

ASX Announcement

14 May 2019

Symphony - Market Activation Update

Adslot Ltd (ASX:ADJ) is pleased to announce that it has completed activation of its *Symphony* digital media workflow technology for GroupM agencies in the South African market.

South Africa is the seventeenth market to be activated under the Company's multi-market agreement with GroupM, the world's largest media buyer.

Adslot's Chief Executive Officer, Ben Dixon said, "We are delighted to have completed a successful on schedule deployment of Symphony to the South African market for GroupM. This represents the fifth market activated in the past twelve months and shows the Company's commitment to accelerated deployments of its technology."

South Africa represents the first market deployed following a shift in the focus of market activations under the GroupM agreement to the Europe, Middle East and Africa (EMEA) region. The Company notes that forthcoming market activations are expected to come from the EMEA region.

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For further enquiries, please contact:

Ben Dixon
Chief Executive Officer
Adslot Limited
investor.relations@adslot.com

Felicity Conlan
Chief Financial Officer
Adslot Limited
investor.relations@adslot.com

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.