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[ASX Announcement](#)

[2 August 2021](#)

Commencement of Trading – Firewood Marketing (S4 Capital)

Adslot Ltd (ASX:ADS) is pleased to announce that trading on the *Adslot Media* platform has commenced with Firewood Marketing, a subsidiary of leading multi-national media group, S4 Capital. This trading activity follows the execution of a Master Services Agreement (MSA) with Firewood and sister agency Media Monks which was announced on 20 May 2021.

Adslot CEO, Ben Dixon said, “We are very pleased to have commenced trading activity with Firewood Marketing and the wider S4 Capital group. This represents an important milestone in activating a new media group and growing our user base of prominent media buyers in key markets around the world. We continue to believe that the *Adslot Media* platform is uniquely positioned to assist media agencies as they seek to further direct trading opportunities with their key publisher partners.”

Initial recurring trading activity from this client is expected over the September 2021 quarter with activity anticipated to scale in the December 2021 quarter and beyond.

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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.