

[ASX Announcement](#)

[23 December 2021](#)

Adslot Signs Master Service Agreement with You & Mr Jones

Adslot Ltd (ASX:ADS) is pleased to announce that it has executed a Master Service Agreement (MSA) with *You & Mr Jones Media*, the media trading division of market-leading US agency and brandtech group *You & Mr Jones*.

The execution of this MSA will see *You & Mr Jones Media*, which was launched in April 2021, adopt the *Adslot Media* platform and enable trading with Adslot's growing catalogue of premium publishers in the United States. This agreement with *You & Mr Jones Media* follows Adslot's long standing and highly successful relationship with fellow *You & Mr Jones* group company *Mobkoi*. Trading under the MSA is expected to commence in the first quarter of 2022.

Adslot's CEO Ben Dixon said "we are delighted to have signed this agreement to further our relationship with the wider *You & Mr Jones* group. Not only do we expect this to drive additional trading via *Adslot Media* in the important US market, this agreement also further expands the Company's coverage of critical buy-side relationships. Adslot now has commercial agreements in place with 7 of the 8 target agency holding companies and these relationships will be central to the expected strong growth in trading over coming quarters."

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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.