

ASX Announcement
17th July 2017

New Market Deployments of Symphony - Update

Adslot Ltd (Adslot; ASX:ADJ), the leading global innovator of digital media workflow and trading technology, today announced the activation of the latest market under its multi-market agreement with GroupM, the world's largest media buyer. The Company confirmed that pre-deployment activities had now been completed in Turkey, the third new market deployed under the GroupM agreement following successful deployments in Austria and Taiwan.

The company also confirmed that a further three markets are in various stages of pre-deployment.

Adslot CEO Ian Lowe said, "The program of new market deployments for GroupM is progressing well and gathering momentum. We're excited to be in a position to activate the Symphony platform in increasingly large markets across Europe and the Asia-Pacific region. Annualised media spend captured from new markets activated over the next six months is expected to be three times that captured from markets activated in the last twelve months."

In addition to the stand-alone profitability of every market deployment, each new market expands Adslot's customer footprint and enhances the opportunity to generate Trading Fees.

Lowe said, "While trading fees to date have been softer than anticipated, we are seeing initial trades from some Symphony customers develop into much broader commitments to adopt our trading technology. We have a high level of confidence we can transition dollars under management in Symphony to our Automated Guaranteed platform. The continuing increase in Symphony markets deployed and dollars managed adds to this opportunity."

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.

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