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[ASX Announcement](#)

[28 September 2021](#)

## Investor Webinar – New Director Introduction and US Market Update

**Adslot Ltd** (ASX:ADS) will be holding a Live Investor Webinar at 11.00 am (AEST) today (Tuesday 28 September 2021).

The Live Webinar will be hosted by the Company's CEO, Mr Ben Dixon, and the President of Adslot's US operations, Mr Chris Maher. We will be joined by Mr Tom Triscari, who joined the Adslot board on 9 August 2021.

Attached is the Investor presentation that accompanies the webinar.

A recording of the webinar can be found in the investor section of the Adslot website.

Note: the recording will be available from 3pm today.

- END -

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.



**Adslot.**

**SEPT 2021  
INVESTOR WEBINAR.**

# ATTENDEES.



**Ben Dixon**

**Chief Executive Officer**



**Tom Triscari**

**Director**



**Chris Maher**

**President North America**

# TOM TRISCARI: BACKGROUND.

## Pre-Programmatic

- UCLA, Economics (1992)
- Dotcom Era Startups
- Notre Dame, MBA (2007)

## Programmatic

- Yahoo EMEA (Right Media, 2008)
- Criteo, London (Pre-IPO team)

## “In-Housing Era”

- Interim CEO, Yieldr (2014)
- Labmatik, programmatic consulting firm (2015-2020)
- Paper: Programmatic Lemon Market Game (2020)
- Lemonade Projects, programmatic innovation agency (Present)
- Adslot (ASX:ADS), non-exec board member

# TOM TRISCARI: BACKGROUND.

## Consulting

- World's largest brands
- Mostly agency-dependent
- In-housing media is real
- Worried about waste
- Looking good matters
- CMO <-> CFO fluency bridge

## Board Time + Startup Advisory

**Adslot.**

ASX: ADS

board

 **fiducia**  
trust & transparency for advertising

**yieldPass**

**The Watercooler**  
Discover • Decide • Discuss

startups

## Quo Vadis Newsletter



**Quo Vadis**

Programmatic Newsletter

### Quo Vadis

Welcome to Quo Vadis — your periodic dose of programmatic perspective. Join our community to untangle the struggle between programmatic advertising, which presses forward, and a severe informational imbalance obstructing its progress.

[tom@lemonadeprojects.com](mailto:tom@lemonadeprojects.com)

Subscribe

## KEY MACRO TRENDS.

1

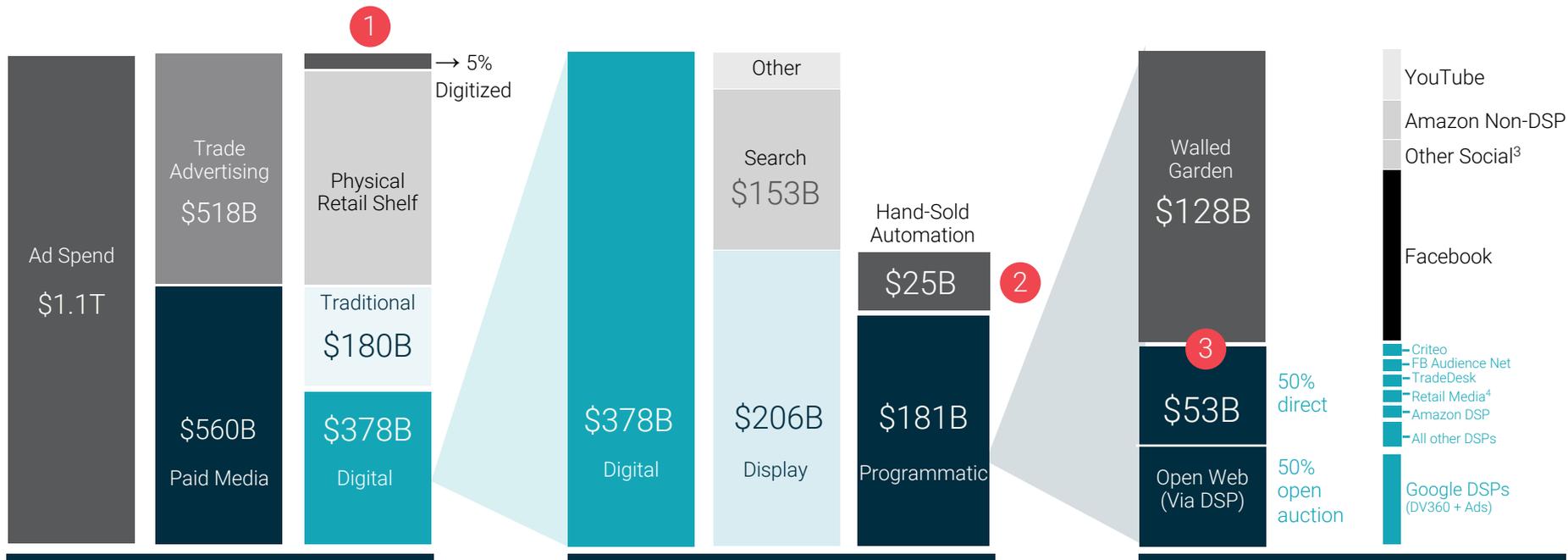
**Flight to Digital**

2

**Flight to Quality**

# FLIGHT TO DIGITAL CONTINUES

## 3 SUB-TRENDS DRIVE GROWTH.

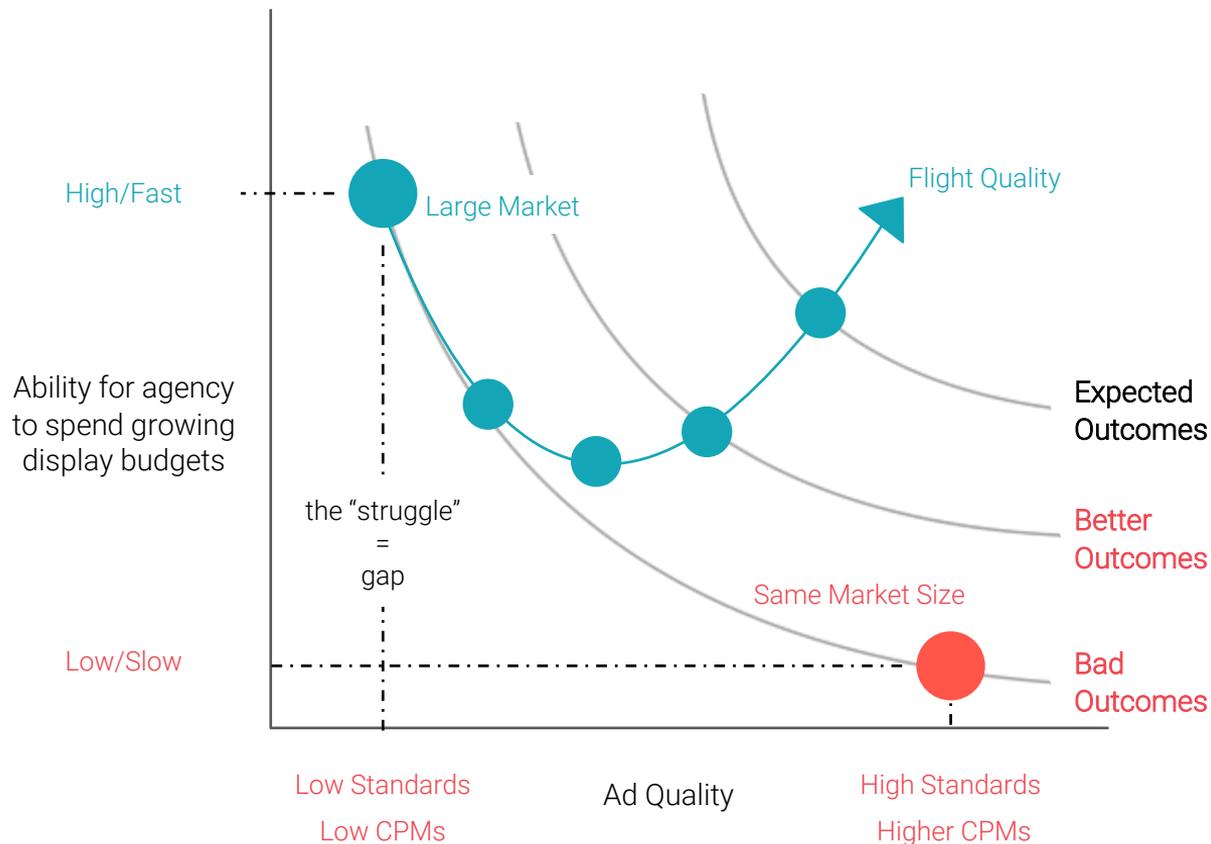


1. Large lag between ecommerce eyeballs and ad placements

2. Flight to quality drives incentives toward ad quality guarantees

3. Open marketplace auctions replaced by direct automated deals for large advertisers

# FLIGHT TO QUALITY THE 'STRUGGLE'.



## FUNDAMENTAL CHANGES

- Budgets shift to quality guarantees vs. open market biddable auctions
- Struggle to pace growing digital ad budgets is overcome
- Buyers/agencies seek tools to drive incremental utility (value add)
- Utility is shift is narrative clients want to hear from agencies

# **VALIDATION: PARTNER MARKETPLACES ACTIVATED.**

Key Partner Marketplaces under activation include:

- GroupM Global Premium Supply Initiative
- IPG /Kinesso Health, Wellness & Lifestyle Marketplace
- FlowerShop Cannabis Compliant Media Marketplace

# GROUPM PREMIUM SUPPLY INITIATIVE.

- GroupM Premium Supply Initiative active in key markets around the world
- First market activated is the United Kingdom (August 2021)
- Trading has now commenced
- 11 key publisher partners now onboarded
- Activity expected to scale in Dec quarter and beyond

# IPG/KINESSO CUSTOM MARKETPLACE.

**Adslot is building a highly customised, branded solution for one of the largest media buyers in the world**

## PHASE I

Launch in early October for Health, Wellness & Lifestyle vertical across programmatic guaranteed inventory. Many of their largest media buyer clients fall in this category

## PHASE II

Integrate more traditional programmatic buying techniques/tactics

## PHASE III

Rollout across additional vertical categories

# FLOWERSHOP MEDIA.

- First dedicated marketplace for trading of Cannabis compliant media in the US
- Custom features deployed
  - Age-gating
  - Geographic targeting by jurisdiction
  - Creative compliance workflow
- Initial publisher partners now onboarded with more to come
- Trading to commence imminently and grow through December quarter

# THE HOLDING COMPANIES.

## THE BIG SIX



## EMERGING



Contracted with Adslot

**Q&A.**

# DISCLAIMER.

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**THANK YOU.**

Please direct any questions to: [investor.relations@adslot.com](mailto:investor.relations@adslot.com)