

ASX Announcement

Tuesday 8th December 2015

TRADING UPDATE

- **Licence Fee and Transaction Fee revenue both growing strongly**
- **Trading Fee growth outpacing Licence Fees**
- **Average value per transaction continuing to increase, up 78% in the September quarter**
- **Trading Technology revenue in the December Half projected to grow 32% half on half, and 54% pcp**

Adslot Ltd (ASX: ADJ) is pleased provide this update regarding the company's Trading Technology revenues, following feedback from its shareholders that important information regarding revenue segments and projections contained in the CEO's AGM presentation should be specifically highlighted via a dedicated announcement.

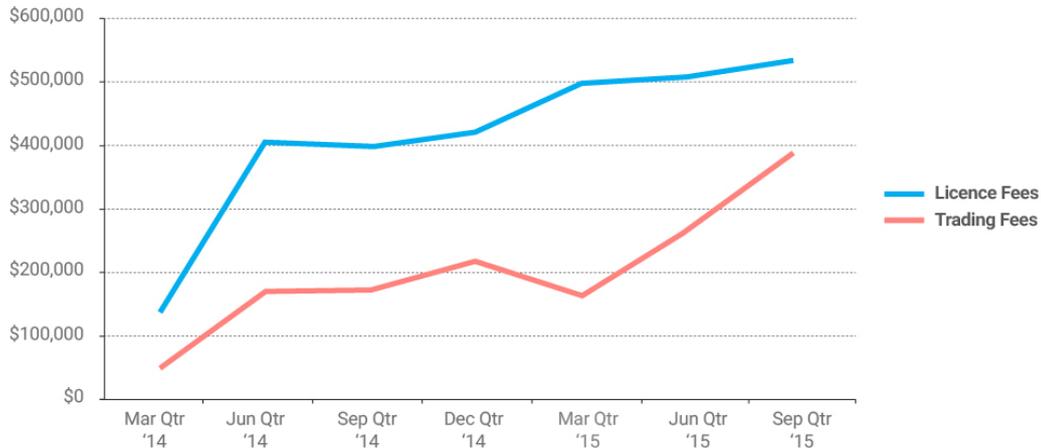
Licence Fee and Transaction Fee revenues growing strongly

Trading Technology revenues have continued to grow strongly, with further growth expected in the December half from:

- 1) Transaction Fees – revenues derived from media traded using Adslot technology
- 2) Licence Fees – revenues derived from Licence Fees charged to publishers and media buyers using Adslot technology.

While Trading Fee revenue constitutes a smaller percentage of the Trading Technology segment (as compared to Licence Fees) and remains less predictable than Licence Fees, Trading Fees are experiencing a steeper growth trajectory in recent quarters as shown below.

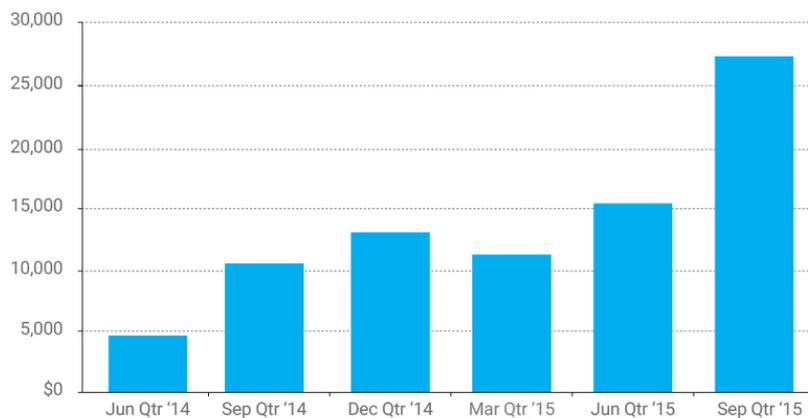
Trading Technology by Sub-Segment



Average value per transaction was up 78% in the September quarter

As adoption of Adslot’s trading platform builds, and with it user familiarity with and confidence in the technology, average value per transaction has been growing, with exceptional growth experienced in the September quarter as highlighted in the chart below.

Average Transaction value by Qtr in AUD (All Markets)



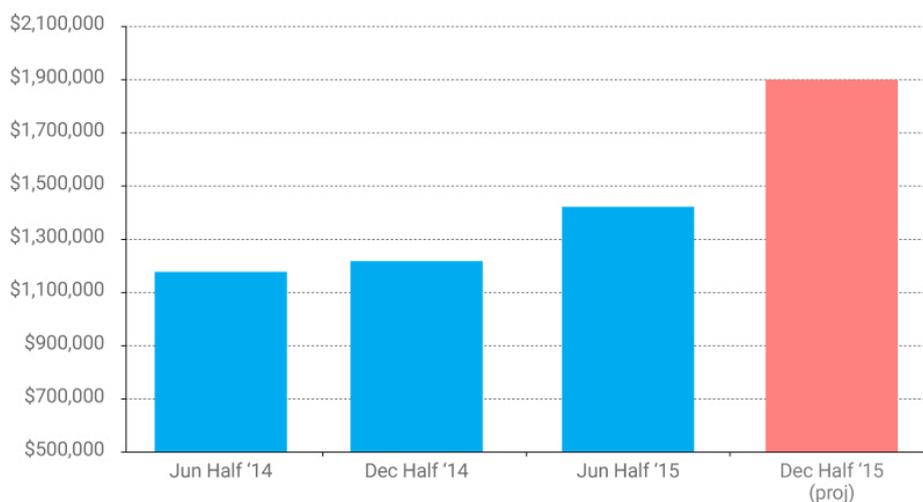
In aggregate (across all markets), the average value of media traded per transaction increased by 78% in the September quarter to over \$27,000.

Trading Technology revenues to grow 32% in the December Half

Revenue derived from Trading Technology is accelerating and is expected to deliver 32% growth for the December Half (versus the half prior). Half on half revenue acceleration is as follows:

- 2H FY14 to 1H FY15: **7% growth**
- 1H FY15 to 2H FY15: **17% growth**
- 2H FY15 to 1H FY16: **32% growth** (projected)
- 1H FY15 to 1H FY16: **54% growth** (projected)

Trading Technology



Note: the above chart quantifies revenues over consecutive 6 month periods, from the six months to June 2014 to the six months to December 2015 (projected). This same chart as published within the CEO AGM Presentation dated November 27, 2015 incorrectly labeled the six months to December 2014 as 'September 2014'. Only the period was incorrectly labeled, the data for this six month period remains accurate and unchanged.

- END -

For further information please contact:

Corporate and investors:

Ian Lowe

CEO

E: ian.lowe@adslot.com

P: +61-3 8695 9199

Media:

Whitney Fitzsimmons

Director, Media & Communications, Market Eye

E: whitney.fitzsimmons@marketeye.com.au

P: +61-448 285 646

About Adslot

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

Adslot is a global organisation with operations in US, UK, Australia, New Zealand, China and Germany, and is headquartered in Melbourne, Australia. Further information can be found at www.adslot.com