

ASX Announcement

28 November 2019

Adslot signs MSA with Havas Media Group

Adslot Ltd (ASX:ADJ) ("**Adslot**") is pleased to announce that it has executed a Master Services Agreement ("**MSA**") with US-based agency holding company *Havas Media Group* ("**Havas**"), a key strategic milestone in driving future growth and enabling activation of significant sources of demand in the US market.

This agreement enables media buyers within *Havas's* agencies to purchase media directly from the *Adslot Media* marketplace, which represents some of the largest publishers in the US market. This is the second MSA the Company has executed with one of the six largest media agency holding companies globally. Initial trades from *Havas* are anticipated within the next two months.

Adslot CEO, Ben Dixon said, "We are delighted to have executed this MSA with *Havas* and we look forward to activating trading with them in the coming months. Following on from our recent agreements with *Cadreon* (*Interpublic Group of Companies*) and *Media Storm*, this is further evidence of the value that large and sophisticated buyers see in a purpose-built solution for forward-guaranteed media buying. We expect these agreements, and our positive discussions with other holding companies, to position the company well for strong growth in trading activity in 2020."

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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.

About Havas Group

Havas Group is one of the world's largest global communications groups. Founded in 1835 by Charles Louis Havas, the Group employs 20,000 people in over 100 countries. Havas Media agencies service clients through a portfolio of specialist teams that span media, strategy, international management, digital, mobile, social media, experiential, entertainment and sport. Havas Media offers best-in-class services in the fields of programmatic buying, mobile, data consulting, performance marketing, out of home, geolocal and social media.