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ASX Announcement

2 April 2020

Adslot signs MSA with Amplifi

Adslot Ltd (ASX:ADJ) ("**Adslot**") is pleased to announce that it has executed a Master Services Agreement ("**MSA**") with *Amplifi*, the media innovation and investment arm of the *Dentsu Aegis Network*.

This agreement will allow media buyers within *Dentsu Aegis Network* agencies to purchase media from the *Adslot Media* marketplace, which represents some of the largest publishers in the US market. This is the third such agreement the Company has executed with the six largest media agency holding companies. Initial trades from *Amplifi* are anticipated within the June 2020 quarter.

Adslot CEO, Ben Dixon said, "We are delighted to have executed this MSA with *Amplifi*, in what are undoubtedly challenging times. Following on from similar agreements with *Cadreon (Interpublic Group of Companies)* and *Havas Media Group (Havas)*, this now means that we have signed half of the large agency holding companies to the *Adslot Media* platform. Further, following on from recent activations of previously signed agency groups, it suggests that trading platforms such as *Adslot Media* are highly relevant to buyers in this disrupted and fast evolving media landscape."

- ENDS -

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.

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