

ASX Announcement

3 May 2017

Adslot completes integration with Lotame Data Exchange

- **Adslot's *Guaranteed Audience* feature is further enhanced via integration with audience data from industry leader Lotame**
- **Lotame integration significantly extends the breadth and diversity of audience profiles available via Adslot, and with it the market opportunity**
- **Underlines Adslot's ongoing focus to expand its audience driven media trading capabilities**

(NEW YORK) Adslot, the leading global innovator of digital media workflow and trading technology, today announced it has completed a live integration with audience data from the Lotame Data Exchange. Lotame, the leading independent data management platform (DMP), powers one of the media industry's largest and most trusted third party data exchanges.

"Lotame is a significant global player in the audience data technology segment, we are very excited about what we can bring to our agency and publisher customers through this integration", said Adslot CEO, Ian Lowe.

Lotame offers data products across nearly every advertiser target market, including automotive, health, B2B, consumer interest, demographics, and financial indicators. The scale, scope and quality of the third party data they provide is material, encompassing thousands of audience segments.

"Our integration with Lotame data means all of these audience segments are now accessible within Adslot, and can be overlaid in any combination across any ad product for any enabled publisher. Importantly, it also makes Adslot immediately relevant for a substantial number of buyers and sellers already using Lotame technology", said Mr Lowe.

Jason Downie, SVP and General Manager, Data Solutions at Lotame said, "We see very significant potential for the integration of Lotame data and Adslot. Adslot built a strategic position via sophisticated ad server integrations that connect buyer and seller directly from the very top of the publisher inventory waterfall. And they've signed up many of the world's leading publishers.

Lotame is the industry's leading independent global data exchange, providing instant access to billions of global data points which can be targeted across screens, devices, and industries.

In combination, Adslot's marketplace and Lotame data provide the single most seamless, direct connection of audience data between buyer and seller", said Mr Downie.

In its Half Year Results presentation, Adslot identified "integrations with audience data providers" as one of the key product features and enhancements required to support greater adoption and use of Adslot's AG platform at scale.

Adslot.

Adslot's launch of **Guaranteed Audience** (announced 26th April 2017), and the data integration with Lotame, is expected to increase adoption of Adslot AG at scale, and creates a new sales channel into the trading desks of major media buying houses.

The data integration with Lotame is enabled via Google's **DoubleClick for Publishers** (DFP), and is achieved via Adslot's integration with DFP, not a direct integration with Lotame.

Adslot surfaces Lotame audience segments integrated with DFP into its buy side user interface (**Adslot Media**) as part of its standard product offering and does not charge buyers or sellers fees to do so. Adslot does not have a commercial agreement or arrangement in place directly with Lotame.

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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 \$80B 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.

About Lotame

Lotame enables companies to use data to build stronger connections with their consumers. Lotame is proud to be the leading independent data management platform (DMP) and offer the most widely used, trusted and comprehensive data exchange in the industry. Committed to innovation, agility and – above all, customer success – the Lotame team aims to continuously find new and meaningful ways to help its clients harness the power of data to fuel more relevant and personalized experiences across screens and devices, online and off. Lotame is headquartered in New York City, with resources around the world, including Sydney, London, Singapore, Mumbai and New York.