

ASX Announcement

29 May 2018

Appointment of Director

Adslot Ltd (Adslot; ASX:ADJ), a leading global innovator of digital media workflow and trading technology, is pleased to announce the appointment of Mr Andrew Dyer to its Board of Directors effective immediately.

In announcing Mr Dyer's appointment, Adslot Chairman Mr Andrew Barlow said, "The Company is very excited to have Mr Dyer join the Board at this critical time in the Company's evolution. Mr Dyer is a Senior Partner and Director of the Boston Consulting Group and brings a wealth of experience in strategy, organisation design and transformation, from which Adslot can immediately benefit. Specifically, Andrew is a world expert in change management – one of the critical success factors in driving adoption of Automated Guaranteed via Adslot's Media Marketplace trading platform."

Mr Dyer said, "I have joined the Adslot Board because of the disruptive role Adslot can play in the global digital advertising market. I am a strong believer in the business model as evidenced by my significant Adslot shareholding. Furthermore, I am very pleased with the tough and decisive decisions that the new leadership took to focus and streamline the business. I believe the sharpened focus and sense of urgency will accelerate the Company's prospects. Adslot is a true disruptor and is ready for its next step in its evolution."

In conjunction with his appointment as Director, My Dyer has been granted 4 million unlisted options to acquire fully paid ordinary shares in Adslot (Options). The exercise price of each Option is \$0.036 and the Options expire on 27 May 2022.

Two million Options will have no vesting conditions and will be immediately vested. The remaining 2 million Options will vest in four equal tranches of 500,000 Options at the end of each 6 month period from the date of appointment of Mr Dyer as Director.

Mr Dyer has agreed to waive his annual base director fees of \$50,000 per annum for the first two years of his directorship.

About Mr Andrew Dyer

Mr Dyer is a Senior Partner and Director of The Boston Consulting Group (BCG). Mr Dyer currently leads BCG's Enablement business globally, and was previously the global leader of BCG's People & Organization Practice. He has also served on BCG's global Executive Committee as well having held numerous other local, regional and global roles.

Mr Dyer has over 24 years' consulting experience supporting senior executives in leading companies around the world, with a particular focus on financial and other services sectors. He has lived in Australia, Switzerland, Finland, Korea and Thailand. Additionally, he has led client work in the USA, Canada, UK, Taiwan, Singapore and New Zealand.

Mr Dyer's areas of expertise include strategy, business transformation, business and operating model design, performance management, culture & engagement and large-scale change management.

Prior to joining BCG in 1994, Mr Dyer worked for the Commonwealth Bank in corporate banking and capital markets. He has also worked for the Australian Federal Government.

Mr Dyer holds a Bachelor of Economics (Hons) from the Australian National University (ANU), a Master of Commerce (Finance) from the University of New South Wales (UNSW) and a Master of Business Administration (MBA) from IMD Switzerland.

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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.

Adslot

Adslot Ltd
ABN 70 001 287 510
ASX:ADJ

Contact

Felicity Conlan

Investor Relations

Adslot Ltd

Email: investor.relations@adslot.com