

ASX Announcement – FOR IMMEDIATE RELEASE

4 October 2018

Q1FY19 - Preliminary Update with regards to Trading Fees

Adslot Ltd (ASX:ADJ) ("**Adslot**") is pleased to provide this preliminary update in relation to the value of media traded on the Adslot and Symphony platforms in the September 2018 quarter.

The Company is providing this preliminary update in advance of its quarterly trading update (released in conjunction with the Company's Appendix 4C) because of the significant and material increase in value of media traded via the Adslot standalone platform over the previous quarter when compared to prior quarterly periods.

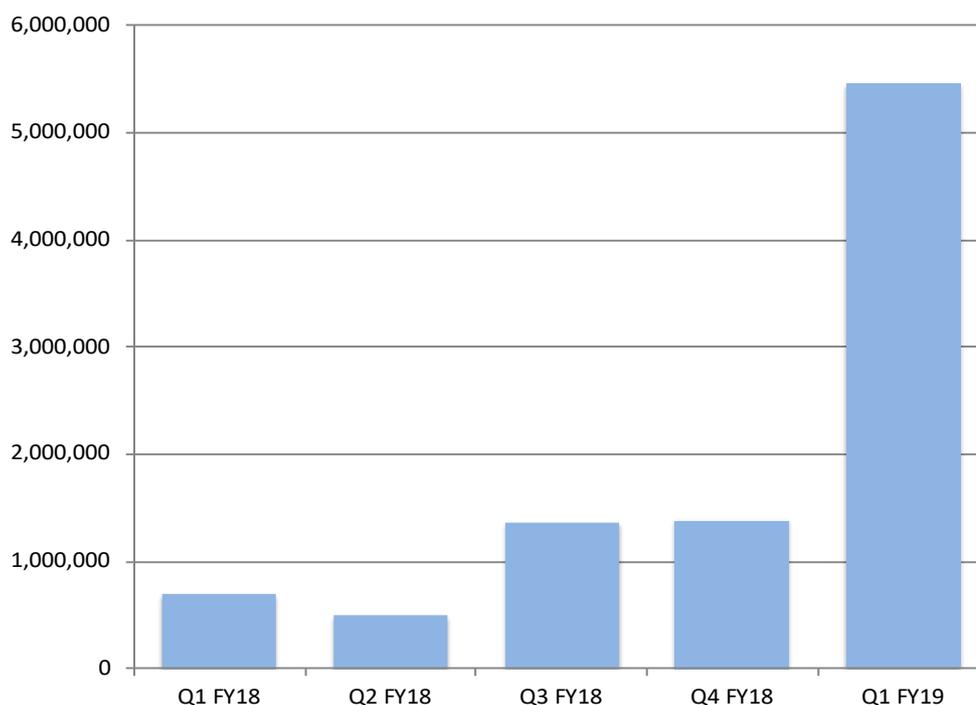
A full September Quarterly Trading Update will be provided as is customary at the end of October 2018, with the release of the Company's Appendix 4C.

Media transactions traded via standalone Adslot platform

In the Interim Trading Update of 29 August 2018, the Company advised that the value of media traded via the standalone Adslot platform to-date in the September quarter was \$2.63m. At that time, there was more than four weeks of the quarter left to trade.

The Company is pleased to advise that the value of media traded via the standalone Adslot platform for the whole of the September 2018 quarter was **\$5.46M (395%** of the June 2018 quarter's reported \$1.38M), which is more than the previous six quarters combined.

Value of Media Traded - Stand Alone Adslot (AUD)

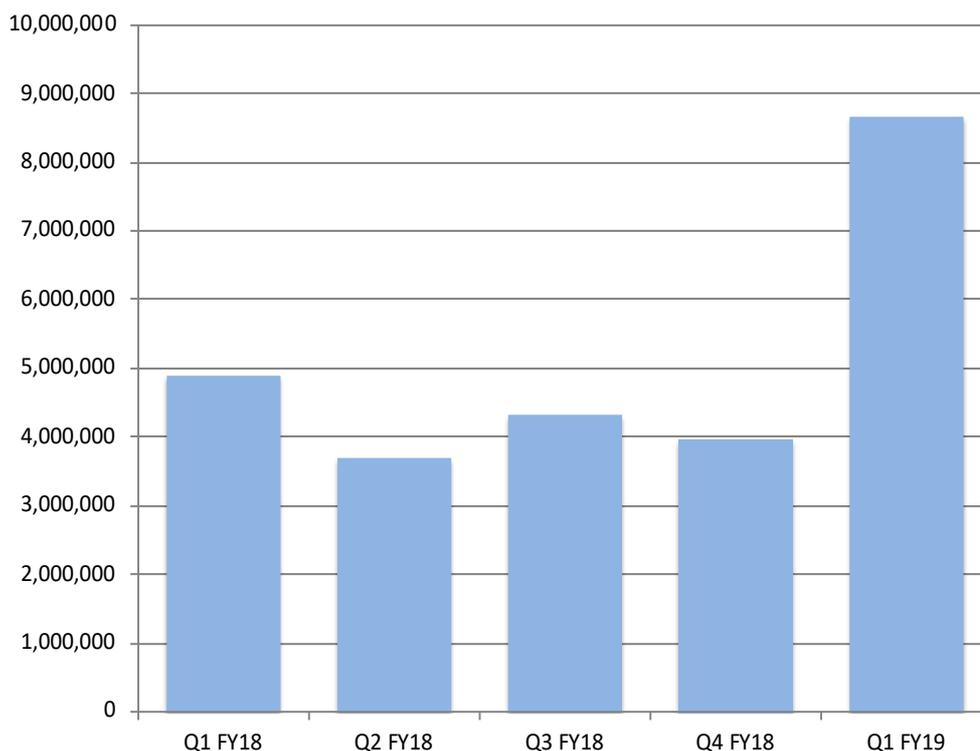


Adslot.

Total Gross Value of Media Transactions via Symphony and Adslot combined

The total gross value of media transactions from which the Company derives Trading Fee revenues (Symphony and Adslot combined) in the September 2018 quarter was **\$8.66M**, or **219%** of the June 2018 quarter's reported \$3.95M, and more than the two previous quarters combined.

Value of Media Traded - All Sources (AUD)



Important Notes

- The above charts represent the value of media booked ("traded") for the September 2018 quarter (via Adslot and Symphony) from which the Company derives Trading Fee revenues.
- The lead time between booking and media commencement will vary from campaign to campaign. (The campaigns may run immediately within the period, or in future months.)
- Trading Fee revenues (a percentage of the value of media traded) are recognised in the Company accounts in the month(s) in which the advertising activity is published, and on a pro-rata basis where activity falls over multiple months.
- A significant majority of the Trading Fee revenues are derived in US dollars. As such, any change in the AUD / USD exchange rate will impact Trading Fee revenues once recognised in the Company accounts.

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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.