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[ASX Announcement](#)

[27 April 2020](#)

Partnership with Marathon

Adslot Ltd (ASX:ADJ) is pleased to announce that it has executed a partnership with Kalin Setterberg Data SV (KSD), a leading provider of Enterprise Resource Planning (ERP) software to the European media industry.

The partnership will see an integration between the Company's *Symphony* digital workflow solution and KSD's *Marathon* platform which provides cross-media financial management for 50 media agencies in seven markets across Europe. The integrated offering will be jointly marketed to agencies to provide a best of breed solution that manages the complete workflow for all media types. It is anticipated that the integration will be completed within three months with potential deployments to new customers to occur from the September quarter of 2020.

Adslot's CEO, Ben Dixon said "We are delighted to be partnering with KSD and their market leading *Marathon* platform. The blending of Adslot's strong pedigree in digital media workflow and the features of a sophisticated industry specific ERP solution will be a powerful proposition to existing and prospective clients of both organisations."

KSD's Chairman Olof Setterberg said "The combination of *Marathon* and *Symphony* will provide a truly world class integrated solution for media agencies across Europe. We believe that there is enormous opportunity for a solution such as this that provides complete workflow and financial management for agencies from traditional to digital media."

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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.

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