

[ASX Announcement](#)

[21 October 2020](#)

Adslot Investor Webinar

Adslot Ltd (ASX:ADS) will be holding a Live Investor Webinar at 11.00 am (AEST) today (Wednesday 21 October 2020).

The Live Webinar is hosted by the Company's CEO, Mr Ben Dixon, and the President of Adslot's US operations, Mr Chris Maher.

Attached is the *Sept 2020 Quarterly Trading and US Market Update* presentation that accompanies the Webinar.

A recording of the webinar can be found in the investor section of the Adslot website [here](#).

Note: the recording will available from 3pm today.

- END -

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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.

**SEPT 2020
QUARTERLY TRADING UPDATE.**

BACKGROUND.

COMPANY OVERVIEW.

Leading global provider of workflow and trading automation technology for digital advertising



Founded in 2010 & publicly traded (ASX: ADS)



Global: HQ in Australia with operations in the US, UK, Germany and China



Customer base encompasses agency holding companies, independent agencies, and hundreds of premium publishers



Global footprint and customer base encompassing 19 markets across Europe, North America and APAC



ADSL0T PLATFORMS & REVENUE MODELS.

(Core)	Platform	Primary Revenue Model
Adslot Media.	A global digital media marketplace, enabling media buyers and sellers to trade premium display advertising on a targeted, forward-guaranteed basis (direct buys).	Trading Fees – a percentage of all media spend on the platform is collected from the publisher. Percentages vary from 5% (Adslot tech fee) to 15% (includes Adslot demand fee).
Symphony.	A global enterprise SaaS platform, providing digital media buying workflow solutions to the world's largest advertising agencies.	Licence Fees – recurring subscription revenue, with guaranteed minimums (fixed licence fees) and variable licence fees for each market based on value of media managed (by tier).
(Non-core)		
<u>webfirm</u>	An Australian-based digital marketing services business that provides website design, hosting, search engine optimization (SEO), search engine marketing (SEM) and social media marketing services to SMBs.	Services Fees – fees charged on hourly or fixed basis for design development or consulting; recurring fees charged for SEO, Web hosting and marketing services at package rates.

OUR INDUSTRY

THE ONLINE DISPLAY ADVERTISING MARKET.

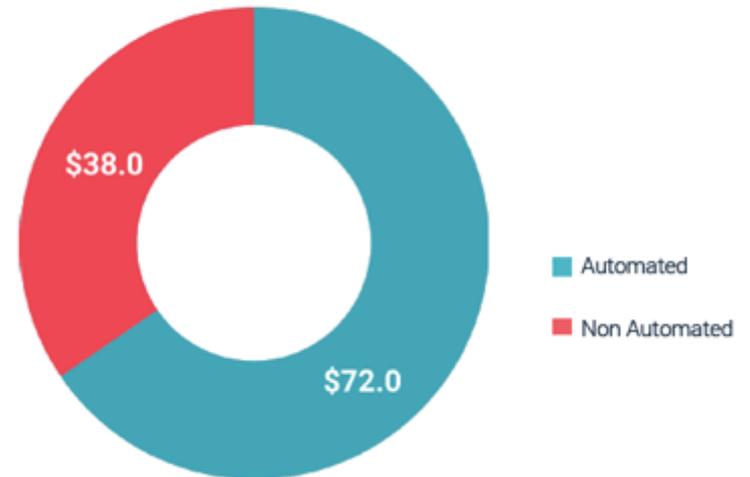
Automated

- Traded via purpose-built platforms
- Is audience targeted – **'addressable'**
- Traded impression by impression in real time (RTB technology)

Non-Automated

- Not traded via platforms but manually via spreadsheets and purchase orders
- Historically not audience targeted – **'non-addressable'**
- Traded on a forward reserved basis – **'forward guaranteed'**

Global Display Ad Spend (USD \$B's)

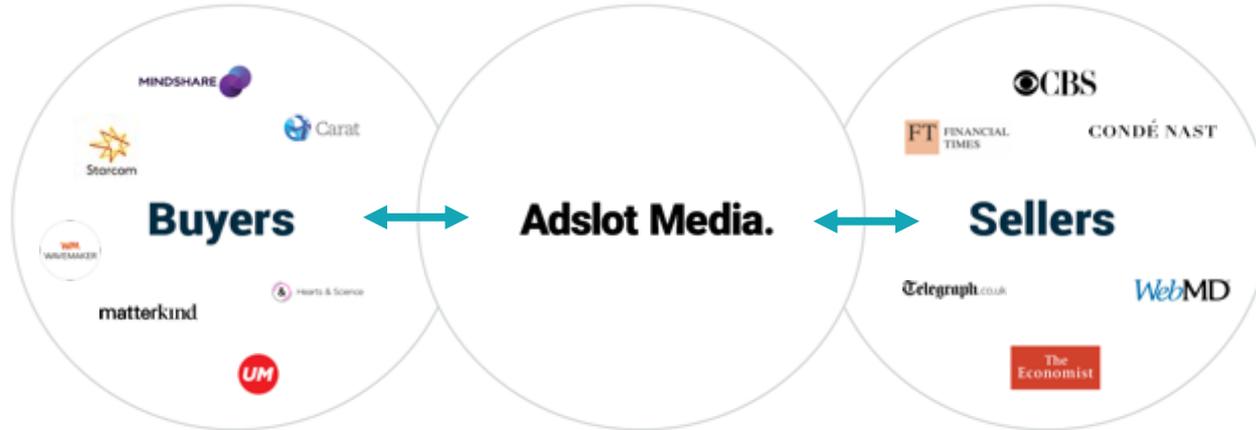


* Source: eMarketer, *Net Display Ad Revenue Share Worldwide, by Company, 2016-2019*

A photograph of a forest path in autumn. The path is covered in fallen leaves and grass, leading into the distance. Sunlight filters through the trees, creating a warm, golden glow. The trees are tall and thin, with dark trunks. The overall scene is peaceful and scenic.

ADSLOT MEDIA.

A MARKETPLACE FOR BUYING PREMIUM DIGITAL MEDIA.



The Adslot Marketplace connects buyers (media agencies) and sellers (publishers) for trading forward-guaranteed media

- Transparent and brand safe
- Addressable with advertiser 1st party data
- Forward availability of inventory in real time

WE'VE BUILT A COMMUNITY OF PREMIUM PUBLISHERS.

	CONDÉ NAST			Bloomberg	BUSINESS INSIDER		
				 THOMSON REUTERS®		 FUSION MEDIA GROUP	 UNIVISION
	GANNETT				The Washington Post		
				VOGUE			
bon appétit			Domain		TimeOut		MinuteMedia

*partial list

- The Adslot Marketplace has attracted Tier 1 publishers in the US, UK and Australia
- Approximately 50% of the Comscore Top 50 in the US market are integrated on to the platform**
- Additional premium publishers being consistently added

** Excluding "walled gardens" of Facebook, Google and Amazon

OUR TECHNOLOGY HAS BEEN VALIDATED.

- ✓ More than \$40m of premium media has been traded via the Adslot Media platform.
- ✓ Agreements in place with the world's largest media agencies.
- ✓ Media purchased on behalf of more than 300 advertisers including some of the world's best known brands including AT&T, General Motors, and Verizon.
- ✓ Repeat trading from major demand sources.
- ✓ Trades received by over 150 different publishers.
- ✓ Active trading in major markets around the world – US, UK, Europe.

OUR TECHNOLOGY HAS BEEN VALIDATED.

"To us, Adslot's solution is an important strategic measure to strengthen the local market place and our relationship to our main local publisher partners.



The advantages, amongst others, are enabling a brand safe premium environment for online advertisement and ringing the bell for premium inventory, enriching the agencies offer to clients while at the same time demystifying the complexities of the online-sphere, and last but not least relaxing the strain on tech-costs for clients thereby increasing the percentage of investment working directly at consumers."

Georg Gartlgruber , Trading Director (AT)



"Adslot is an important partner for Thomson Reuters, helping us facilitate the booking process with many clients with independent and major agencies. An ergonomic platform and great customer support has been key to our relationship successful".

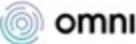
Guillaume Perle , Head of Programmatic EMEA



"It's the first project that I've worked on in ten years of ad operations where everybody is happy. It eliminates all the back and forth."

Jessica Barrett , Global Head of Programmatic

AGENCY HOLDING COMPANY – OVERVIEW.

Hold Co	Media Division	Media Agencies	Trading Desks
		   	
		  	
			
		   	
		  	 
		  	 



SYMPHONY.

SYMPHONY – A WORLD LEADING SOLUTION.

Symphony is a world leading workflow automation tool for media agencies;

- Deployed at an enterprise level across an agency
- Facilitates interactions between buyers and sellers
- Integrates with downstream systems of media agencies (finance, campaign tracking, business intelligence)
- Provides agencies with a unique data asset on spend and performance of media

Symphony is a global solution for media buyers;

- Multi regional relationship GroupM, the world's largest buyers of media
- Active in 18 markets across APAC and EMEA
- Deployed with 83 individual agencies
- Over \$6 Billion in annualised spend managed via the platform

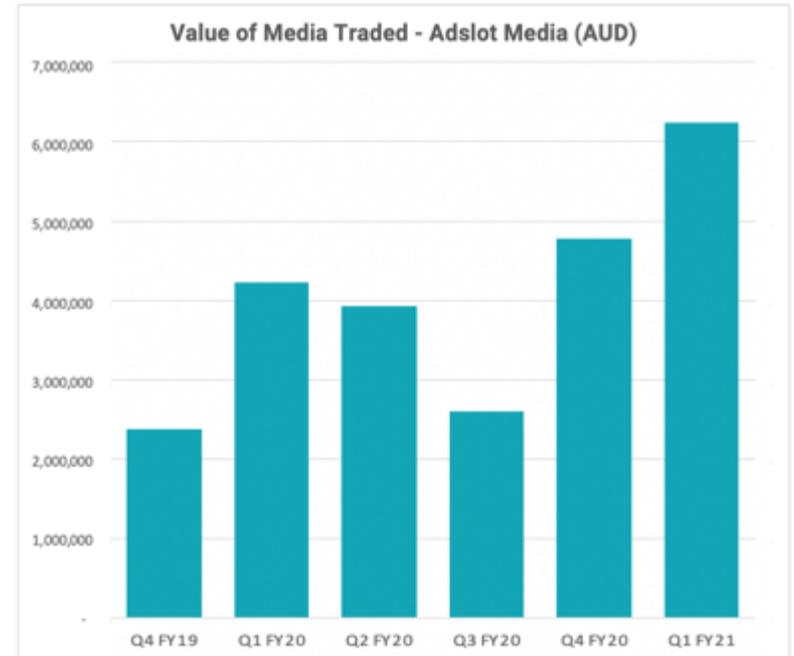
SEPTEMBER 2020 QUARTERLY TRADING UPDATE.

SEPTEMBER 2020 QUARTER HIGHLIGHTS.

- Adslot Media
 - Record quarter for value of trading on platform – up 31% QoQ and 48% vs PCP
 - Record quarter for volume of trading on platform – up 64% QoQ
 - Strong recurring trading in European market – up 33% QoQ
 - Multiple holding companies active in US market – up 77% QoQ
 - Improving outlook for trading in coming quarters
- Symphony
 - Integration with Marathon ERP solution completed
 - Market activation for Omnicom Media Group (OMG) in the Netherlands
 - Increase in annualised media spend managed via Symphony

VALUE OF MEDIA TRADED ON ADSLOT MEDIA.

- Total value of media traded on Adslot Media in the September quarter 2020 was **\$6.24m**
- Consistent and repeat European activity is providing a reliable base for quarterly trading
- US trading from multiple holding companies
- First trades from Orion, the trade-enabled media division of the Interpublic Group of Companies (IPG)

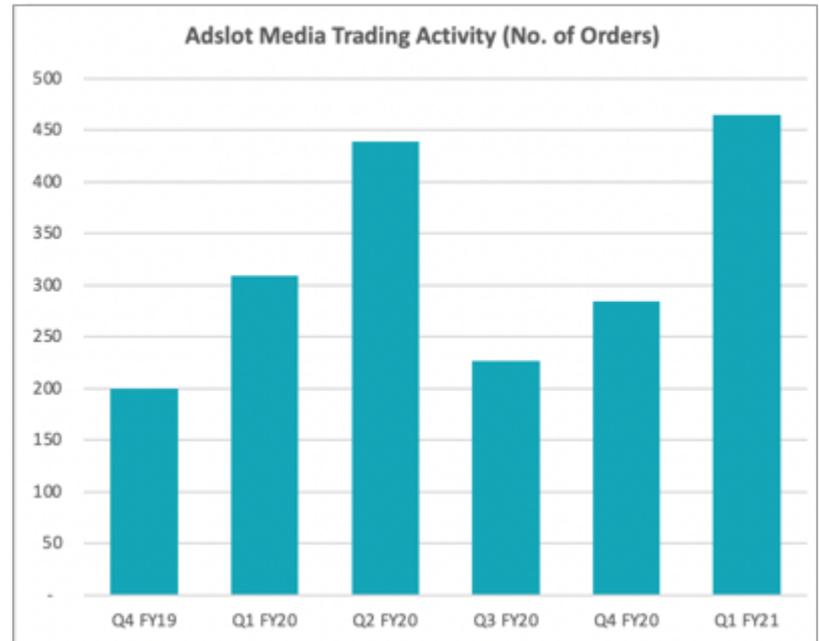


VOLUME OF TRADES ON ADSLOT MEDIA.

Total of **465** individual trades on platform during the September 2020 quarter.

Higher trading volumes driven by;

- European trading via integrated Symphony and Adslot Media platforms
- Specialist agency trading in UK and US markets



HOLDING COMPANY STATUS.

Hold Co	MSA	TRADING STATUS
	Signed	Trading commenced
dentsu	Signed	Awaiting first trades
	Signed	Trading commenced
	Interim Agreement	Trading commenced
WPP	-	Pilot commenced for UK / US. Trading in EU via Symphony
Omnicom	-	-

ADDITIONAL PUBLISHERS ON PLATFORM.

During the quarter, we continued to add additional premium publishers to our marketplace in markets around the world:

- AMC
- Leaf
- Times of India
- ScienceMag
- Love to Know
- REA

Strong US publisher coverage with almost 50% of the Comscore Top 50 on platform*

* Excluding “walled gardens” of Facebook, Google and Amazon



ADSLOT MEDIA OUTLOOK.

Significant progress made towards scaled trading on the Adslot Media platform:

- Successful activation of multiple agencies within IPG
- Trading in the US market from multiple agency holding companies
- Consistent and repeat trading in Europe via integrated Adslot Media – Symphony solution
- High levels of engagement from account teams at US agencies
- Developing use cases for trade enabled agencies and large retailers

SYMPHONY NEW MARKETS AND PARTNERS.

Successful deployment for OMG Netherlands

- First market for Omnicom Group
- New market with potential for Adslot Media trading
- Diversifying client and geographic footprint.



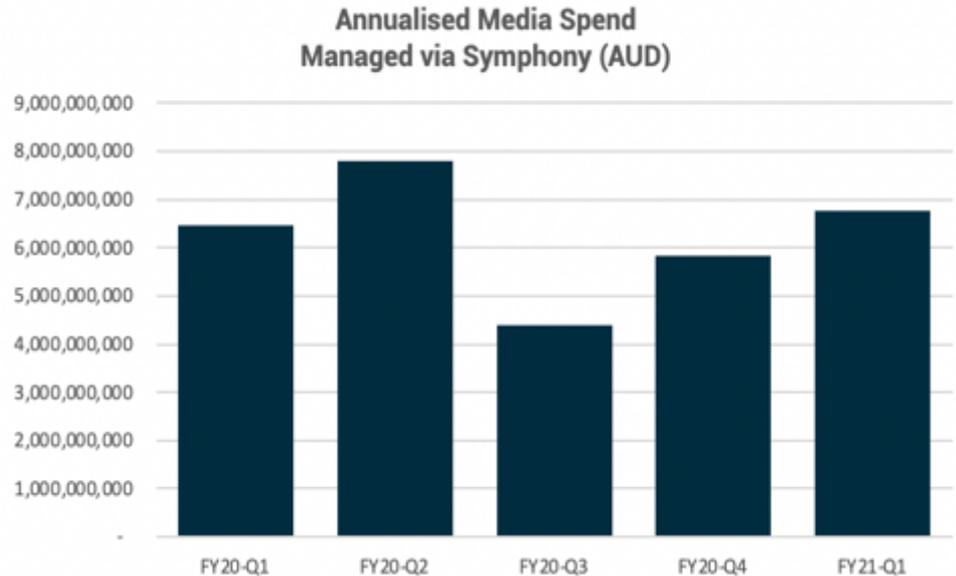
Completion of integration with Marathon ERP solution

- Symphony and Marathon represent best-of-breed combination of ERP and media workflow
- First deployment of integrated solution with OMG NL
- Opportunity for additional client deployments across Europe



SYMPHONY - INCREASE IN MANAGED MEDIA SPEND.

- Total annualised media spend managed by Symphony spend grows to **\$6.7B**
- Media spend managed increased by 5% when compared to September 2019 quarter, indicating a return to pre-COVID levels
- Improvement in managed spend in 3 largest deployed markets - China, India and Australia



Note: Annualised Media Spend is calculated by multiplying the quarter's media spend by 4.

CASHFLOW.

Cash balance \$5.04M at end of September 2020 quarter.

Cash receipts to grow in December 2020 quarter

- September 2020 quarter cash receipts impacted by March 2020 quarter trading performance
- Improved trading activity in June and September 2020 quarters (and beyond) to drive higher cash receipts

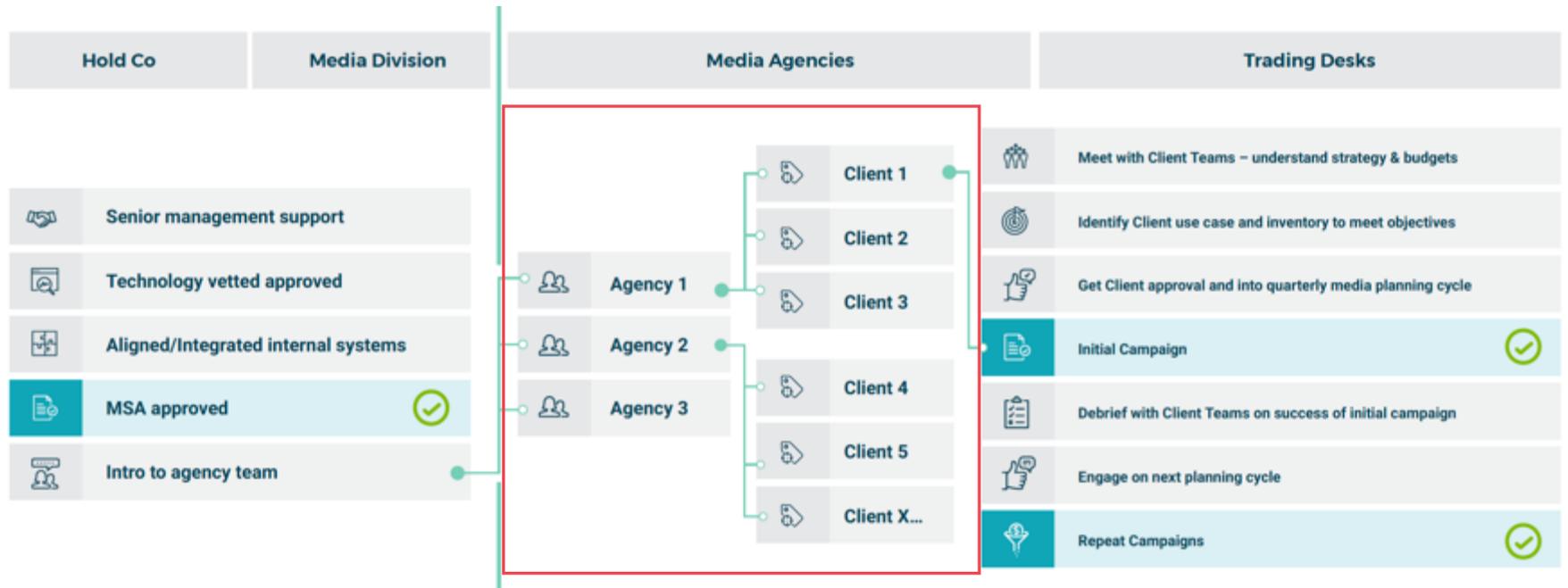
Additional grant proceeds expected:

- FY2020 R&D claim receivable of \$1.7m expected in December 2020 or March 2021 quarter
- Jobkeeper 2.0 allowance for 29 Australian employees - \$210k
- ATO Boost payment of \$25k

Adslot continues to focus on cost management across the business and assess capital requirements to ensure it is best placed to maximize the opportunity for trading fee revenue growth.

US MARKET UPDATE.

FOCUSED EXECUTION ACROSS AGENCIES AND TEAMS.



IPG - ACTIVATION ACTIVITIES.

Hold Co	Trading Partners	Agency Team	Brands		
	<p data-bbox="446 536 602 565">matterkind</p> 	<p data-bbox="788 361 967 401">initiative</p>  <p data-bbox="794 746 967 784">Deutsch</p> <p data-bbox="726 918 1035 943">M E D / A H U B</p>	     	<p data-bbox="1360 288 1464 317">Levi's</p>   <p data-bbox="1354 631 1476 670">HERSHEY'S</p> <p data-bbox="1360 751 1464 809">ESTÉE LAUDER COMPANIES</p> 	<p data-bbox="1528 288 1696 317">Johnson & Johnson</p>    <p data-bbox="1508 757 1715 794">Shark NINJA</p> 

*Not all brands indicated above have currently traded via the Adslot Media platform.

TRADE-ENABLED MEDIA AN EMERGING OPPORTUNITY.

What is it?

- Offers a unique opportunity for the agency's client to trade goods in return for media activation
- Trade agency must secure preferred relationships with publishers to retire the media spend of the client

Adslot solution:

- Create a private marketplace for the agency where their client teams can purchase media
- Gain access to publishers and ad inventory they presently don't have access to

NEW MARKETPLACE.

KEY FEATURES

- Direct access to premium publishers' full inventory including custom units, high impact and CTV products
- Exposure to inventory not available in other programmatic channels
- Screen shots, KPI's, creative specs and case studies

KEY BENEFITS

- Shorten the research and planning cycle
- Informed and innovative client pitches
- Immediate activation

The screenshot displays the AdMarketplace interface. At the top, there's a navigation bar with 'Marketplace', 'Campaigns', 'Reporting', 'Finance', and 'PC'. Below this is a search bar with 'Discovery' and 'Shortlist (3)'. The main header features a large yellow banner with a woman in a yellow dress and the text 'World's most influential audiences.' To the right of the banner are logos for 'CONDÉ NAST', 'VOGUE', 'VINTY FAIR', 'THE NEW YORKER', 'alhur', 'Traveler', and 'GLAMOUR'. Below the banner is a filter bar with 'High Impact', 'Display', 'Mobile', 'Connected TV', and 'Video'. The left sidebar contains a list of filters: 'Discovery', 'Publishers', 'Sites & Collections', 'Categories', 'Filter Products', 'By Audience', 'By Categories', and 'By Product'. The main content area shows a grid of publisher cards. The first row includes 'Vogue US', 'Variety', and 'Bloomberg'. The second row includes 'BUSINESS INSIDER', 'NBC', 'FOX NEWS', 'Forbes', and 'CBS'. The third row includes 'Penske Media', 'Business Insider', and 'Financial Times'. Each card displays a thumbnail image, the publisher name, and a small text box stating 'You may be surprised but on average these spots are 10% more likely than the total population to spend more...'. The interface is clean and modern, with a focus on high-quality publisher content.

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KEY BENEFITS

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The screenshot displays the 'New Marketplace' interface, showing a detailed view of a high-impact ad campaign. The main content area features a large yellow banner for 'CONDÉ NAST' with the text 'World's most influential audiences.' Below this, there are several ad units, including a 'Vogue US' unit and a 'BUSINESS INSIDER' unit. The interface includes a left sidebar with navigation options like 'Discovery', 'Publishers', 'Sites & Collections', and 'Filter Products'. A central panel shows a detailed view of a 'High Impact' ad unit, including a 'Sitewide Takeover with skin - 100% + Video' for '\$100,000.00 CPD'. Key performance indicators (KPIs) are displayed: CTR Avg. 1.50%, Viewability Avg. 87%, and VCR Avg. 89%. A description of the ad unit is provided, along with a list of product types and templates. The bottom section shows a grid of publisher thumbnails, including 'Penske Media', 'Business Insider', and 'Financial Times'.

US MARKET SUMMARY.

- ✓ Growing engagement across multiple holding companies
- ✓ Initial trades from Orion, significant opportunity with trade-enabled media
- ✓ Discussions ongoing with 50+ account teams across contracted agencies
- ✓ Strong and increasing coverage across US premium publishers
- ✓ Indications of improvement in US market conditions commencing in December 2020 quarter

QUESTIONS.

DISCLAIMER.

The information contained in this presentation is given in good faith and has been prepared from information believed to be accurate and reliable. The information presented does not take into account your individual financial circumstances and it is not designed to be a substitute for specific financial or investment advice or recommendations and should be relied upon as such. You should consider talking to your financial adviser before making an investment decision. So far as the law allows, Adslot Ltd excludes all liability for any loss or damage whether direct, indirect or consequential. This presentation includes forward-looking statements that are based on information and assumptions known to date and are subject to various risks and uncertainties. Actual results, performance or achievements could be significantly different from those expressed in, or implied by, these forward-looking statements. Such forward-looking statements are not guarantees of future performance. They involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of Adslot Ltd, and which may cause actual results to differ materially from those expressed in this presentation.

THANK YOU.

Please direct any questions to: investor.relations@adslot.com