



Adslot.

**ADSLLOT 2020 AGM
CEO PRESENTATION.**

REVIEW: OUR BUSINESS UNITS AND REVENUE MODELS.

	Product Description	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).
<u>webfirm</u>	An Australian-based digital marketing services business, providing 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.

2020 IN REVIEW.

In FY20, the Company focused on the following key strategic priorities:

- Secure *Adslot Media* MSAs with remaining agency holding companies;
- Activate contracted agencies to drive strong growth in trading;
- Secure additional premium publishers on *Adslot Media* to grow the quality, quantity and variety of marketplace inventory;
- Develop partnerships with key data providers;
- Pursue further market deployments for *Symphony* with existing and prospective clients; and,
- Maintain focus on the cost base of the business.

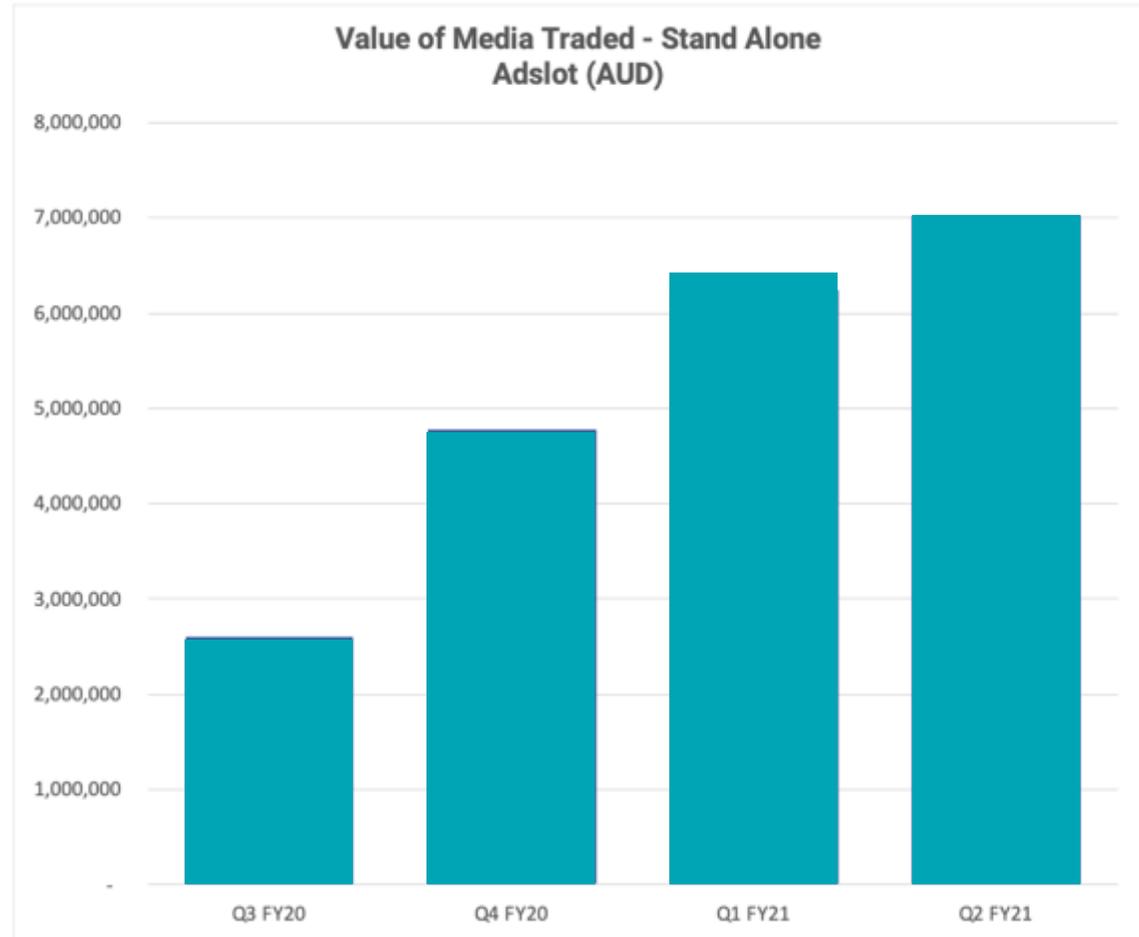
2020 IN REVIEW.

During the financial year and the remainder of 2020, we substantially delivered on these objectives:

- MSAs secured with two additional agency holding companies;
- Strong growth in trading activity over calendar year including two successive record quarters of trading on the *Adslot Media* platform;
- Prominent publishers added to the *Adslot Media* platform in markets around the world;
- Validation of the *Symphony - Adslot Media* integrated offering with strong growth in trading in Europe;
- Establishment of a defined use case for private marketplace implementations of *Adslot Media*;
- Activation of *Symphony* for Omnicom Media Group in the Netherlands, representing a new agency group and a new country for the platform; and,
- Continued focus on costs including reductions in key areas associated with mitigating the impacts of COVID-19 on the business.

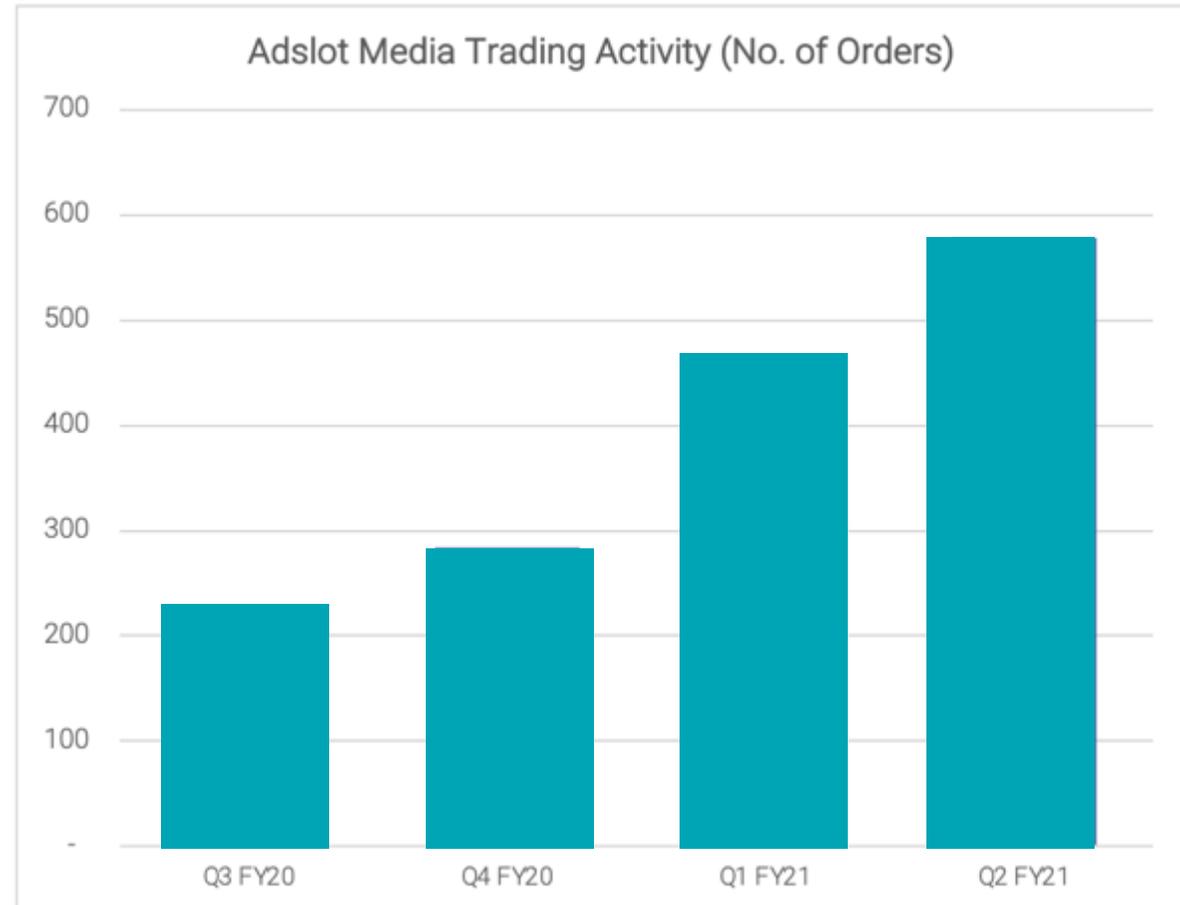
2020 IN REVIEW.

- Ongoing growth in the value of media traded on the *Adslot Media* platform
- September and December 2020 quarter represented consecutive record quarters
- Active clients across all major markets – US, UK, Europe and Australia
- Trading activity from agency holding companies, independent agencies and publishers directly



2020 IN REVIEW.

- Ongoing growth in the volume of media traded on the *Adslot Media* platform
- September and December 2020 quarters represented consecutive record quarters
- Ongoing high activity levels show increasingly recurring nature of trading



A close-up photograph of a person's hand pulling a wooden block from a tall, narrow tower of Jenga blocks. The hand is positioned on the right side of the frame, with the index finger and thumb gripping the block. The tower is made of light-colored wooden blocks, stacked in a staggered pattern. The background is blurred, showing a person's arm and a watch. The overall scene is set on a wooden table.

OUR PROGRESS.

A high-angle, wide shot of the High Line, a public art installation in New York City. The structure is a complex, multi-level network of elevated walkways and stairs, constructed from dark, weathered steel. The walkways are finished with a highly reflective, copper-colored metal that gleams in the bright sunlight. The stairs are made of grey concrete with dark metal handrails. Several people are seen walking and standing on different levels of the structure, providing a sense of scale. In the background, a dense urban landscape is visible, featuring a mix of modern glass skyscrapers and older brick buildings. The sky is clear and blue. The overall scene is one of a vibrant, modern public space integrated into a city's fabric.

ADSLLOT MEDIA.

FOUR PRIMARY USE CASES DRIVING GROWTH.

During 2020 we have clearly established four distinct use cases for the *Adslot Media* platform that will drive growth in trading over the longer term:

1. Large agency holding companies trading with prominent publishers in the US and UK markets;
2. Deployment of the integrated *Symphony – Adslot Media* solution to existing *Symphony* markets;
3. Private marketplace (customised / white-labelled) instances of the *Adslot Media* marketplace for use by specialist sellers of media such as large retailers and niche media marketplaces; and,
4. Trading initiated by publishers to support their direct sales efforts.

AGENCY HOLDING COMPANIES.

The Company continues to establish strong contractual positions with the six largest global media agency holding companies via the execution of Master Service Agreements (MSAs). The current status of agency holding company MSAs is as follows;

- Formal MSAs in place with three agency holding companies. Two of these agencies have subsequently traded on the *Adslot Media* platform.
- An active interim trading agreement with a fourth holding company. This agency has subsequently traded on the *Adslot Media* platform.
- Initial pilot activity successfully completed with a fifth holding company with commercial discussions now underway.
- Significant progress in discussions with the remaining sixth holding company during the December 2020 quarter.

AGENCY HOLDING COMPANIES.

Rank*	Hold Co	Media Division	Media Agencies**	Trading Desks, Data and Barter
1			MINDSHARE  MEDIACOM 	 
2			 SPARK 	
3	Omnicom		  phd	 
4		dentsu ÆGIS network	 dentsu x MERKLE	
5		IPG MEDIABRANDS	 initiative	Kinesso  matterkind
6				

*By Global Media Billings

**Not complete list

MSA Signed

Pilot Complete

Interim Trading Agreement

US AGENCIES – ACTIVATION.

Given the Company's strong and improving contractual position with agency holding companies in the US market, the ongoing focus of the Company is the activation of currently contracted demand sources.

Activation activities related to agency holding companies will generally involve:

- Identification of prospective advertiser clients;
- Confirmation of data and data / measurement requirements;
- Onboarding of high value audiences;
- Exporting of target audiences to publishers; and,
- Agency client team training.

US AGENCIES – ACTIVATION.

The Company is pleased to confirm that its current US market activation activities include:

- Current activation Current activation discussions, including identification of campaigns and budgets, with more than 40 agency account teams across 4 US agency holding companies;
 - These agency account teams represent approximately 70+ individual advertiser clients;
- Activation activities across the range of holding company business units:
 - Traditional agencies
 - Trading desks
 - Trade-enabled businesses
- Customer data for targeting including high value audiences integrated across 5 key data partners which represents hundreds of custom audience segments;
- In addition, activation activities are underway with numerous non-holding company demand sources in the US market including specialist agencies and ad tech partners.

DATA REMAINS CRITICAL TO AGENCY ACTIVATION.

To drive growth in use of the *Adslot Media* platform, it remains essential that we provide advertisers with access to their preferred 3rd party and proprietary data sets.

Adslot Media has a substantial number of established data partnership that allow our clients to access their data and synchronise with our catalogue of publishers to enable buying of specific audiences. These include;



During 2020 the Company added 3 additional data partners to give greater audience activation options to advertisers on the *Adslot Media* platform with a particular focus on the Health and Wellbeing vertical.



INTEGRATED SYMPHONY – ADSLOT MEDIA OFFERING.

During 2020, the Company successfully validated its strategy of integrating the *Symphony* and *Adslot Media* platform for the use of existing *Symphony* customers in certain countries where market conditions are favourable.

The integrated offering has been active in the Austrian market since 2019 with additional functionality to support the integration deployed in the first half of calendar year 2020. During the past 12 months we have seen:

- Strong uptake of the integrated solution following the product enhancements;
- Over \$14M traded on the platform via the integrated offering;
- Recurring and consistent trading across all active agencies;
- Trading activity with a majority of the market's largest publishers.

INTEGRATED SYMPHONY – ADSLOT MEDIA OFFERING.

The Company believes that this now-validated solution can be extended to additional countries that meet certain criteria including:

- *Symphony* currently deployed in market;
- Local market agency support;
- Strong market support for direct to publisher trading;
- High level publisher engagement; and,
- Strong penetration of global publisher ad servers in market.

The Company has identified a short list of further markets for potential activation of the integrated *Symphony – Adslot Media* offering and anticipates at least two such markets to be activated in 2021.

PRIVATE MARKETPLACES.

The Company has identified a substantial use case for the *Adslot Media* platform via private marketplace implementations. These private marketplaces implementations are likely to have the following features:

- Partners likely to be either:
 - existing media sales organisations with a niche or targeted media marketplace; or
 - organisations looking to sell certain media opportunities for the first time – ie large retailer’s websites;
- Private marketplaces can support or potentially replace a direct sales team;
- Can feature a white labelled or partner branded instance of the *Adslot Media* marketplace;
- Core functionality consistent with the standard marketplace with ability to customise certain functions;
- Sales for the private marketplace conducted by the marketplace partner themselves;
- Most media inventory listed in a private marketplace will also be made available via the wider *Adslot Media* marketplace; and,
- Most implementations are likely to feature the same core publisher-funded commercial model as the standard *Adslot Media* marketplace.

PRIVATE MARKETPLACES.

In recent weeks the Company has announced its first two private marketplace implementations.

FlowerShop:

- Pioneering developer of media marketplaces for the fast growing cannabis industry in the United States.
- Marketplace to feature inventory from prominent US publishers enabled for cannabis advertising including geo targeting and age-gating.



Greenlight Digital:

- Establishing a media marketplace on behalf of one of Europe's largest retailers of consumer electronics.
- First time that this valuable retail website inventory will be available for direct-sold advertising.



The Company has ongoing discussions with a number of additional private marketplace opportunities and it expects some of these to result in additional activations in 2021.

IMPROVING PUBLISHER COVERAGE.

	CONDÉ NAST						
							
	GANNETT						
				VOGUE			
							

*partial list

Signed since
FY19

- The Adslot Marketplace continues to attract Tier 1 publishers in the US, UK and Australia
- Additional premium publishers added in 2020

KLIPPKROOG

SYMPHONY.

SYMPHONY 2020 - NEW MARKETS AND PARTNERS.

Successful deployment for OMG Netherlands

- First active market for Omnicom Media Group
- New market with potential for integrated *Symphony - 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 Netherlands
- Additional client deployments expected across Europe



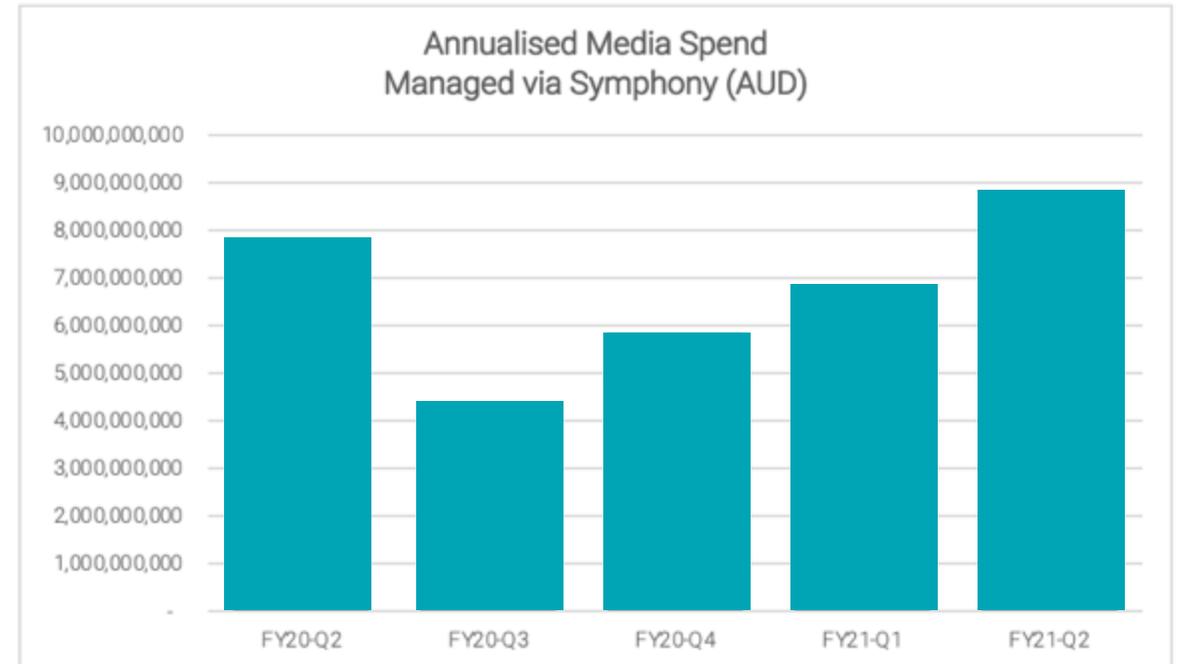
SYMPHONY 2020.

The value of media managed via the *Symphony* platform saw a strong recovery during 2020:

- Initial fall in March 2020 quarter due to impacts of COVID-19 on media trading globally;
- Most active markets have now recovered to pre-COVID levels of trading;
- December 2020 quarter annualised value of media traded was \$8.73B – a record result.

New market activations expected to be driven by multiple sources:

- GroupM MSA;
- OMG MSA;
- Marathon partnership;
- Other holding company discussions.



A long, straight path through a dense forest of tall, thin trees, leading towards a group of people in the distance. The path is covered in fallen pine needles and is flanked by rows of trees that create a natural tunnel effect. The lighting is bright, suggesting a sunny day, with shadows cast across the path.

2021 THE YEAR AHEAD.

OUR OBJECTIVES FOR 2021.

For calendar year 2021, the Company will focus on the following key strategic priorities:

Adslot Media:

- Activate currently contracted agency groups to drive strong growth in trading activity
- Secure MSAs and activate remaining agency holding companies
- Deploy further markets for the integrated *Symphony – Adslot Media* platform
- Secure additional activations of private marketplace instances of *Adslot Media*

Symphony:

- Pursue further market deployments for *Symphony* with existing agency clients
- Activate further markets under the *Symphony* - Marathon partnership

Operations:

- Maintain focus on cost base of the business



THANK YOU.