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ASX Announcement

31 March 2020

## Commencement of Trading - Havas

Adslot Ltd (ASX:ADJ) is pleased to announce that trading on the *Adslot Media* platform has commenced with *Havas Media*, one of the 6 largest global agency groups, in the United States. The commencement of trading follows the announcement of a Master Services Agreement with *Havas* in November 2019.

Initial trading activity will not have a material impact on revenues in the March 2020 quarter, however the Company anticipates further trading activity from this client to scale during the June 2020 quarter and beyond.

Adslot CEO Ben Dixon said, "We are delighted to have activated *Havas* on the *Adslot Media* platform, in particular given the current global uncertainty. This activation was achieved with all parties working remotely, and all face-to-face training and support conducted via videolink. This is a terrific achievement in this obviously disrupted business environment. Further, this is another milestone in delivering on one of our stated business objectives for the current year, namely activating previously contracted agencies to drive growth in trading fee revenues."

Further updates on agency holding company activation will be made as and when they occur. The Company will provide a more detailed update on trading on the *Adslot Media* platform as part of its regular quarterly trading update.

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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.