

ASX Announcement

Thursday 22nd September 2016

Adslot Announces \$18m Capital Raising

- **\$11.2 million share placement and a fully underwritten 1-for-18 pro rata accelerated non-renounceable entitlement offer to raise an additional \$6.85 million at \$0.11 per share.**
- **Equity raising funds will be invested to capitalise on the recently signed global deployment agreement with groupm and to accelerate feature enhancements to the Symphony – Adslot platform by expanding the software engineering team.**

Key Highlights

Adslot Limited (Adslot) is pleased to announce that following signing a global contract with groupm to provide Adslot's Symphony workflow and trading platform into multiple new markets, the Company is undertaking an \$18m equity raising to fund the global deployment and accelerated development of the platform through further investment to expand the software engineering team.

Adslot will also further invest in an ongoing global sales and marketing program to offer the Symphony - Adslot workflow and trading platform to other media agencies and publishers in multiple new markets.

Equity raising funds will be invested to:

- Expand the product and development team over an 18 month period
- Develop specific platform functionality to accelerate adoption of Adslot's automated guaranteed trading technology
- Increase sales and marketing activity

Equity Raising

The equity raising comprises:

- a placement of 101.9 million fully paid ordinary shares at \$0.11 per share (Offer Price) to raise approximately \$11.2 million (Placement); and
- a 1-for-18 pro rata accelerated non-renounceable entitlement offer to raise approximately \$6.85 million (Entitlement Offer).

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The Offer Price of \$0.11 per share represents a discount of approximately:

- 8.3% to the last closing price of Adslot shares on the ASX on 19 September 2016 of \$0.12; and
- 7.3% to the theoretical ex-rights price.

The Placement and the Entitlement Offer are being managed and the Entitlement Offer fully underwritten by Petra Capital Pty Limited. The Placement component closed significantly oversubscribed with a number of leading institutional funds joining the share register.

As the Entitlement Offer will be non-renounceable, entitlements will not be tradeable. Placement shares are not eligible to participate in the Entitlement Offer. Further details of the Entitlement Offer are set out in the Attachment to this announcement.

Opportunity Pipeline

The group's multi-year deal repositions Adslot as a key player on the digital advertising buying global stage.

Adslot CEO Ian Lowe commented that "Every new country we deploy for group will generate recurring incremental revenue, and see us with a market-ready capability we can take to the broader industry in each of those countries.

And as our footprint grows, this strengthens our prospects of securing additional local, regional and global customers.

Above all, as we continue to enrich our Automated Guaranteed capability and its integration into Symphony, Adslot is in the strongest possible position to build a meaningful revenue stream from Trading Fees, the scale of which is many times greater than Licence Fees. And while the \$51b forward guaranteed display market's transition to automation is still developing, we see strong evidence this is accelerating.

The equity raising proceeds will allow us to aggressively build out enhancements and new capabilities with clarity of purpose and the confidence of contracted growth as a foundation on which to do so".

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For further enquiries, please contact:

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Attachment - Entitlement Offer

Eligible shareholders will be invited to participate in the entitlement offer (Entitlement Offer), which will be open from 4th October to 17th October 2016. Eligible shareholders can choose to take up all, part or none of their entitlements.

The Entitlement Offer is non-renounceable and therefore shareholders cannot trade their entitlements on market.

Shareholders may apply for shares in addition to their entitlement up to a maximum of 50% of the number of shares they hold on the record date (Top Up Offer). The shortfall, and entitlements that would otherwise have been offered to ineligible shareholders, will be placed by Petra Capital Pty Limited (the underwriter to the Entitlement Offer).

Entitlement Offer Timetable

The timetable below is indicative only and may be subject to change. Adslot reserves the right to amend any or all of these dates and times without notice subject to the Corporations Act 2001 (Cth), the ASX Listing Rules and other applicable laws. In particular, Adslot reserves the right to extend the closing date of the Entitlement Offer and to accept late applications under the Entitlement Offer (either generally or in particular cases). Any extension of the closing date will have a consequential effect on the issue of new shares.

Event	Date
Trading halt for bookbuild	Tues, 20 September 2016 to Wed, 21 September 2016
Announcement Date	Before commencement of trading on Thu, 22 September 2016
Placement Settlement Date	Tue, 27 September 2016
'Ex' date	Tue, 27 September 2016
Placement Allotment Date	Wed, 28 September 2016
Entitlement Offer Record Date	Wed, 28 September 2016
Dispatch of Offer Document	Tue, 4 October 2016
Entitlement Offer Opening Date	Tue, 4 October 2016
Entitlement Offer Closing Date	Mon, 17 October 2016
Commencement of deferred settlement trading	Tue, 18 October 2016
Notification to ASX of under subscriptions	Thu 20 October 2016
Entitlement Offer Allotment Date	Mon, 24 October 2016
Dispatch of holding statement	Tue, 25 October 2016
Date of normal trading of Entitlement Offer Securities	Tue, 25 October 2016

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About Adslot

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

Adslot is a global organisation with operations in North America, Europe and Asia Pacific and is headquartered in Australia.