paid.

Revenue is recognised for the major business activities as follows:

##### **Rendering of services**

Service revenue is recognised on an accruals basis as and when the service has been passed onto the customer.

Website development revenue is recorded based on project delivery. All projects are assigned percentages of project completion (based on actual work in progress) and all website development revenue applicable to percentage of incomplete work is recorded as unearned revenue.

Website hosting, SSL certificate and domain name registration revenue is recorded over a one year duration. While 30% of search engine optimisation renewal revenue is recorded as earned in first month of renewal contract, the remaining 70% revenue is recognised over a one year duration. Prepaid revenue calculated in this regard is excluded from revenue and is being treated as unearned revenue in the Consolidated Statement of Financial Position.

Adslot Publisher revenue is accounted for in accordance with AASB 118 *Revenue* such that only the portion of the media campaign that is retained by Adslot for their services is recorded as revenue. Where underlying campaigns selected by advertisers are served over a period a time, the portion that extends beyond the reporting period is not taken up as revenue. Where the funds for these campaigns are prepaid by advertisers those amounts are treated as unearned revenue in the Consolidated Statement of Financial Position.

Funds collected from advertisers and due to publisher clients are separated from company funds and are disclosed in the accounts as "Cash held on behalf of Publishers" and "Publisher Creditors".

##### **Interest revenue**

Interest revenue is recognised when it is probable that the economic benefits will flow to the Group and the amount can be measured reliably, taking into account the effective yield on the financial asset.

##### **Government grants**

Government grants are recognised at fair value where there is reasonable assurance that the grant will be received and all grant conditions will be met. Grants relating to expense items are recognised as income over the periods necessary to match the grant to the costs they are compensating. Grants relating to assets are credited to deferred income and are amortised on a straight line basis over the expected lives of the assets.

##### **Sale of non-current assets**

The net gain from the sale of non-current asset sales is recognised as income at the date control of the asset passes to the buyer, usually when the signed contract of sale becomes unconditional.

#### (q) Leasehold improvements

The cost of improvements to leasehold properties is amortised over the unexpired period of the lease or the estimated useful life of the improvement to the Group, whichever is the shorter.

## Notes to the Financial Statements (Continued) For the year ended 30 June 2015

### 1. Summary of Significant Accounting Policies (Continued)

#### (r) Earnings per share

##### *Basic earnings per share*

Basic earnings per share for continuing operations and total operations attributable to members of the Company are determined by dividing net profit after income tax from continuing operations and the net profit attributable to members of the Company respectively, excluding any costs of servicing equity other than ordinary shares, by the weighted average number of ordinary shares outstanding during the financial period. The number of shares used in the calculation at any time during the period is based on the physical number of shares issued.

##### *Diluted earnings per share*

Diluted earnings per share adjusts the figures used in the determination of basic earnings per share to take into account the after income tax effect of interest and other financing costs associated with dilutive potential ordinary shares and the weighted average number of shares assumed to have been issued for no consideration in relation to dilutive potential ordinary shares.

#### (s) Dividends

Provision is made for the amount of any dividend determined or recommended by the directors on or before the end of the financial year but not distributed at reporting date.

#### (t) Impairment of assets

Goodwill and intangible assets that have an indefinite useful life are not subject to amortisation and are tested annually for impairment or more frequently if events or changes in circumstances indicate that they might be impaired. Other assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less costs to sell and value in use. For the purposes of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash inflows which are largely independent of the cash inflows from other assets or groups of assets (cash-generating units). Non-financial assets other than goodwill that suffered impairment are reviewed for possible reversal of the impairment at each reporting date.

#### (u) Segment reporting

Operating segments are reported in a manner consistent with the internal reporting provided to the chief operating decision maker. The chief operating decision maker has been identified as the Chief Executive Officer.

Each of the operating segments is managed separately as each of these service lines requires different technologies, service different clients and sells different products. All inter-segment transactions are carried out at arm's length prices.

The Group reports its segments based on geographical locations:

- ◁ APAC – Australia, New Zealand and Asia;
- ◁ EMEA – Europe, the Middle East and Africa; and
- ◁ The Americas – North, Central and South America.



## Notes to the Financial Statements (Continued) For the year ended 30 June 2015

### 1. Summary of Significant Accounting Policies (Continued)

#### (v) Critical accounting judgements and key sources of estimation uncertainty

##### ***Critical judgements in applying the entity's accounting policies***

The following are the critical judgements (apart from those involving estimations, which are dealt with below), that management has made in the process of applying the Group's accounting policies and that have the most significant effect on the amounts recognised in the financial statements:

##### ***Revenue recognition***

In web development and web hosting business operations, management assesses stage of completion of each project and recognises revenue in the period in which development work is undertaken. In making its judgement, management considered the standard duration of such contracts, stage of progress in contracts and commencement date of such contracts. Accordingly, management has deferred recognising some web development and web hosting revenue of an estimated value of services to be rendered in the future.

##### ***Key sources of estimation uncertainty***

The following are the key assumptions concerning the future and other key estimation uncertainty at the reporting date, that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

##### ***Impairment of goodwill and intangible assets***

Determining whether goodwill and intangible assets are impaired requires an estimation of the value in use of the cash-generating units to which goodwill and intangible assets have been allocated. The value in use calculation requires the entity to estimate the future cash flows expected to arise from the cash-generating unit and a suitable discount rate in order to calculate the present value. The future cash flows included in the assessments are predicated largely on:

- ◁ the adoption of the integrated *Adslot-Symphony* Platform;
- ◁ the continued adoption of the *Adslot Marketplace* product; and
- ◁ the growth of *Symphony*.

In the event that these products do not generate revenues as planned an impairment of the related intangible assets may result.

The carrying amount of goodwill and intangible assets at the reporting date was \$30,289,099 (2014: \$33,941,462) and there were no impairment losses (2014: nil) recognised during the current financial year. Refer to Note 10 for further details.

##### ***Capitalisation of internally developed software***

Distinguishing the research and development phases of software projects and determining whether the recognition requirements for the capitalisation of development costs are met, requires judgement. After capitalisation, management monitors whether the recognition requirements continue to be met and whether there are any indicators that capitalised costs may be impaired.

##### ***Share based payments***

The calculation of the fair value of options issued requires significant estimates to be made in regards to several variables such as volatility and the probability of options reaching their vesting period. The estimations made are subject to variability that may alter the overall fair value determined. The share based payment expense for the year was \$702,806 (2014: \$560,307).



**Notes to the Financial Statements (Continued)**

For the year ended 30 June 2015

**1. Summary of Significant Accounting Policies (Continued)**

**(v) Critical accounting judgements and key sources of estimation uncertainty (Continued)**

***Unrecognised deferred tax assets***

As disclosed in Note 5, the Group recognises deferred tax assets relating to temporary differences, capital losses or operating losses when it is probable that they will be able to be utilised in future reporting periods. Due to the continuing operating losses, the Directors have determined it not appropriate to recognise deferred tax assets until a point in time where it is probable that future taxable income is going to be available to utilise the assets. The tax benefit of deferred tax assets not recognised is \$8,635,840 (2014: \$7,228,777).

***Research and development tax concessions***

A receivable of \$2,184,913 (2014: \$2,041,942) has been recognised in relation to a research and development tax concession for the 2015 financial year. The actual claim is yet to be submitted with the Australian Tax Office and therefore there remains some uncertainty in regards to the quantum of the concession to be received. The financial statements reflect the Directors' estimate of the receivable after taking into account the likelihood of each component of the claim being received.

**(w) New standards and interpretations issued but not effective**

The following new or amendments to existing standards have been published and are mandatory for accounting periods beginning on or after 1 July 2015 or later periods, but have not been adopted. The Group is yet to undertake a detailed assessment of the impact of these standards. However, based on the Group's preliminary assessment, the Standards are not expected to have a material impact on the transactions till the year ending 30 June 2018.

AASBs	Summary	Application date for Group
AASB 9 <i>Financial Instruments</i> and related AASB 2014-1 and AASB 2014-7 <i>Amendments to Australian Accounting Standards – Financial Instruments</i>	AASB 9 includes requirements for the classification and measurement of financial assets.	1 July 2018
AASB 15 <i>Revenue from Contracts with Customers</i> and related AASB 2014-5 <i>Amendments to Australian Accounting Standards arising from AASB 15</i>	AASB 15 establishes a new revenue recognition model and changes the bases for deciding whether revenue is to be recognised over time or at a point in time.	1 July 2018
AASB 2015-2 <i>Amendments to Australian Accounting Standards – Disclosure Initiative: Amendments to AASB 101</i>	These amendments clarify the materiality requirements, where entities should not be disclosing immaterial information in a manner that obscures useful information.	1 July 2016
AASB 2015-3 <i>Amendments to Australian Accounting Standards from the Withdrawal of AASB 1031 Materiality</i>	The Standard completes the AASB's project to remove Australian guidance on materiality from Australian Accounting Standards.	1 July 2015

## Notes to the Financial Statements (Continued)

For the year ended 30 June 2015

### 2. Segment Information

2015	APAC	EMEA	The Americas	Total
<b>Operating segments</b>				
External sales (i)	5,53,32	246,10	497,30	6,276,73
Segment result from continuing operations	(5,303,16)	(694,38)	(835,46)	(6,833,00)
Depreciation included in segment result (Note 9)	71,494	3,237	3,396	78,127
Amortisation included in segment result (Note 10)	5,653,65	-	-	5,653,65
Additions to non-current assets (PP&E) (Note 9)	47,810	1,754	2,575	52,139
Impairment of intangibles	-	-	-	-
<b>Statement of Financial Position</b>				
Segment assets	41,329,86	161,477	138,661	41,630,00
Segment liabilities	(15,603,75)	(182,714)	(191,305)	(15,977,83)

2014	APAC	EMEA	The Americas	Total
<b>Operating segments</b>				
External sales (i)	4,551,80	155,78	136,62	4,844,21
Segment result from continuing operations	(7,708,78)	(711,268)	(1,225,82)	(9,645,87)
Depreciation included in segment result (Note 9)	66,251	5,600	2,797	74,651
Amortisation included in segment result (Note 10)	4,950,36	-	-	4,950,36
Additions to non-current assets (PP&E) (Note 9)	10,758	1,281	2,945	14,988
Impairment of intangibles	-	-	-	-
<b>Statement of Financial Position</b>				
Segment assets	43,803,01	203,67	185,75	44,192,48
Segment liabilities	(14,937,53)	(234,13)	(157,338)	(15,329,01)

Segment revenue reconciles to total revenue from continuing operations as follows:

Revenue	2015 \$	2014 \$
Total segment revenue	6,276,73	4,844,21
Head office revenue	23,751	-
Interest revenue	195,10	239,38
Intersegment eliminations	(284)	(17,425)
<b>Total revenue from continuing operations</b>	<b>6,495,31</b>	<b>5,066,18</b>

(i) Refer to Note 3 for a description of product lines from external customers.

## Notes to the Financial Statements (Continued)

For the year ended 30 June 2015

### 2. Segment Information (Continued)

A reconciliation from segment result to operating profit before income tax is provided as follows:

<b>Segment Result</b>	<b>2015</b> \$	<b>2014</b> \$
Total segment result	(6,833,000)	(9,645,870)
Interest revenue	195,100	239,380
Other revenue	680,180	627,480
Share option expenses	(702,800)	(560,300)
Gain / (Loss) on foreign exchange	60,350	(42,090)
Income tax benefit/(expense)	(21,590)	29,930
Profit on sale of fixed assets	-	320
Loss on write off of asset	-	(106,320)
Other head office income/(expenses) not allocated in segment result	(2,584,180)	(637,790)
<b>Loss before income tax from continuing operations</b>	<u>(9,205,520)</u>	<u>(10,095,560)</u>

Reportable segment assets are reconciled to total assets as follows:

<b>Segment assets</b>	<b>2015</b> \$	<b>2014</b> \$
Total segment assets	41,630,000	44,192,480
Head office assets	49,019,760	48,310,070
Intersegment eliminations	(51,374,870)	(51,485,090)
<b>Total assets as per the statement of financial position</b>	<u>39,274,760</u>	<u>41,017,460</u>

Reportable segment liabilities are reconciled to total liabilities as follows:

<b>Segment liabilities</b>	<b>2015</b> \$	<b>2014</b> \$
Total segment liabilities	(15,977,830)	(15,329,010)
Head office liabilities	(718,940)	(865,760)
Intersegment eliminations	12,370,520	12,370,520
<b>Total liabilities as per the statement of financial position</b>	<u>(4,326,250)</u>	<u>(3,824,250)</u>

**Notes to the Financial Statements (Continued)**

For the year ended 30 June 2015

**2. Segment Information (Continued)**

The Group's revenues (which includes revenue from external customers, grant income and interest income) and its non-current assets (other than financial instruments) are divided into the following geographical areas:

	2015		2014	
	\$		\$	
	Revenue	NonCurrent Asset	Revenue	NonCurrent Asset
Australia (Domicile)	5,114,061	30,349,918	4,880,986	34,069,317
New Zealand	693,21	1,018	398,711	510
USA	497,30	2,723	136,62	3,376
Other countries	870,90	49,341	307,33	7,960
<b>Total</b>	<b>7,175,49</b>	<b>30,403,01</b>	<b>5,693,66</b>	<b>34,081,21</b>

Revenues from external customers in the Group's domicile, Australia, as well as its major markets, New Zealand and the USA, have been identified on the basis of the customer's geographical location. Non-current assets are allocated based on their physical location.

**Notes to and forming part of the segment information**

**Business segments**

The Group reports its segments based on geographical locations:

- ◊ APAC – Australia, New Zealand and Asia;
- ◊ EMEA – Europe, the Middle East and Africa; and
- ◊ The Americas – North, Central and South America.

**Accounting policies**

The accounting policies of the reportable segments are the same as the Group's accounting policies described in Note 1.

Segment revenues, expenses, assets and liabilities are those that are directly attributable to a segment and the relevant portion that can be allocated to the segment on a reasonable basis. Segment profit represents the profit earned by each segment without investment revenue, finance costs and income tax expense. This is the measure reported to the chief operating decision maker for the purposes of resource allocation and assessment of segment performance.

Segment assets include all assets used by a segment and consist primarily of operating cash, receivables, capitalised R&D and other intangible assets, net of related provisions but do not include non-current inter-entity assets and liabilities which are considered quasi-equity in substance.

Segment liabilities consist primarily of trade and other creditors, employee benefits and sundry provisions and accruals. Segment assets and liabilities do not include income taxes.

**Inter-segment transfers**

Segment revenue reported above represents revenue generated from external customers. Inter segment revenue transfers of \$284 (2014: \$17,425), and corresponding expenses have been eliminated on consolidation.

**Major customers**

The Group provides services to and derives revenue from a number of customers across all the divisions. During the year, the Group did not derive revenue that was greater than 10% of consolidated revenue from continuing operations from one customer.

**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

	2015 \$	2014 \$
<b>3. Revenue and Other Income</b>		
<b>Revenue</b>		
Revenue from Trading Technology	2,652,0€	1,568,67
Revenue from Services	2,396,94	2,449,5€
Revenue from Adserving	1,251,17	808,36
Total revenue for services rendered	<u>6,300,20</u>	<u>4,826,79</u>
Interest income	195,10	239,38
Total revenue	<u>6,495,31</u>	<u>5,066,18</u>
<b>Other income</b>		
Grant income	680,18	627,48
	<u>680,18</u>	<u>627,48</u>
<b>Total revenue and other income</b>	<u>7,175,49</u>	<u>5,693,66</u>

Revenue derived from the three product lines are described as follows:

*Trading Technology*

Comprises *Adslot*, a leading global media trading technology, and *Symphony*, market-leading workflow automation technology, purpose built for digital media agencies.

*Services*

Comprising marketing services that are provided by the company's *Webfirm* division to SME clients and project-based customisation of *Trading Technology*.

*Adserving*

Technology that enables advertisers to deliver and measure the performance of online display advertising (including impressions, clicks and online sales).

## Notes to the Financial Statements (Continued)

For the year ended 30 June 2015

4. Expenses	2015 \$	2014 \$
<b>Loss before income tax includes the following specific expenses:</b>		
<b>Depreciation and amortisation</b>		
Amortisation – Leasehold improvements	28,340	14,175
Amortisation – Software development costs	5,653,65	4,950,36
Depreciation – Plant & equipment	49,787	60,478
Total depreciation and amortisation	5,731,77	5,025,02
<b>Finance costs</b>		
Interest paid/payable to unrelated entities	76	3,451
<b>Other charges against assets</b>		
Impairment / (recovery) of trade receivables	(37,440)	3,145
Rental expense – operating leases	820,43	595,43
Defined contribution superannuation expense	601,93	420,67
Loss on write off of available for sale asset	-	106,32
(Profit) / Loss on sale of PP&E & internally developed software	-	(32)
Foreign currency (gain) / loss	(60,352)	42,090

## Notes to the Financial Statements (Continued)

For the year ended 30 June 2015

<b>5. Income Tax Expense</b>	<b>2015</b>	<b>2014</b>
	<b>\$</b>	<b>\$</b>
<b>a) Numerical reconciliation of income tax expense to prima facie tax benefit</b>		
Loss before income tax	(9,184,36)	(10,125,49)
Prima facie tax benefit on loss before income tax at 30% (2014: 30%)	(2,755,30)	(3,037,64)
Tax effect of:		
Other non-allowable items	7,475	6,854
Share options expensed during year	210,84	168,09
Research & development tax concession	1,443,45	995,70
Income tax benefit attributable to entity	(1,093,53)	(1866,99)
Deferred tax income relating to utilisation of unused tax losses	-	(39,677)
Deferred tax assets relating to tax losses not recognised	1,407,06	1,876,73
Other – adjustments and net foreign exchange differences	(292,36)	-
Income tax (benefit)/expense attributable to entity	21,159	(29,935)

### b) Movement in deferred tax balances

	<b>Balance at 30 June 2015</b>					
	<b>Balance at</b>	<b>Recognised</b>	<b>Acquired in</b>	<b>Net</b>	<b>Deferred tax</b>	<b>Deferred tax</b>
	<b>1 July 2014</b>	<b>in Profit &amp; Loss</b>	<b>Business combination</b>	<b>Deferred tax assets</b>	<b>Deferred tax liabilities</b>	
	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
Trade and other receivables	(125,95)	-	-	(125,95)	-	(125,95)
Property, plant and equipment	199	-	-	199	-	199
Intangible assets	165,43	-	-	165,43	-	165,43
Unused tax losses	(39,677)	-	-	(39,677)	(39,677)	-
Net tax (assets) / liabilities	-	-	-	-	(39,677)	39,677

	<b>Balance at 30 June 2014</b>					
	<b>Balance at</b>	<b>Recognised</b>	<b>Acquired in</b>	<b>Net</b>	<b>Deferred tax</b>	<b>Deferred tax</b>
	<b>1 July 2013</b>	<b>in Profit &amp; Loss</b>	<b>Business combination</b>	<b>Deferred tax assets</b>	<b>Deferred tax liabilities</b>	
	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
Trade and other receivables	-	-	(125,95)	(125,95)	-	(125,95)
Property, plant and equipment	-	-	199	199	-	199
Intangible assets	-	-	165,43	165,43	-	165,43
Unused tax losses	-	(39,677)	-	(39,677)	(39,677)	-
Net tax (assets) / liabilities	-	(39,677)	39,677	-	(39,677)	39,677

**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

**5. Income Tax Expense (Continued)**

**c) Deferred tax assets not brought to account**

Deferred tax assets not brought to account, the benefits of which will only be realised if the conditions for deductibility set out on Note 1(k) occur.

	<b>2015</b> \$	<b>2014</b> \$
Temporary differences	(5,119,749)	(3,217,980)
Tax Losses:		
Operating losses	33,667,610	27,182,020
Capital losses	238,250	131,870
	<u>28,786,110</u>	<u>24,095,910</u>
Potential tax benefit (30%)	8,635,840	7,228,770

The Company and its wholly-owned Australian resident entities have formed a tax-consolidated group and are therefore taxed as a single entity. The head entity within the tax-consolidated group is Adslot Ltd.

**6. Dividends**

The Company did not declare any dividends in the current year or prior year. There are no franking credits available to shareholders of the Company.

**7. Cash and Cash Equivalents**

	<b>2015</b> \$	<b>2014</b> \$
Cash at bank and on hand	3,416,910	3,140,840
Publisher account	1,024,310	213,200
	<u>4,441,220</u>	<u>3,354,040</u>



**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

**8. Trade and Other Receivables**

	<b>2015</b>	<b>2014</b>
	<b>\$</b>	<b>\$</b>
<b>Current:</b>		
Trade debtors	2,261,22	1,725,11
Less: Allowance for impairment	(241,07)	(413,98)
	<u>2,020,14</u>	<u>1,311,13</u>
Other receivables	2,227,60	2,060,25
Prepayments	182,64	210,77
	<u>4,430,40</u>	<u>3,582,20</u>

The average age of the Company's trade receivables is 57 days (2014: 61 days).

**(a) Ageing of past due but not impaired**

	<b>2015</b>	<b>2014</b>
	<b>\$</b>	<b>\$</b>
0 – 30 days	107,94	85,16
31 – 60 days	382,11	43,77
61 – 90 days	86,49	63,11
Over 91 days	107,33	65,45
	<u>663,87</u>	<u>257,50</u>

**(b) Movement in the provision for impairment**

	<b>2015</b>	<b>2014</b>
	<b>\$</b>	<b>\$</b>
Balance at beginning of the year	413,98	20,48
Impairment recognised during the year	20,29	15,10
Impairment recognised during the year from receivables acquired through business combinations	-	408,30
Amounts written off as uncollectible	(118,40)	(22,12)
Amounts recovered during the year	(116,16)	(7,78)
Net foreign exchange differences	41,36	-
Balance at the end of the year	<u>241,07</u>	<u>413,98</u>

In determining the recoverability of a trade receivable, the Company considers any recent history of payments and the status of the projects to which the debt relates. No payment terms have been renegotiated. The concentration of credit risk is limited due to the customer base being large and unrelated. Accordingly, the Directors believe that there is no further provision required in excess of the allowance for impairment.

**Fair value of receivables**

Fair value of receivables at year end is measured to be the same as receivables net of the allowance for impairment.

## Notes to the Financial Statements (Continued)

For the year ended 30 June 2015

<b>9. Non-Current Assets – Property, Plant and Equipment</b>	<b>2015</b>	<b>2014</b>
	<b>\$</b>	<b>\$</b>
Leasehold improvements – at cost	104,280	91,320
Less: Accumulated amortisation	(87,020)	(58,680)
	<u>17,260</u>	<u>32,640</u>
Plant and equipment – at cost	148,840	182,100
Less: Accumulated depreciation	(129,220)	(143,610)
	<u>19,610</u>	<u>38,490</u>
Computer equipment – at cost	326,040	432,390
Less: Accumulated depreciation	(288,620)	(403,450)
	<u>37,410</u>	<u>28,940</u>
Total carrying amount of property, plant and equipment	<u>74,290</u>	<u>100,070</u>

Reconciliations of the carrying amounts of each class of property, plant and equipment at the beginning and end of the current financial year are set out below:

### 2015

	<b>Leasehold Improvements</b>	<b>Plant and Equipment</b>	<b>Computer Equipment</b>	<b>Total</b>
	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
Carrying amount at 1 July 2014	32,640	38,490	28,940	100,070
Additions	12,960	1,735	37,440	52,135
Depreciation / amortisation expense	(28,340)	(20,600)	(29,170)	(78,110)
Net foreign exchange differences	-	-	206	206
Carrying amount at 30 June 2015	<u>17,260</u>	<u>19,610</u>	<u>37,410</u>	<u>74,290</u>

### 2014

	<b>Leasehold Improvements</b>	<b>Plant and Equipment</b>	<b>Computer Equipment</b>	<b>Total</b>
	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
Carrying amount at 1 July 2013	21,510	58,940	49,610	130,070
Additions	-	-	14,980	14,980
Additions through business combinations	25,300	-	12,000	37,300
Disposals / write offs	-	-	(8,570)	(8,570)
Depreciation / amortisation expense	(14,175)	(20,450)	(40,020)	(74,650)
Net foreign exchange differences	-	-	939	939
Carrying amount at 30 June 2014	<u>32,640</u>	<u>38,490</u>	<u>28,940</u>	<u>100,070</u>

**Notes to the Financial Statements (Continued)**  
For the year ended 30 June 2015

**10. Non-Current Assets – Intangible Assets**

	Internally Developed Software \$	Domain Name \$	Intellectual Property \$	Goodwill \$	Total \$
<b>Year ended 30 June 2015</b>					
Opening net book amount	1,516,73	38,26	17,224,51	15,161,93	33,941,46
Acquisitions	2,001,28	-	-	-	2,001,28
Acquisitions through business combinations	-	-	-	-	-
Amortisation	(527,08)	-	(5,126,56)	-	(5,653,65)
Impairment of assets	-	-	-	-	-
Carrying amount at 30 June 2015	2,990,94	38,26	12,097,95	15,161,93	30,289,08

**At 30 June 2015**

Cost	4,103,96	38,26	29,316,30	20,543,56	54,001,30
Accumulated amortisation and impairment	(1,112,22)	-	(17,218,35)	(5,381,65)	(23,712,23)
Carrying amount at 30 June 2015	2,990,94	38,26	12,097,95	15,161,93	30,289,08

	Internally developed Software \$	Domain Name \$	Intellectual Property \$	Goodwill \$	Total \$
<b>Year ended 30 June 2014</b>					
Opening net book amount	548,83	38,26	5,184,54	-	5,771,64
Acquisitions	1,311,51	-	-	-	1,311,51
Acquisitions through business combinations	-	-	16,646,72	15,160,93	31,808,66
Amortisation	(343,61)	-	(4,606,75)	-	(4,950,36)
Impairment of assets	-	-	-	-	-
Carrying amount at 30 June 2014	1,516,73	38,26	17,224,51	15,161,93	33,941,46

**At 30 June 2014**

Cost	2,101,88	38,26	29,316,30	20,534,591	52,000,00
Accumulated amortisation and impairment	(585,14)	-	(12,091,78)	(5,381,65)	(18,058,58)
Carrying amount at 30 June 2014	1,516,73	38,26	17,224,51	15,161,93	33,941,46

## Notes to the Financial Statements (Continued)

For the year ended 30 June 2015

### 10. Non-Current Assets – Intangible Assets (Continued)

#### Internally Developed Software

Internally developed software represents a number of software platforms developed within the Adslot and Webfirm divisions.

During the year a net \$949,624 (2014: \$844,201) of innovation research & development wage costs arising from the development of the Adslot Publisher platform was capitalised. Associated R&D Grant claims of \$776,965 (2014: \$690,710) arising from the capitalised costs offset the gross amount of expenditure. Research and development costs of \$417,778 (2014: \$860,850) were recognised in profit or loss.

During the year a net \$819,248 (2014: \$467,318) of innovation research & development wage costs arising from the development of the Symphony platform was capitalised. Associated R&D Grant claims of \$670,294 (2014: \$457,656) arising from the capitalised costs offset the gross amount of expenditure. Research and development costs of \$658,959 (2014: \$403,185) were recognised in profit or loss.

During the year a net \$232,418 (2014: nil) of innovation and research & development wage costs arising from the development of the integrated Adslot-Symphony Platform was capitalised. Associated R&D Grant claims of \$190,160 (2014: nil) arising from the capitalised costs offset the gross amount of expenditure. Research and development costs of \$139,917 (2014: nil) were recognised in profit or loss.

The Directors have assessed the accounting useful life of these internally developed software systems, for accounting purposes, to be five years. This assessment has given regard to the expected financial benefits of the technology.

#### Domain names

Domain names opening carrying value of \$38,267 (2014: \$38,267) relates to the various domain names held by Webfirm and Adslot. The Directors have assessed that this intellectual property has an indefinite useful life on the basis that the Directors do not believe that there is a foreseeable limit on the period over which this asset is expected to generate cash inflows for the entity.

#### Intellectual property

Adslot Technologies Pty Ltd (“Adslot”) holds valuable copyright and patent licences (“Licences”) in respect of Combinatorial Auction Platform Technology (“CAP” or “Core IP”) owned by Enterprise Point Pty Ltd and its controlled entities (“Enterprise”). \$5,932,006 (2014: \$5,932,006) of the opening balance relates to this “CAP” technology. Accumulated amortisation of this asset as at 30 June 2015 was \$5,932,006 (2014: \$5,190,504). This asset was fully amortised during the year.

Adimise Pty Ltd (“Adimise”) holding online ad-serving technology had \$271,055 (2014: \$271,055) of Ad-serving IP in the opening balance and attached to the Adslot CGU. Accumulated amortisation of this asset as at 30 June 2015 was \$271,055 (2014: \$216,845). This asset was fully amortised during the year.

QDC IP Technology (“QDC”) holding creative ad building and video advertising technology had licences to the Core IP valued at \$6,466,517 (2014: \$6,466,517) in the opening balance and attached to the Adslot CGU. Accumulated amortisation of this asset as at 30 June 2015 was \$5,904,904 (2014: \$4,611,601). This asset has a remaining useful life for accounting purposes of six months.

The Symphony platform technology was acquired as part of the Facilitate Digital Holdings Limited acquisition. The fair value attributable to the Symphony technology platform intellectual property was \$16,191,496 (2014: \$16,191,496). Accumulated amortisation of this asset at 30 June 2015 was \$4,936,872 (2014: \$2,013,126). This asset has a remaining useful life for accounting purposes of three and a half years.

**Notes to the Financial Statements (Continued)**

For the year ended 30 June 2015

**10. Non-Current Assets – Intangible Assets (Continued)**

**Intellectual property (Continued)**

The Facilitate for Agencies (“FFA”) platform technology was acquired as part of the Facilitate Digital Holdings Limited acquisition. The fair value attributable to the FFA technology platform intellectual property was \$455,231 (2014: \$455,231). Accumulated amortisation of this asset at 30 June 2015 was \$173,518 (2014: \$59,710). This asset has a remaining useful life for accounting purposes of two and a half years.

With the exception of FFA, the Directors have assessed the accounting useful life of all of the above technologies for accounting purposes to be five years. This assessment has given regard to the expected financial benefits of the technologies to be potentially well beyond a five year period, together with the risk that competitors could replicate these technologies and in light of the Company’s ongoing commitment to research and development of the Core IP. FFA has an accounting useful life of four years.

**Goodwill**

The Goodwill balance relating to the acquisition of Facilitate has an attributed fair value of \$15,161,939 and has not been impaired.

**(a) Cash Generating Units (CGUs)**

The goodwill has been allocated to the Adslot-Symphony Integration CGU as this is the area of operation in which opportunities for deriving revenue synergies from the acquisition exist. A summary of the carrying amount of goodwill and intangible assets with indefinite useful lives is detailed below:

CGU	2015		2014	
	Goodwill \$	Intangible assets with indefinite useful lives \$	Goodwill \$	Intangible assets with indefinite useful lives \$
Adslot-Symphony Integration	15,161,939	-	15,161,939	-

**Notes to the Financial Statements (Continued)**

For the year ended 30 June 2015

**10. Non-Current Assets – Intangible Assets (Continued)**

**Intellectual property (Continued)**

**(b) Impairment testing and key assumptions**

The Group tests whether goodwill and other intangible assets have suffered any impairment in accordance with the Group’s accounting policies. The recoverable amounts of assets and CGUs have been determined using a value-in-use approach based on discounted cash flows projections.

The most significant judgement relates to the forecast cash flows within the impairment model, in particular the forecast revenue growth. As the Adslot-Symphony Integration is a relatively new innovation for the Group, the lack of historical revenues across this platform has required the Group to make significant estimations of the revenue growth that can be expected across the forecast period.

The cash flow projections have been derived from management forecasts based on the 2016 budget as approved by the Board of Directors, with assumptions relating to growth in revenues and expenses being made across the remaining forecast period. The revenue growth rates observed for the first two years are significantly higher than the remainder of the model reflecting the initial adoption of the integrated Adslot-Symphony Platform post launch.

In determining the budget for 2016, assumptions were made in relation to the following key areas:

- ◁ The proportion of the market share captured by the Integration platform from existing customers;
- ◁ Expected growth from new customers;
- ◁ Average service fees received from each customer; and
- ◁ The costs that will be incurred to support the growth of the revenue.

**Other key assumptions**

	Valuation method	Years of projected cash flows	Post-tax discount rate %
Adslot-Symphony Integration	Discounted cash flow	7	14

A forecast period of greater than 5 years has been adopted without the use of a terminal value. This is considered appropriate given the expected timeframe upon which the current version of the integrated product will be able to generate revenues. Revenue growth forecast in the final two periods of the model are lower than the average growth forecast within the model.

**(c) Sensitivity analysis**

Future net cash flows of CGUs are based on the key assumptions noted above, which are subject to some uncertainty. Any reasonable change in the key assumptions would not result in the carrying amounts exceeding their recoverable amounts.

**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

	<b>2015</b>	<b>2014</b>
	<b>\$</b>	<b>\$</b>
<b>11. Trade and Other Payables</b>		
Trade creditors	214,191	311,701
Publisher creditors (i)	1,024,31	213,20
Other creditors	1,614,49	1,897,17
	<u>2,853,01</u>	<u>2,422,08</u>

(i) Refer to Note 1(p) for further information on publisher creditors.

	<b>2015</b>	<b>2014</b>
	<b>\$</b>	<b>\$</b>
<b>12. Other Liabilities</b>		
Current:		
Unearned revenue (i)	683,14	667,70
	<u>683,14</u>	<u>667,70</u>

(i) Unearned revenue relates to website development and hosting invoices that are rendered based on full contract terms at the contracts' inception, however performed over stages which straddle the reporting date, and advertising campaigns that have been purchased but whose delivery will occur after the reporting date.

	<b>2015</b>	<b>2014</b>
	<b>\$</b>	<b>\$</b>
<b>13. Provisions</b>		
Current:		
Employee benefits	507,74	462,28
Non-current:		
Employee benefits	<u>242,67</u>	<u>232,49</u>

**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

	2015 Number	2014 Number	2015 \$	2014 \$
<b>14. Contributed equity</b>				
Ordinary Shares – Fully Paid	1,041,695,0	969,952,3	115,100,83	108,515,81

Ordinary shares participate in dividends and the proceeds on winding up of the parent entity in proportion to the numbers of shares.

At the shareholders meeting each ordinary share is entitled to one vote when a poll is called, otherwise each shareholder has one vote on a show of hands.

**Movements in Paid-Up Capital**

Date	Details	Number of shares	Issue price	Capital raising costs	Value
		Number	\$	\$	\$
30Jun-13	Balance(including treasury shares)	703,741,28		(933,90)	77,461,85
24092013	Issue of shares employee ESOP	3,828,69	0.055	-	225,89
23122013	Scheme consideration facilitate Digital acquisition	273,730,77	0.115	-	31,479,03
23122013	Issue of shares employee ESOP	6,250,00	0.115	-	718,750
16062014	Issue of shares employee ESOP	1,000,00	0.105	-	105,000
30Jun-14		988,550,71		(933,90)	109,990,51
	Less: Treasury shares	(18,598,38)		-	(1,474,67)
30Jun14	Balance	969,952,33		(933,90)	108,515,81
01Jul-14	Balance	988,550,71		(933,90)	109,990,51
10072014	Share Placement	65,000,00	\$0.10	(316,66)	6,183,33
25092014	Exercise of Options	200,000	\$0.116	(1,65)	21,546
01-052015	Issue of shares employee ESOP	3,000,00	\$0.09		270,00
30Jun-15		1,056,750,71		(1,252,22)	116,465,47
	Less: Treasury shares	(15,055,70)			(1,364,58)
30Jun15	Balance	1,041,695,01		(1,252,22)	115,100,83



**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

**14. Contributed equity (Continued)**

**Treasury Shares**

Treasury shares are shares in Adslot Ltd that are held by the Adslot Employee Share Trust, which administers the Adslot Employee Share Ownership Plan (ESOP). This Trust has been consolidated in accordance with Note 1(c). Shares held by the Trust on behalf of eligible employees are shown as treasury shares in the financial statements. Shares issued under this scheme will, subject to the provision of the Trust deed, rank equally in all respects and will have the same rights and entitlements as ordinary shares under the Constitution of the Company.

**Treasury Shares** movements during the financial year are summarised below:

Issue Type	Issue or Acquisition Date	Issue Price \$	Balance at beginning of the year (Number)	Issued during the year (Number)	Transfers during the year (Number)	Balance at end of the year (Number)
Employee ESOP	14/09/12	0.046	6,019,69	-	(5,042,68	977,01
Employee ESOP	10/10/12	0.059	1,500,00	-	(1,500,00	-
Employee ESOP	24/09/14	0.059	3,828,69	-	-	3,828,69
Employee ESOP	23/12/14	0.115	6,250,00	-	-	6,250,00
Employee ESOP	16/06/14	0.105	1,000,00	-	-	1,000,00
Employee ESOP	1/05/15	0.090	-	3,000,00	-	3,000,00
			18,598,38	3,000,00	(6,542,68	15,055,70

**Options** movements during the financial year are summarised below:

Issue Type	Expiry Date	Exercise Price \$	Balance at beginning of the year (Number)	Issued during the year (Number)	Expired during the year (Number)	Exercised during the year (Number)	Balance at end of the year (Number)
Ordinary option	08/07/	0.151	2,000,00	-	(2,000,00	-	-
Ordinary option	30/09/	0.116	2,000,00	-	(1,800,00	(200,00	-
Ordinary option	30/09/	0.190	300,00	-	(300,00	-	-
			4,300,00	-	(4,100,00	(200,00	-

**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

**14. Contributed equity (Continued)**

**Rights over shares movements during the financial year are summarised below:**

Issue Type	Required VWAP Price \$	Balance at beginning of the year (Number)	Granted during the year (Number)	Expired during the year (Number)	Vested during the year (Number)	Balance at the end of the year (Number)
Rights over shares	0.200	3,000,00	-	-	-	3,000,00
Rights over shares	0.300	4,000,00	-	-	-	4,000,00
Rights over shares	0.400	5,000,00	-	-	-	5,000,00
Rights over shares	0.500	5,000,00	-	-	-	5,000,00
		17,000,00	-	-	-	17,000,00

**Performance rights movements during the financial year are summarised below:**

Issue Type	Issue or Acquisition Date	Issue Price \$	Balance at beginning of the year (Number)	Issued during the year (Number)	Transfers during the year (Number)	Balance at end of the year (Number)
Performance Rights	26/11/14	Nil	-	10,750,00	-	10,750,00
			-	10,750,00	-	10,750,00

**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

	2015 \$	2014 \$
<b>15. Reserves</b>		
<b>Reserves</b>		
Share-based payments reserve	1,069,63	1,177,08
Available for sale investment reserve	-	-
Foreign currency translation reserve	118,57	65,29
	<u>1,187,98</u>	<u>1,242,37</u>
<i>Share-based payments reserve</i>		
Opening balance	1,177,08	902,92
Reclassification of lapsed options	(430,16)	(120,48)
Reclassification vested ESOP	(380,09)	(165,71)
Share based payment expense	702,80	560,30
Closing balance	<u>1,069,63</u>	<u>1,177,08</u>
<i>Available for sale investment reserve</i>		
Opening balance	-	106,33
Decrease in available for sale investment reserve	-	(106,33)
Closing balance	<u>-</u>	<u>-</u>
<i>Foreign currency translation reserve</i>		
Opening balance	65,29	29,77
Movement on currency translation	53,65	35,51
Closing balance	<u>118,57</u>	<u>65,29</u>

The Share-based payments reserve is used to record the value of options accounted for in accordance with AASB2: *Share Based Payments*.

The available-for sale investment reserve is used to record net gain/loss arising on revaluation of available-for sale financial assets in accordance with AASB 139: *Financial Instruments: Recognition and Measurement*.

The foreign currency translation reserve is used to record the value of aggregate movements in the translation of foreign currency in accordance with AASB 121: *The Effects of Changes in Foreign Exchange Rates*.

**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

**16. Earnings Per Share**

	<b>2015</b>	<b>2014</b>
	Cents	Cents
<b>(a) Basic earnings per share</b>		
Loss attributable to the ordinary equity holders of the Company	(0.89)	(1.20)
<b>(b) Diluted earnings per share</b>		
Loss attributable to the ordinary equity holders of the Company	(0.89)	(1.20)
	<b>2015</b>	<b>2014</b>
	\$	\$
<b>(c) Reconciliation of earnings used on calculating earnings per share (i)</b>		
Loss from continuing operations attributable to the members of the Company used on calculating basic and diluted earnings per share	(9,205,52	(10,095,5
	<b>2015</b>	<b>2014</b>
	Number	Number
<b>(d) Weighted average number of shares used as the denominator</b>		
Weighted average number of shares on issue used in the calculation of basic EPS	1,038,969,4	844,352,0
	<b>2015</b>	<b>2014</b>
	Number	Number
<b>(e) Weighted average number of shares used as the denominator</b>		
Weighted average number of shares on issue used in the calculation of diluted EPS	1,038,969,4	844,352,0
(i) During 2015 and 2014 there were no discontinued operations or values attributable to minority interests.		
	<b>2015</b>	<b>2014</b>
	Number	Number
Weighted average number of options that could potentially dilute basic earnings per share in the future, but are not included in the calculation of diluted EPS because they are anti-dilutive for the period presented.	29,320,4	32,490,3

**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

**17. Discontinued Operations**

There were no discontinued operations during the year ended 30 June 2015.

**18. Business Combinations**

There were no business combinations during the year ended 30 June 2015.

**19. Contingencies**

No contingent assets or liabilities are noted.

**20. Commitments**

*Operating lease commitments*

Total operating lease expenditure contracted for at reporting date but not capitalised in the financial statements payable:

	2015 \$	2014 \$
Within 1 year	608,55	640,43
Between 1 and 5 years	299,56	788,26
	908,11	1,428,69

The lease commitments detailed above relate to rental premises and lease rental of printer/copier.

*Capital commitments*

The Group and the Company have not entered any capital expenditure contracts at reporting date that are not recognised as liabilities on the Statement of Financial Position.

**21. Remuneration of auditors**

During the year the following fees were paid/payable to the auditor of the Company:

**Audit services**

Audit and review of financial reports	105,00	115,50
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During the year the following fees were paid/payable to a related entity of the auditor of the company:

**Other services**

Taxation compliance and Research & Development grant advice	40,25	-
	145,25	115,50

**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

**22. Key Management Personnel Disclosures**

*Directors*

The following persons were directors of the Company during the financial year:

- Mr Andrew Barlow (Non-Executive Chairman)
- Mr Adrian Giles (Non-Executive Director)
- Mr Ian Lowe (Executive Director & CEO)
- Mr Ben Dixon (Executive Director)
- Mr Geoff Dixon (Non-Executive Director)
- Mr Quentin George (Non-Executive Director)
- Ms Sarah Morgan (Non-Executive Director) (from 27 January 2015)

*Other key management personnel*

The following persons also had authority and responsibility for planning, directing and controlling the activities of the Group, directly or indirectly, during the financial year:

Name	Position
Mr Brendan Maher	Chief Financial Officer and Company Secretary
Mr Tom Peacock	Group Commercial Director

**Key management personnel compensation**

	2015 \$	2014 \$
Short-term employee benefits	1,245,62	1,103,29
Post-employment benefits	89,03	60,04
Other long-term employee benefits	20,48	3,44
Termination benefits	-	-
Share based payments	400,86	332,63
<b>Total compensation (a)</b>	<b>1,756,01</b>	<b>1,499,42</b>

- a) There were 9 key management personnel throughout 2015, some of whom have a part year of service (2014: 10).

**Business Acquisitions:**

There were no related party transactions during the year ended 30 June 2015.

**Transactions with Directors and their personally related entities:**

During the year digital marketing services to the value of \$2,175 were provided to entities related to two Directors on normal commercial terms and conditions.

During the year advertising inventory to the value of \$905 was traded on the Adslot platform by an entity related to two Directors on normal commercial terms and conditions.

**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

**23. Share Based Payments**

**Employee Option Plan**

Between 2009 and October 2010 the Company operated an options based scheme for executives and senior employees of the Group. Each share option converted into one ordinary share of Adslot Ltd on exercise. No amounts are paid or payable by the recipient on receipt of the option. The options carry no voting rights. Options may be exercised at any time from the date of vesting to the date of their expiry, subject to the individual remaining an employee of the Company. The plan rules allow departed employees to retain their options for a period of time based on the length of their service with the Company and the nature of their separation from the Company. The board considered these conditions appropriate to ensure the objective of maintaining key staff within the Company. The issue of share options are not subject to performance conditions.

There were no options granted during the years ended 30 June 2015 and 30 June 2014. Options for the reporting period were:

**2015**

Grant Date	Expiry Date	Exercise Price \$	Balance at start of the year (Number)	Granted during the year (Number)	Exercised during the year (Number)	Lapsed during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)	Vested and exercisable at the end of the year (Number)
28/07/10	08/07/11	0.151	2,000,000	-	-	2,000,000	-	-	-
14/10/11	30/09/12	0.116	2,000,000	-	200,000	1,800,000	-	-	-
14/10/11	30/09/12	0.190	300,000	-	-	300,000	-	-	-
Total			4,300,000	-	200,000	4,100,000	-	-	-
<b>Weighted average exercise price</b>			\$0.137	-	\$0.116	\$0.188	-	-	-

Options analysis for the prior period were:

**2014**

Grant Date	Expiry Date	Exercise Price \$	Balance at start of the year (Number)	Granted during the year (Number)	Exercised during the year (Number)	Lapsed during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)	Vested and exercisable at the end of the year (Number)
28/07/10	08/07/11	0.151	2,000,000	-	-	-	-	2,000,000	2,000,000
14/10/11	30/09/12	0.116	3,000,000	-	-	-	(1,000,000)	2,000,000	2,000,000
14/10/11	30/09/12	0.190	300,000	-	-	-	-	300,000	200,000
Total			5,300,000	-	-	-	(1,000,000)	4,300,000	4,200,000
<b>Weighted average exercise price</b>			\$0.133	-	-	-	\$0.116	\$0.137	\$0.137

Weighted average remaining contractual life at 30 June 2014 (days)

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**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

**23. Share Based Payments (continued)**

**2014**

Grant Date	Escrow End Date	Valuation Price \$	Balance at start of the year (Number)	Granted during the year (Number)	Transferred during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)	Vested at the end of the year (Number)
01/12/11	30/11/11	0.053	413,511	-	(413,511)	-	-	-
13/12/11	12/12/11	0.064	833,333	-	(833,333)	-	-	-
19/01/11	18/01/11	0.060	833,333	-	(833,333)	-	-	-
14/09/11	13/09/11	0.046	6,229,059	-	(209,351)	(977,010)	5,042,698	-
10/10/11	09/10/11	0.059	1,500,000	-	(1,500,000)	-	-	-
10/10/11	09/10/11	0.059	1,500,000	-	-	-	1,500,000	-
09/07/11	09/07/11	0.042	-	666,666	-	-	666,666	-
05/09/11	05/09/11	0.067	-	3,580,740	-	(677,800)	2,902,940	-
24/1/13	24/12/13	Converted Rights	-	3,000,000	-	-	3,000,000	-
28/01/11	24/01/11	0.120	-	176,920	-	-	176,920	-
06/03/11	04/03/11	0.090	-	7,845,040	-	-	7,845,040	-
15/06/11	15/06/11	0.105	-	250,000	-	-	250,000	-
15/06/11	2015-2018	0.105	-	750,000	-	-	750,000	-
Total			11,309,233	16,269,380	(3,789,533)	(1,654,810)	22,134,260	-

**Weighted average share price**                      \$0.052                      \$0.082                      \$0.060                      \$0.052                      \$0.062

Weighted average remaining contractual life at 30 June 2014 (days)

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The model inputs for ESOP rights to shares granted during the year ended 30 June 2015 included:

Model Input	ESOP #15-1	ESOP #15-2	ESOP #15-3	ESOP #15-4	ESOP #15-5
Grant Date	10/07/14	8/09/14	1/05/15	1/05/15	1/05/15
Escrow End Date	8/07/16	7/09/16	1/05/16	1/05/17	1/05/18
Exercise Price	-	-	-	-	-
Price at Grant Date	\$0.010	\$0.155	\$0.090	\$0.090	\$0.090

**Notes to the Financial Statements (Continued)**  
For the year ended 30 June 2015

**23. Share Based Payments (continued)**

The model inputs for ESOP rights to shares granted during the year ended 30 June 2014 included:

Model Input	ESOP #14-1	ESOP #14-2	ESOP #14-3	ESOP #14-4	ESOP #14-5	ESOP #14-6
Grant Date	9/07/13	5/09/11	28/01/14	06/03/14	15/06/14	15/06/14
Escrow End Date	9/07/15	5/09/13	28/01/16	04/03/16	15/06/15	2015/2018
Exercise Price	-	-	-	-	-	-
Price at Grant Date	\$0.042	\$0.06	\$0.120	\$0.90	\$0.105	\$0.105

ESOP rights to shares are valued using the Binomial option-pricing model.

The volatility calculation is based upon historical share price information for the same period as the option life to the date that the options were granted.

**Performance Rights over Shares**

Shareholders approved at the November 2014 Annual General Meeting the creation of Performance Rights over Shares which enables the Board to offer eligible employees the right to Performance Rights which convert to shares subject to the employee's performance against certain performance criteria. No amounts are paid or payable by the recipient on receipt of the right. The rights carry no voting rights. All rights are subject to service periods which require the employees remain an employee of the Company.

The following table shows grants of share-based compensation to employees under the Performance Rights Plan during the current financial year:

Grant Date	Assessment period	Valuation Price \$	Balance at start of the year (Number)	Granted during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)	Vested at the end of the year (Number)
26/11/14	2 years	0.105	-	10,750,00	-	10,750,00	-
Total			-	10,750,00	-	10,750,00	-

There were no Performance Rights over Shares issued in 2014.

The model inputs for Performance Rights to shares granted during the year ended 30 June 2015 included:

Model Input	PR # 15-1	PR # 15-2	PR # 15-3	PR # 15-4
Grant Date	26/11/14	26/11/14	26/11/14	26/11/14
Assessment Period	2 years	2 years	2 years	2 years
Exercise Price	-	-	-	-
Probability of Conversion to Shares	10%	25%	50%	75%
Price at Grant Date	\$0.105	\$0.105	\$0.105	\$0.105

**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

**23. Share Based Payments (continued)**

***Rights over Shares***

No Rights over Shares were issued in 2015. The following table shows movement in the Rights over Shares for the current financial year:

**2015**

Issue Date	Required VWAP Price \$	Escrow Required from award	Valuation Price \$	Balance at start of the year (Number)	Granted during the year (Number)	Vested during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)
8Oct2012	0.20	2 years	64,500	3,000,000	-	-	-	3,000,000
8Oct2012	0.30	-	66,000	4,000,000	-	-	-	4,000,000
8Oct2012	0.40	-	73,000	5,000,000	-	-	-	5,000,000
8Oct2012	0.50	-	63,500	5,000,000	-	-	-	5,000,000
Total			267,000	17,000,000	-	-	-	17,000,000

**2014**

Issue Date	Required VWAP Price \$	Escrow Required from award	Valuation Price \$	Balance at start of the year (Number)	Granted during the year (Number)	Vested during the year (Number)	Forfeited during the year (Number)	Balance at end of the year (Number)
8Oct2012	0.10	2 years	93,000	3,000,000	-	(3,000,000)	-	-
8Oct2012	0.20	2 years	64,500	3,000,000	-	-	-	3,000,000
8Oct2012	0.30	-	66,000	4,000,000	-	-	-	4,000,000
8Oct2012	0.40	-	73,000	5,000,000	-	-	-	5,000,000
8Oct2012	0.50	-	63,500	5,000,000	-	-	-	5,000,000
Total			360,000	20,000,000	-	(3,000,000)	-	17,000,000

**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

	2015 \$	2014 \$
<b>24. Cash Flow reconciliation</b>		
<b>Reconciliation of Net Cash Flows from Operating Activities to Loss for the year</b>		
Loss for the year after income tax	(9,205,52)	(10,095,56)
Depreciation and amortisation	5,731,77	5,025,02
Share based payment	702,80	560,30
Impairment of receivables	(37,440)	3145
(Profit)/Loss on asset write off	-	(32)
Unrealised foreign currency loss / (gain)	(60,352)	42,080
Movements in receivables relating to investing activities	39,25	(547,23)
<i>Changes in assets and liabilities (net of effects of acquisition and disposal of entities)</i>		
(Increase)/Decrease in receivables	(848,20)	419,63
(Increase)/Decrease in deferred taxes	-	(39,67)
(Decrease)/Increase in payables and other provisions	502,00	(974,27)
Net cash outflow from operating activities	<u>(3,173,75)</u>	<u>(5,606,59)</u>

**25. Financial Risk Management**

The Group's operations expose it to various financial risks including market, credit, liquidity and cash flow risks. Risk management programmes and policies are employed to mitigate the potential adverse effects of these exposures on the results of the Group.

Financial risk management is carried out by the Chief Financial Officer with oversight provided by the Audit & Risk Committee and Board.

**(a) Market risks**

Market risks include foreign exchange risk, interest rate risk and other price risk. The Group's activities expose it to the financial risks of changes in foreign currency, interest rate risk relating to interest earned on cash and cash equivalents.

Disclosures relating to foreign currency risks are covered in Note 25(d) and interest rate risk is covered in Note 25(e). The Group does not have formal policies that address the risks associated with changes in interest rates or changes in fair values on available-for-sale financial assets.

**(b) Credit risk**

Credit risk represents the loss that would be recognised if counterparties failed to perform as contracted.

The credit risk on financial assets, other than investments, of the Group which have been recognised in the Consolidated Statement of Financial Position is the carrying amount net of any provision for doubtful debts.

The Group has no significant concentrations of credit risk. As disclosed in Note 8(a), 'Impairment of receivables', the Group has policies in place to ensure that sales of services are made to customers with appropriate credit history. Before accepting any new customers, the Group internally reviews the potential customer's credit quality. A substantial deposit on contract in website development and hosting segment of the Group mitigates initial credit risk.

## Notes to the Financial Statements (Continued)

For the year ended 30 June 2015

### 25. Financial Risk Management (Continued)

The Group held the following financial assets with potential credit risk exposure:

	2015 \$	2014 \$
<b>Financial assets</b>		
Cash and cash equivalents	4,441,22	3,354,05
Trade and other receivables	4,488,83	3,785,41
	<u>8,930,05</u>	<u>7,139,46</u>

#### (c) Liquidity risk

##### Financial liabilities

Trade and other payables	<u>2,853,01</u>	<u>2,422,05</u>
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Prudent liquidity risk management implies maintaining sufficient cash and marketable securities, the availability of funding through an adequate amount of committed credit facilities and the ability to close-out market positions. Due to the dynamic nature of the underlying business, the Board aims at maintaining flexibility in funding by keeping committed credit lines and sufficient cash available.

All financial liabilities are expected to be settled within 12 months of the reporting date, per the contractual terms of the obligations.

**Notes to the Financial Statements (Continued)**

For the year ended 30 June 2015

**25. Financial Risk Management (Continued)**

**(d) Foreign currency risk**

Most of the Group's transactions are carried out in Australian Dollars (AUD). Exposures to currency exchange rates arise from the Group's overseas operations which are primarily denominated in US dollars (USD), Pound Sterling (GBP), Euros (EUR), New Zealand dollars (NZD), Chinese Yuan (CNY) and Malaysian Ringgit (MYR).

Foreign currency exposure is monitored by the Board on a monthly basis.

Foreign currency denominated financial assets and liabilities which expose the Group to currency risk are disclosed below. The amounts shown are those reported to key management translated into AUD at the closing rate:

	USD A\$	GBP A\$	EUR A\$	NZD A\$	CNY A\$	MYR A\$
<b>30 June 2015</b>						
Financial Assets	1,102,44	161,270	161,097	188,06	39,910	4,245
Financial Liabilities	(783,412)	(356,742)	(41,333)	(47,936)	(30,456)	-
<b>Total Exposure</b>	<b>319,03</b>	<b>(195,472)</b>	<b>119,764</b>	<b>140,124</b>	<b>9,454</b>	<b>4,245</b>
<b>30 June 2014</b>						
Financial Assets	511,861	69,650	136,900	203,710	1,319	-
Financial Liabilities	(157,338)	(112,051)	(102,300)	(39,313)	(7,256)	-
<b>Total Exposure</b>	<b>354,523</b>	<b>(42,391)</b>	<b>34,600</b>	<b>164,397</b>	<b>(5,937)</b>	<b>-</b>

The following table illustrates the sensitivity of profit in regards to the Group's financial assets and financial liabilities and the USD/AUD exchange rate, GBP/AUD exchange rate, EUR/AUD exchange rate, NZD/AUD exchange rate and CNY/AUD exchange rate 'all other things being equal'. It assumes a +/- 10% change of the following exchange rates for the year ended 30 June 2015 (30 June 2014:10%).

These percentages have been determined based on the average market volatility in exchange rates in the previous 12 months. There is no Equity exposure to foreign currency risk.

**Notes to the Financial Statements (Continued)**  
For the year ended 30 June 2015

**25. Financial Risk Management (Continued)**

	<b>+10%</b>						
	<b>USD A\$</b>	<b>GBP A\$</b>	<b>EUR A\$</b>	<b>NZD A\$</b>	<b>CNY A\$</b>	<b>MYR A\$</b>	<b>Total A\$</b>
30 June 2015	(29,003)	17,770	(10,888)	(12,739)	(860)	(386)	(36,106)
30 June 2014	(32,225)	3,854	(3,145)	(14,945)	540	-	(45,925)

	<b>-10%</b>						
	<b>USD A\$</b>	<b>GBP A\$</b>	<b>EUR A\$</b>	<b>NZD A\$</b>	<b>CNY A\$</b>	<b>MYR A\$</b>	<b>Total A\$</b>
30 June 2015	35,448	(21,719)	13,307	15,570	1,051	472	44,129
30 June 2014	39,397	(4,711)	3,844	18,266	(660)	-	56,136

**(e) Cash flow and interest rate risk**

As the Group has no significant interest-bearing assets or liabilities (except cash), the Group's income and operating cash flows are not materially exposed to changes in market interest rates.

*Interest rate sensitivity analysis*

The sensitivity analysis below has been determined based on exposure to interest rates on interest bearing bank balances throughout the reporting period. A 100 basis point increase or decrease is used when reporting interest rate risk internally to key management personnel and represents management's assessment of the possible change in interest rates (also comparable to movement in interest rates during the reporting year).

At reporting date, if interest rates had been 100 basis points higher or lower and all other variables were held constant, the Group's net profit would:

	<b>+1% \$</b>	<b>-1% \$</b>
30 June 2015	64,031	(62,093)
30 June 2014	68,691	(61,810)

This is mainly attributable to the Group's exposure to interest rate on its bank balances bearing interest.

**(f) Net fair value of financial assets and liabilities**

The net fair value of cash and cash equivalents and other short-term financial assets and financial liabilities of the Group approximates their carrying value.

The net fair value of other financial assets and financial liabilities is based upon market prices where a market exists or by discounting the expected future cash flows by the current interest rates for assets and liabilities with similar risk profiles.

**Notes to the Financial Statements (Continued)**  
 For the year ended 30 June 2015

**26. Parent Entity Information**

The following details of information are related to the parent entity, Adslot Ltd, at 30 June 2015. This information has been prepared using consistent accounting policies as presented in Note 1.

	<b>2015</b>	<b>2014</b>
	<b>\$</b>	<b>\$</b>
Current assets	3,638,84	2,794,13
Non-current assets	45,285,80	45,363,90
<b>Total assets</b>	<u>48,924,70</u>	<u>48,158,03</u>
Current liabilities	163,70	154,12
Non-current liabilities	-	-
<b>Total liabilities</b>	<u>163,70</u>	<u>154,12</u>
Contributed equity	116,465,4	109,990,5
Share-based payments reserve	1,069,63	1,177,08
Retained losses	(68,774,04)	(63,163,66)
<b>Total equity</b>	<u>48,761,00</u>	<u>48,003,95</u>
Loss for the year	(6040,54)	(7,330,21)
<b>Total comprehensive loss for the year</b>	<u>(6040,54)</u>	<u>(7,330,21)</u>

The Commitments Note 20 includes commitments incurred by the parent entity related to leases of the head office premises at 85 Coventry Street, South Melbourne for an amount of \$330,658 (2014: \$330,999).

**27. Related Party Transactions**

Other than the transactions disclosed in Note 22 relating to key management personnel, there have been no related party transactions that have occurred during the current or prior financial year.

**28. Events Subsequent to Reporting Date**

There has not been any matter or circumstance occurring subsequent to the end of the financial year that has significantly affected, or may significantly affect, the operations of the Group, the results of those operations or the state of affairs of the Group in future years.



**Notes to the Financial Statements (Continued)**  
For the year ended 30 June 2015

**29. Consolidated Entities**

Name	Country of Incorporation	Ordinary Share Consolidated Equity Interest	
		2015	2014
Parent entity		%	%
Adslot Ltd	Australia		
Controlled entities			
Adslot Technology Pty Ltd	Australia	100	100
Ansearch.com.au Pty Ltd	Australia	100	100
Ansearch Group Services Pty Ltd	Australia	100	100
Webfirm Pty Ltd	Australia	100	100
Adimise Pty Ltd	Australia	100	100
Full Circle Online Pty Ltd	Australia	100	100
QDC IP Technologies Pty Ltd	Australia	100	100
Webfirm Network Pty Ltd (a)	Australia	-	100
Searchworld Pty Ltd (a)	Australia	-	100
Adslot UK Limited	United Kingdom	100	100
Adslot Inc.	United States	100	100
Symphony International Solutions Limited (b)	Australia	100	100
Symphony Workflow Pty Ltd (c)	Australia	100	100
Symphony Media Pty Ltd	Australia	100	100
Facilitate Digital (Shanghai) Software Services Co	China	100	100
Facilitate Digital Limited	New Zealand	100	100
Facilitate Digital Trust	New Zealand	100	100
Facilitate Digital, LLC	United States	100	100
Facilitate Digital UK Limited	United Kingdom	100	100
Facilitate Digital Deutschland GmbH	Germany	100	100
Facilitate Digital Europe Marketing Technology Ltd	Republic of Ireland	100	100

(a) Deregistered 23 February 2015.

(b) Formerly Facilitate Digital Holdings Limited. This name change occurred on 30 April 2015.

(c) Formerly Facilitate Digital Pty Ltd. This name change occurred on 30 April 2015.

**Equity interests in all controlled entities are by way of ordinary shares.**

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The directors declare that the financial statements, comprising the statement of profit or loss and other comprehensive income, statement of financial position, statement of changes in equity, statement of cash flows, accompanying notes, as set out on pages 23 to 70 are in accordance with the *Corporations Act 2001* and:

- (a) comply with Australian Accounting Standards, the *Corporations Regulations 2001* and other mandatory professional reporting requirements in Australia;
- (b) give a true and fair view of the group's financial position as at 30 June 2015 and of its performance, as represented by the results of its operations and its cash flows, for the financial year ended on that date; and
- (c) the company has included in the notes to the financial statements an explicit and unreserved statement of compliance with International Financial Reporting Standards.

In the directors' opinion:

- (a) there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.
- (b) the audited remuneration disclosures set out on pages 13 to 21 of the Directors' Report comply with section 300A of the *Corporations Act 2001*.

The directors have been given the declaration by the Chief Executive Officer and Chief Financial Officer required by section 295A of the *Corporations Act 2001*.

This declaration is made in accordance with a resolution of the directors.



**Andrew Barlow**  
Chairman  
Adslot Ltd

26 August 2015







## Corporate Governance Statement

In accordance with Listing Rule 4.10.3 Adslot's Corporate Governance Statement can be found at <http://www.adslot.com/investor-relations/corporate-governance/>

## Shareholder Information

Additional information required by the Australian Securities Exchange Limited and not shown elsewhere in this report is as follows. The information is current as at 24 August 2015.

### Distribution of equity securities

	Ordinary Shares	
	Number of Holders	Number of Shares
The number of shareholders by size of shareholding are:		
1 – 1,000	184	19,640
1,001 – 5,000	460	1,654,509
5,001 – 10,000	796	6,552,334
10,001 – 100,000	2,129	86,962,676
100,001 +	1,044	961,561,597
<b>TOTAL</b>	<b>4,613</b>	<b>1,056,750,756</b>
The number of shareholders holding less than a marketable parcel of shares (6,250 shares):	811	2,632,155

### Twenty largest shareholders

	Listed Ordinary Shares	
	Number of Shares	% of Shares
The names of the twenty largest holders of quoted shares are:		
1 DAWNIE DIXON PTY LTD <DIXON FAMILY SUPER FUND A/C>	72,452,688	6.86
2 FINICO PTY LTD	55,148,796	5.22
3 VENTURIAN PTY LTD <MAVERICK INNOVATION A/C>	45,803,769	4.33
4 NATIONAL NOMINEES LIMITED	45,673,985	4.32
5 AMBLESIDE VENTURES PTY LTD <AMBLESIDE INVESTMENTS A/C>	31,607,563	2.99
6 ANDAMA HOLDINGS PTY LTD <J & M BARLOW PENSION A/C>	25,500,000	2.41
7 CITICORP NOMINEES PTY LIMITED	22,491,411	2.13
8 ZERO NOMINEES PTY LTD	21,500,000	2.03
9 J P MORGAN NOMINEES AUSTRALIA LIMITED	15,935,978	1.51
10 ANSEARCH COM AU PTY LTD	14,389,035	1.36
11 G & D DIXON INVESTMENTS PTY LTD	12,302,184	1.16
12 NAVIGATOR AUSTRALIA LTD <MLC INVESTMENT SETT A/C>	10,329,340	0.98
13 COTU INVESTMENTS PTY LTD <COTU SUPER FUND A/C>	9,200,000	0.87
14 FINICO PTY LIMITED <MORRIS SUPER FUND A/C>	9,179,849	0.87
15 CAPITAL ACCRETION PTY LTD <THE FORTIFIED VALUE A/C>	8,000,000	0.76
16 IAN LOWE + BEN DIXON <THE BIG GREEN A/C>	6,938,729	0.66
17 SISUG PTY LTD <SISU SUPERANNUATION FUND A/C>	6,194,236	0.59
18 MR PETER JOHN DIAMOND + MRS DIANA ELIZABETH DIAMOND <PETER&DIANA DIAMOND S/F A/C>	6,000,000	0.57
19 PERSHING AUSTRALIA NOMINEES PTY LTD <ARGONAUT ACCOUNT>	6,000,000	0.57
20 HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED	5,866,283	0.56
<b>Total Top 20 holders of Ordinary Shares</b>	<b>430,513,846</b>	<b>40.74</b>
<b>Remaining holders balance</b>	<b>626,236,910</b>	<b>59.26</b>

**Classes of Shares** - Adslot Ltd has only one class of share on issue, being fully paid ordinary shares.

### Substantial Shareholders

	Shares	% Shares
Geoff Dixon	86,252,015	8.16%
Chris Morris	70,410,696	6.66%
Andrew Barlow	57,803,769	5.47%

**Voting Rights** - All ordinary shares carry one vote per share without restrictions.

## Corporate Directory

### Directors

Mr Andrew Barlow – Chairman  
Mr Ian Lowe – Executive Director  
Mr Ben Dixon – Executive Director  
Mr Adrian Giles – Non-Executive Director  
Mr Geoff Dixon – Non-Executive Director  
Mr Quentin George – Non Executive Director  
Ms Sarah Morgan – Non Executive Director

### Chief Executive Officer

Mr Ian Lowe

### Company Secretary

Mr Brendan Maher

### Auditors

Grant Thornton Australia  
The Rialto  
Level 30, 525 Collins Street  
MELBOURNE VIC 3000

### Bankers

National Australia Bank Limited  
424 St Kilda Road  
St Kilda VIC 3004

### Share Register

Computershare Registry Services Pty Ltd  
Yarra Falls  
452 Johnston Street  
Abbotsford, VIC 3001

### Home Stock Exchange

Australian Securities Exchange Limited  
Level 45, South Tower  
Rialto, 525 Collins St  
Melbourne, VIC 3000  
ASX Code: ADJ

### Website

[www.adslot.com](http://www.adslot.com)

### Registered Office

Adslot Ltd  
Level 2, 85 Coventry Street  
South Melbourne Vic 3205 Australia  
Phone: + 61 3 8695 9199  
Fax: + 61 3 9696 0700  
Toll free 1300 852 722

### Head Office

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Fax: + 61 3 9696 0700  
Toll free 1300 852 722

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New Zealand

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United States of America

### European Offices

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Germany