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ASX Announcement

3 March 2021

Agreement with Fyllo

Adslot Ltd (ASX:ADS) is pleased to announce that it has executed an agreement with *Fyllo*, which has built a suite of compliance software and services to overcome the complexities of highly regulated industries such as the cannabis industry in the US. *Fyllo's* capabilities include data, media, retail and regulatory solutions that enable organisations to streamline compliance, increase efficiencies, and scale with speed.

The *Adslot Media* platform will enable *Fyllo* and their advertiser customers to discover and activate cannabis compliant media on a forward guaranteed basis from premium publishers. In addition, buyers within *Adslot Media* will be able to access and target via *Fyllo's* data marketplace, which aggregates previously inaccessible data to create the largest collection of second-party cannabis and CBD audiences.

Adslot's CEO, Ben Dixon said "We are very pleased to be working with an organisation with the capabilities of *Fyllo*. We are confident that the *Adslot Media* platform will provide new and scalable opportunities for *Fyllo's* media clients to access cannabis compliant media from some of the largest publishers in the US market."

"We are excited to partner with Adslot to bring our customers premium media opportunities," said Chad Bronstein, CEO of *Fyllo*. "Together, we can help cannabis and CBD advertisers extend their reach with trust and confidence in compliance."

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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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