

## ASX Announcement

3<sup>rd</sup> May 2017

## Clarification

On 26<sup>th</sup> April the Company disclosed to ASX information relating to the launch of its Guaranteed Audience product feature.

In response to queries the Company has received regarding this announcement, it wishes to clarify the following:

1. The data integration referred to is between Adslot and Oracle Data Cloud audience segments (previously known as Bluekai) available via Google's Doubleclick for Publishers (DFP). The data integration described is achieved via Adslot's integration with DFP, not a direct integration with Oracle Data Cloud.
2. Adslot surfaces Oracle Data Cloud audience segments integrated into 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 Oracle Data Cloud.

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For further enquiries, please contact:

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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 advertising 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.