

ASX Announcement

30 January 2020

## Adslot signs partnership with LiveRamp

Adslot Ltd (ASX:ADJ) is pleased to announce that it has signed a partnership agreement with *LiveRamp*, a leading provider of technology for the onboarding of advertiser's first party data in the digital and television ecosystems.

This agreement is a further significant development in Adslot's data partnership strategy, which seeks to allow advertisers to efficiently share their proprietary audiences and enable the purchase of targeted media via the *Adslot Media* platform.

The partnership agreement allows advertiser and agency customers of *LiveRamp*, who may or may not be existing Adslot customers, to share their first party audiences such as customer segments with publishers featured on the *Adslot Media* marketplace. These advertisers and agencies will then be able to discover and forecast the availability of these audiences in real time across Adslot's catalogue of tier 1 publishers.

Adslot CEO Ben Dixon said, "We are delighted to announce this partnership with *LiveRamp*. The integrated capability will be available to clients of both Adslot and *LiveRamp* from early February and will provide new and unique opportunities for these agencies and advertisers to utilise their first party data audiences to purchase targeted media on a forward guaranteed basis. Further, the inclusion of *LiveRamp* as a data partner highlights our commitment to ensuring the maximum interoperability and flexibility for our agency clients in a world where the value of first party audiences becomes increasingly critical."

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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.