

Adslot Ltd CEO Presentation

AGM

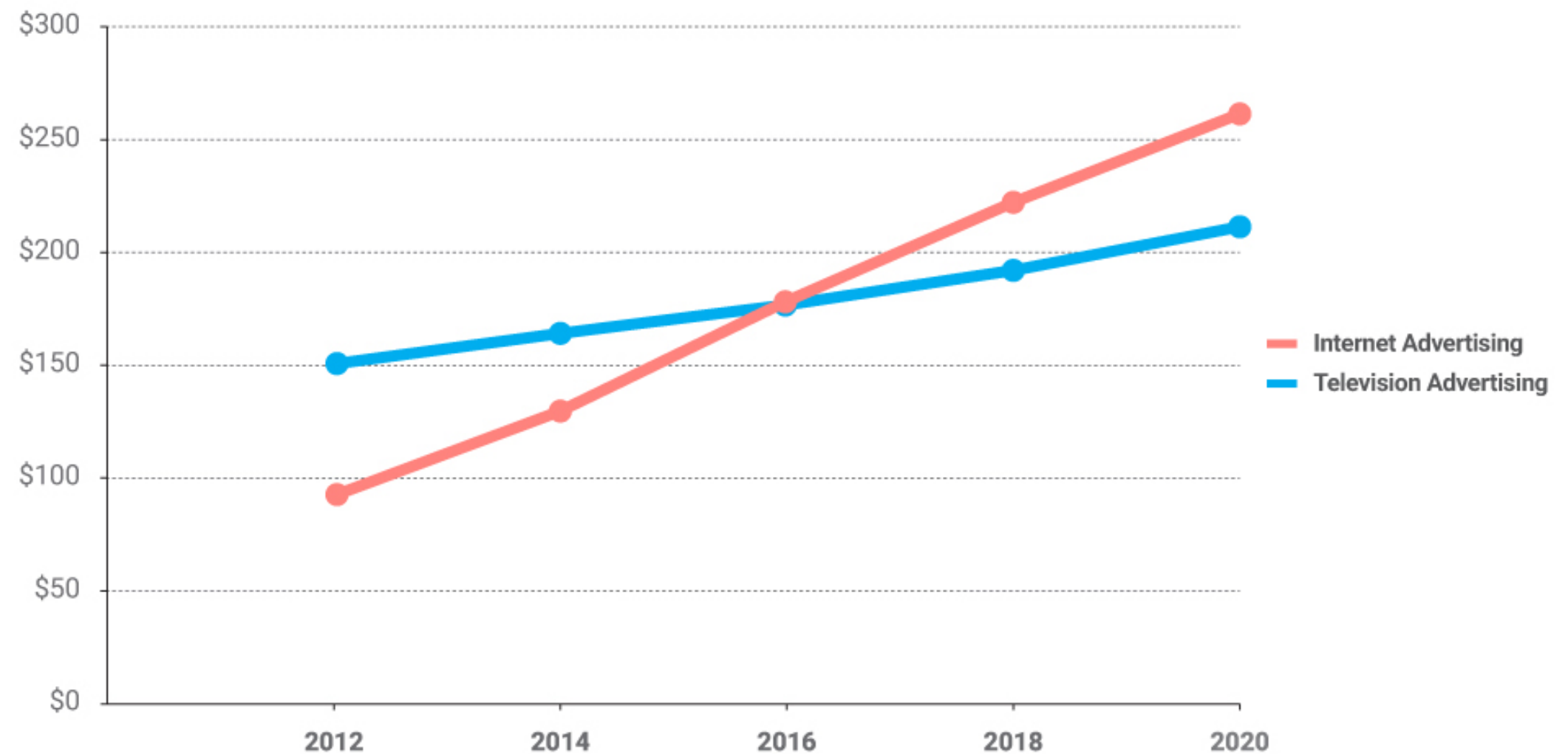
Thursday 10th November 2016

The Online Ad Market

- Online advertising is a USD\$185b global market and the growth engine of the media economy.
- The global online advertising market is expected to exceed the global TV advertising market for the first time in 2016.
- Online advertising is on track to become a USD \$270b market by 2020.

In 2016, Global Internet advertising revenue will surpass TV advertising

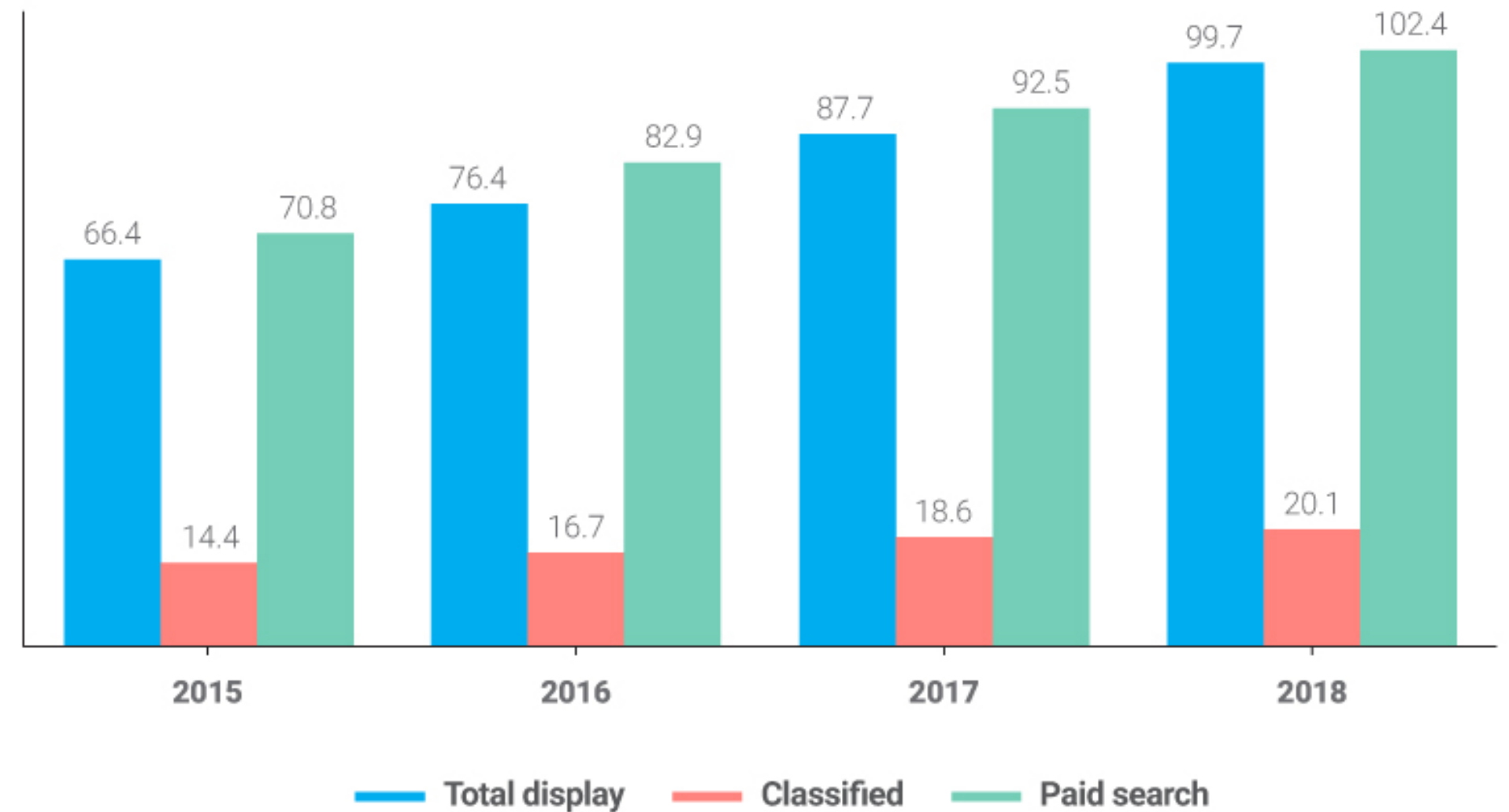
Global Internet advertising and Television advertising revenue (US\$bn), 2011-2020



The Online Ad Market

- Online display advertising is a USD \$76b market, growing at circa 15% CAGR
- Online display advertising is expected to grow to circa USD \$100b by 2018

Internet adspend by type 2015-2018 (US\$ billion)



The Online Display Ad Market

- Mobile advertising is making a disproportionately high contribution to the growth of overall online display advertising.
- Mobile advertising is projected to contribute 70.1% of total online (digital) ad spend by 2019, and 26.8% of total media ad spend.
- Video advertising formats targeted to a mobile device will be the largest single contributor to growth in mobile display ad spend.

Mobile Internet Ad Spending Worldwide, 2013-2019

| | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|-----------------------------------------------|----------------|----------------|----------------|-----------------|-----------------|-----------------|-----------------|
| Mobile internet ad spending (billions) | \$19.20 | \$42.63 | \$68.69 | \$101.37 | \$133.74 | \$166.63 | \$195.55 |
| —% change | 117.9% | 122.1% | 61.1% | 47.6% | 31.9% | 24.6% | 17.4% |
| —% of digital ad spending | 16.0% | 29.4% | 40.2% | 51.1% | 59.4% | 65.9% | 70.1% |
| —% of total media ad spending | 3.7% | 7.8% | 11.9% | 16.5% | 20.5% | 24.1% | 26.8% |

Note: includes display (banners, video and rich media) and search; excludes SMS, MMS and P2P messaging-based advertising; ad spending on tablets is included

Source: eMarketer, March 2015

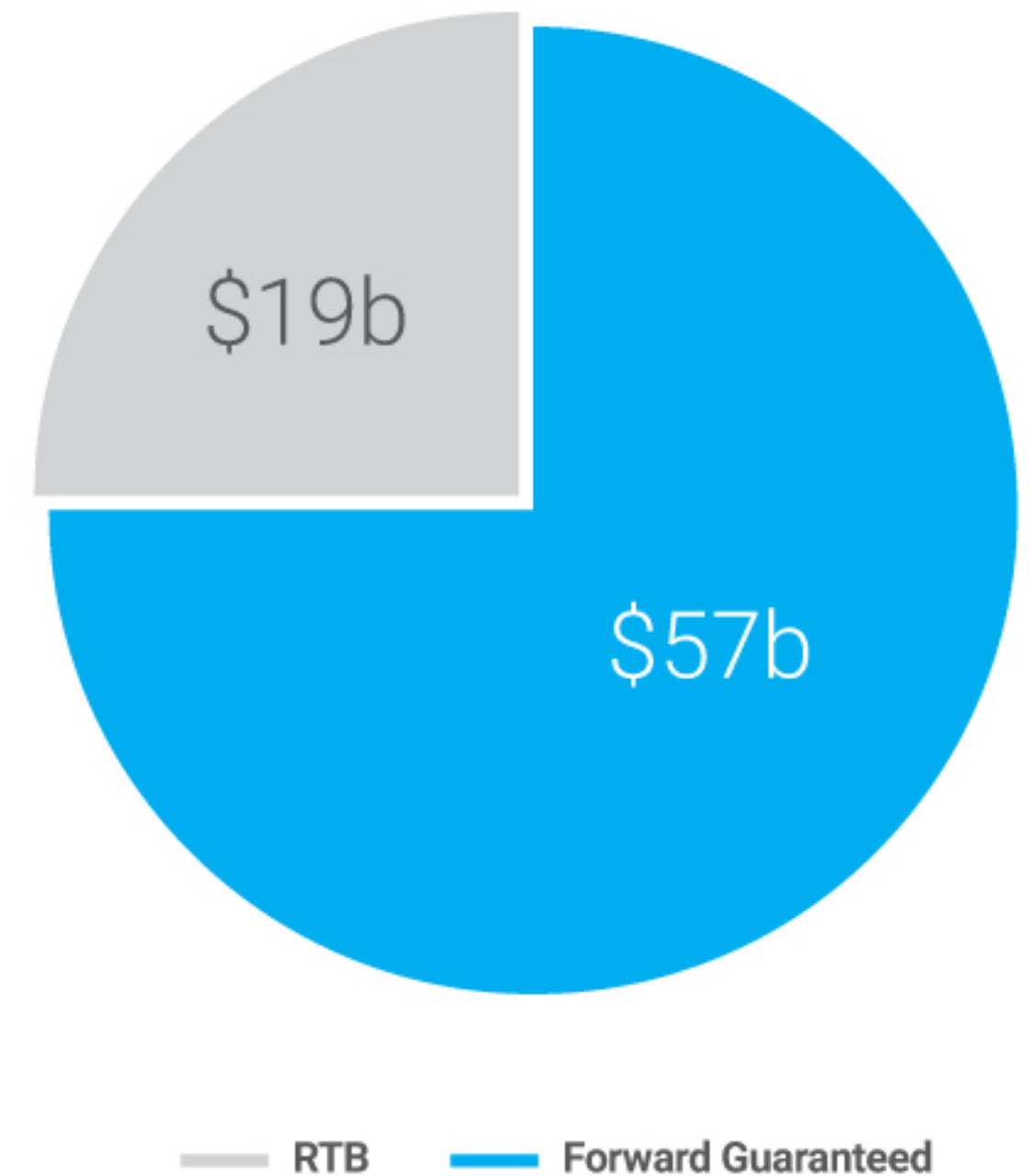
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www.eMarketer.com

The Online Display Ad Market

Online display advertising is executed under two different models:

- 1. Forward guaranteed – a USD \$57b market.**
Guaranteed price, guaranteed volume of impressions, guaranteed timeframe and booked/traded in advance.
- 2. Real Time Bidding (RTB) – a USD \$19b market.**
Unsold inventory, auctioned in real time, lower value, limited transparency between buyer and seller and no guarantees.



Source: RBC Capital Markets

While the \$19b RTB segment is traded exclusively via 'platforms', the \$57b **forward guaranteed** segment is traded almost entirely via spreadsheets and purchase orders...

Adslot's vision:

To become the world's leading provider of trading technology for the forward guaranteed market

Adslot has built a strategic position...

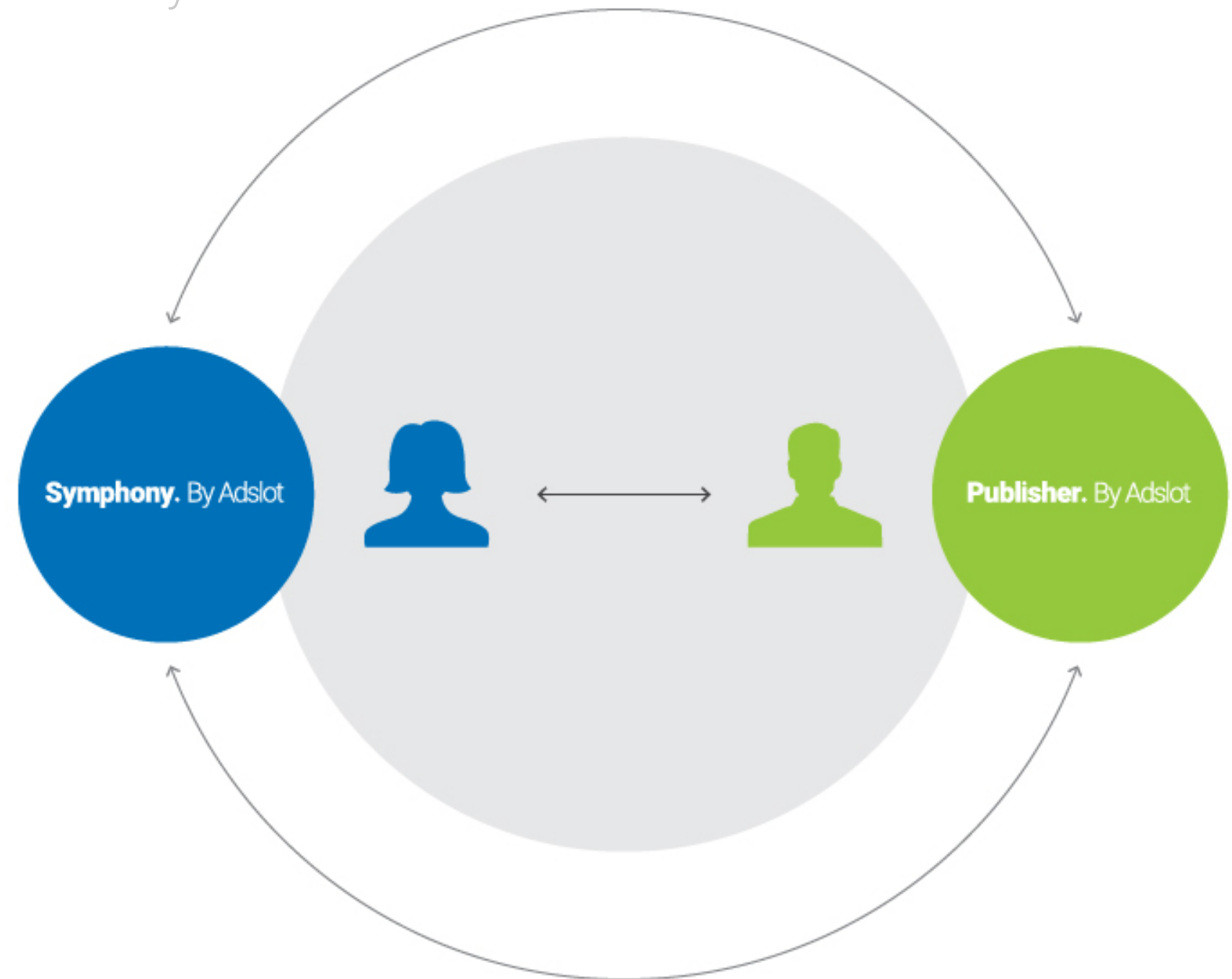
- Unique combination of workflow and trading that engages both buyers and sellers
- Market leading technology that has been validated by industry leaders
- Global sales and customer footprint

Adslot has built a strategic position...

- **Unique combination of workflow and trading that engages both buyers and sellers**

- Market leading technology that has been validated by industry leaders
- Global sales and customer footprint

- c.1,000 premium publishers signed to Adslot
- c.\$3b of agency demand signed to Symphony
- Marketplace of Adslot publishers & products available within Symphony
- Inventory configuration tools available within Symphony
- Real time inventory availability reporting available within Symphony
- Transactions initiated by a buyer in Symphony can be received and approved by a Publisher in Adslot



Adslot has built a strategic position...

- Unique combination of workflow and trading that engages both buyers and sellers
- **Market leading technology that has been validated by industry leaders**
- Global sales and customer footprint

Time Inc. (Global Publisher)

“Automated Guaranteed is much more than pushing IO’s around, it gives us the control and transparency to offer to our advertisers an efficient way to secure our most valuable inventory with confidence.”

Amnet (Global Agency)

“Automated guaranteed allows for programmatic to deliver on a full-funnel approach. Used in conjunction with RTB-based buying methods, such as open auction and private marketplaces, AG broadens our premium inventory pool and enables us to offer the best of what both programmatic and inventory guarantees have to offer.”

Hearst Digital Media (Global Publisher)

"Automated Guaranteed allows our clients to reserve our premium inventory whilst removing inefficiencies that direct sales often bring. The integration with the Adslot platform has been slick and their customer service is great on both buy and sell sides"

Crave & Lamb (UK Agency)

“We've certainly seen some great results on Adslot so far this year. Got to say this whole process has been a piece of pie.”

Adslot has built a strategic position...

- Unique combination of workflow and trading that engages both buyers and sellers
- **Market leading technology that has been validated by industry leaders**
- Global sales and customer footprint

- Further Validation: **Adslot sign agreement with Westpac**



- Westpac have signed an agreement to trade display media via Adslot
- Westpac and their agency will work together on the platform
- Westpac is a market leading brand and a significant Australian advertiser
- First trading activity expected in the March quarter

Adslot has built a strategic position...

- Unique combination of workflow and trading that engages both buyers and sellers
- Market leading technology that has been validated by industry leaders
- **Global sales and customer footprint**



- North America – US clients and office in New York
- EMEA – clients in 5 countries and offices in London and Munich
- APAC – clients in 8 countries and offices in Sydney, Melbourne, Auckland and Shanghai (and a development team in Vietnam)

...and is well placed to realise significant long term growth

- **August 2016: signed a global multi-year contract with groupm, the world's largest media buyer**
 - Immediate focus on multiple market deployments across Europe and APAC
 - Additional recurring revenue in the form of Licence Fees, growing as new markets are deployed
 - Fully funded market entry for each new country of deployment
 - Establishes Adslot as a truly global solution:
 - In combination with organic growth from existing customers and other new business, the value of media executed via Symphony is expected to increase from circa \$3 billion per annum to circa \$7 billion per annum over the next 2 - 3 years
- **October 2016: closed an \$18m investment via share placement and rights issue**
 - \$11.2m placement and \$6.8m fully underwritten 1 for 18 entitlement offer
 - Total raising of approximately \$18m at \$0.11 per share
 - Take up of the Entitlement Offer (including Top Up applications) represented approximately 78% of the shares available

Objectives of the Capital Raising

1. Accelerate development of new product features
2. Ramp sales and marketing activity to accelerate revenue growth



Areas of focus

1. Accelerate the development of new product features

2. Ramp sales and marketing activity to accelerate revenue growth

- Invest \$10.3m over 24 months to expand the product and development team
 - Increase the size of the product & development team by 100% in 12 months and by 150% in 18 months
 - Structure teams into areas of specialisation (product breadth and depth)
 - Lift the cadence of new feature deployments

Adslot is executing...

In the weeks since closing the capital raising a Technical Recruiter has been secured, Phase 1 of the expansion plan has been activated and 13 new developers appointed. Further appointments in coming weeks will complete Phase 1 of the expansion plan.

Areas of focus

1. Accelerate the development of new product features

2. Ramp sales and marketing activity to accelerate revenue growth

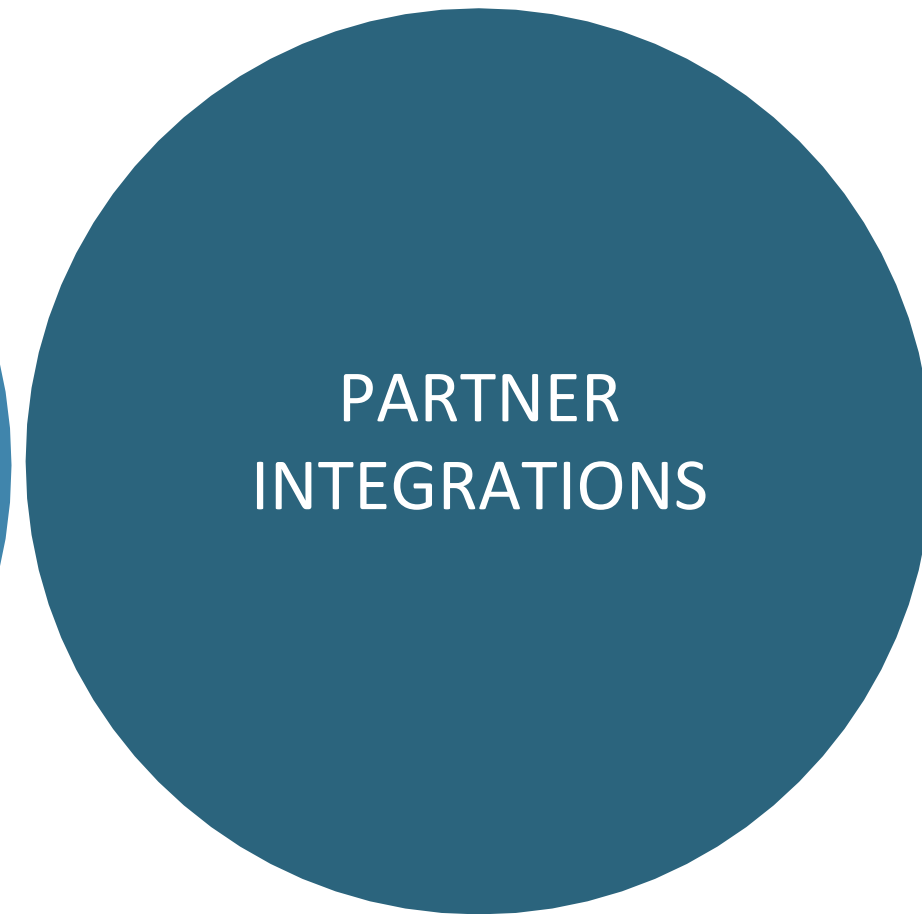
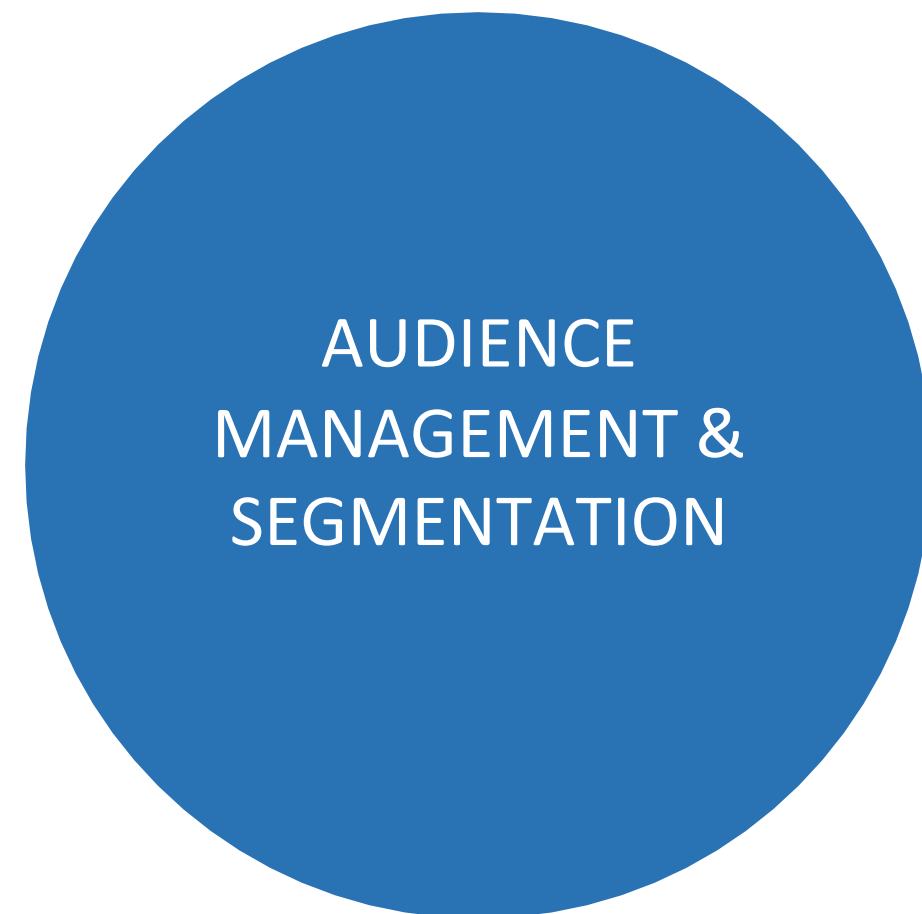
- Development output is focused on projects that drive adoption and revenue:
 - Development that supports deployment of new markets for groupm
 - Enrichment of the Symphony-Adslot integration
 - Deployment of partner integrations

Adslot is executing...

- 1 market in EMEA deployed for groupm
- 2 additional EMEA markets are in scoping
- 1 additional APAC market is in scoping
- New Symphony-Adslot integration features in development
- 2 partner integrations in development

Areas of focus

- 1. Accelerate the development of new product features**
 2. Ramp sales and marketing activity to accelerate revenue growth
- Program of innovation is focused on three key areas...



Areas of focus

1. Accelerate the development of new product features
- 2. Ramp sales and marketing activity to accelerate revenue growth**
 - Secure additional sales resource in key international markets, including US, UK and Europe
 - Team structured and assigned to significant agency or publisher prospects in larger markets
 - Secure additional project resource in Europe to co-ordinate new market deployments for groupm
 - Secure additional marketing resource to support increased marketing activity
 - Increased marketing activity in US, UK, Europe and Australia

Adslot is executing...

In the weeks since closing the capital raising additional resource has been deployed in Europe, and appointments in other markets are in the process of being finalised.

A schedule of FY17 marketing activity has been established and additional marketing resource has been deployed.

Objectives of the Capital Raising

In summary...

Adslot is executing its growth plan and progress against key objectives is being made.

1. Accelerate development of new product features
2. Ramp sales and marketing activity to accelerate revenue growth

Outlook

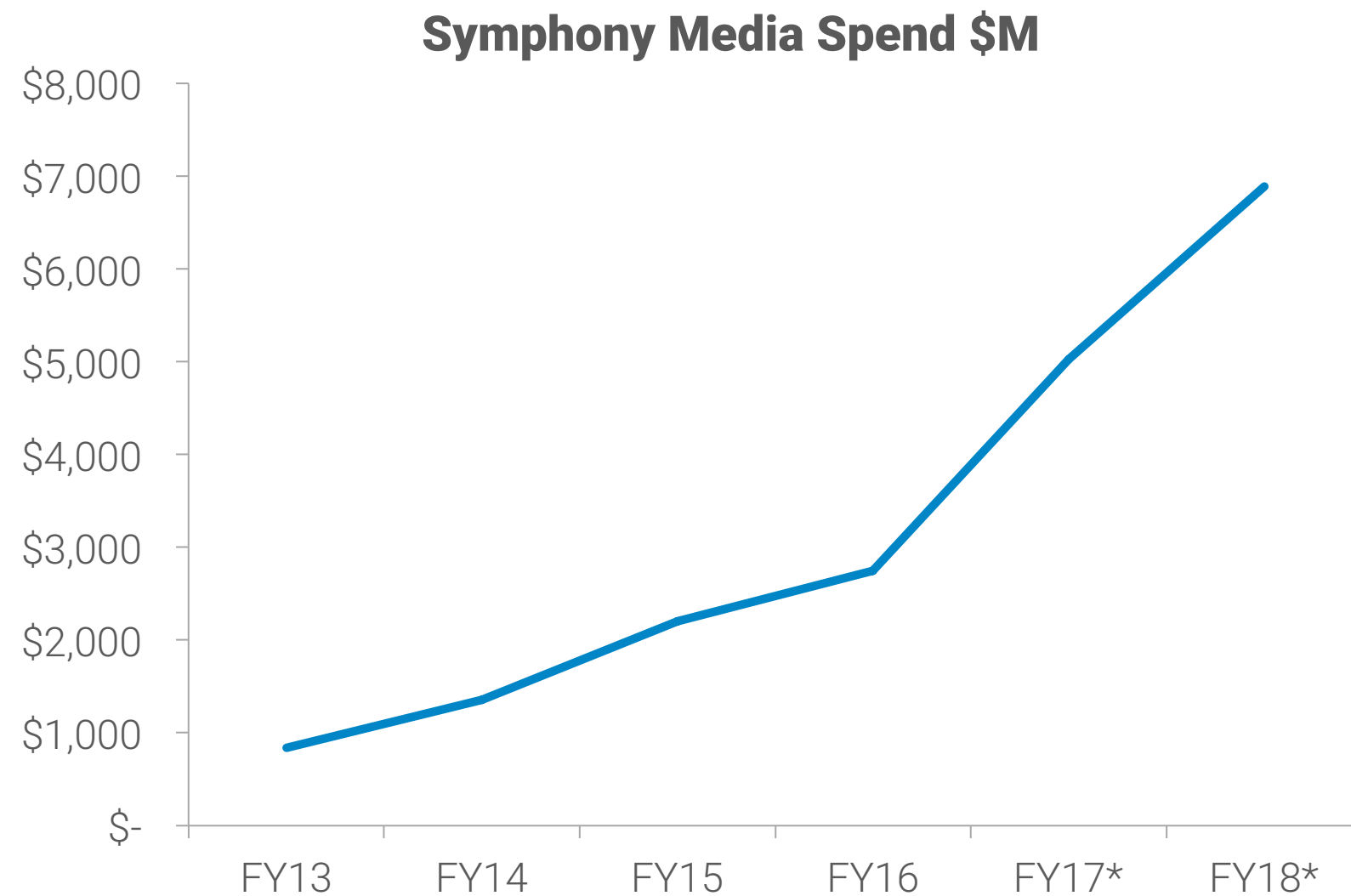
Continued growth in Trading Technology revenues

Growth in Trading Technology revenues is expected to continue and accelerate

- Revenues from the groupm contract are materialising as expected. The delay in contract commencement/sign off has created a corresponding delay in revenue ramp up, however this is timing related only.
- The December quarter will be the first quarter of meaningful revenue growth from the groupm contract. Accordingly, the Company anticipates a meaningful lift in the growth trajectory of Trading Technology revenues for the December quarter.
- Growth in Licence Fees and Trading Fees will both contribute to quarter-on-quarter and half-on-half revenue growth in the December quarter, December half and ongoing.
- Over the short to medium term Licence Fee revenues are expected to exceed Trading Fee revenues.
- As the impact of increased investment in product development and sales & marketing materialises, Trading Fee revenues will emerge as the dominant growth driver.

Demand captured via Symphony will continue to build

The value of media spend executed via Symphony expected to increase to circa \$7bn



- In combination with other new business, and organic growth from existing clients, the groupm contract is expected to increase the value of media spend executed via Symphony from \$3b per annum to circa \$7b per annum over the next 2-3 years.
- The growth in media spend executed via Symphony presents further significant revenue growth potential in the form of Trading Fees. The Trading Fee revenue opportunity is several times greater than that of Licence Fees.

The Company will continue to execute its growth strategy

Investment in product, sales & marketing will see accelerated growth begin to materialise

- Phase 1 of the product & development team expansion will be completed in 2H FY17
- Additional sales hires in key markets will be made
- Marketing activity will ramp

- New markets in EMEA and APAC will be deployed for groupm
- Significant enhancements to the Symphony-Adslot integration will be completed and released
- Innovation cadence will lift and major new features will be launched
- Partner integrations will be completed and announced in the December quarter

Summary

Adslot has built a strategic position

Combination of buy and sell side technology, breadth of solution and global footprint

Adslot is well placed to generate significant long term growth

Multi-year global contract with groupm, \$18m of growth capital secured via capital raising

Adslot is executing its growth plan

Increased investment in product & development and sales & marketing is tracking to plan

Adslot will make significant product releases in coming months and quarters

Cadence of innovation will lift, new features including Symphony-Adslot integration enhancements and partner integrations will be launched

Trading Technology revenues will continue to grow

New markets will be deployed for groupm, product/development & sales/marketing investment will see Trading Fees emerge as the dominant growth driver

Thank you



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