

ASX Announcement

1 May 2020

Symphony agreement with OMG Netherlands

Adslot Ltd (ASX:ADJ) is pleased to announce that it has executed a multi-year agreement for deployment of its Symphony workflow solution with Omnicom Media Group (OMG) in the Netherlands. Pre-deployment activities will commence immediately and it is anticipated that Symphony will be activated with constituent OMG agencies OMD and PHD in July 2020.

The deployment for OMG Netherlands will be the first to feature an integration with the Marathon ERP solution following the announcement of Adslot's partnership with Kalin Setterberg Data AB on April 27, 2020. Contracted revenues include upfront development fees and activation fees, followed by minimum monthly licence fees.

Adslot CEO Ben Dixon said, "We are delighted to be deploying Symphony for OMG in the Netherlands. This will be the Company's first deployment of Symphony for the wider Omnicom Group and represents additional diversification of our geographic and client footprint for the Symphony product. Further, it is pleasing to have such an early opportunity to activate our integration with Marathon; a relationship that we believe will provide great value to both parties and our respective clients."

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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.