

ASX Announcement

23 December 2021

Master Service Agreement with You & Mr Jones

Following a request from the ASX under Listing Rule 3.1, **Adslot Ltd** (ASX:ADS, “Adslot” or “the Company”) is pleased to provide the following further information regarding the Master Service Agreement (MSA) executed with *You & Mr Jones*:

- As outlined in the CEO presentation to the Annual General Meeting in November 2021, the Company has a key strategic focus on securing MSA’s with the eight largest and fast-emerging global media agency holding companies, to drive trading on the *Adslot Media* marketplace;
- *You & Mr Jones* represents the second of the “emerging” agency groups, and, as disclosed, the Company now has commercial relationships to enable trading with seven of the eight target organisations;
- As with similar agreements executed with other agency groups, the MSA provides *You & Mr Jones* with the terms to access the *Adslot Media* platform and purchase inventory on behalf of advertiser clients from Adslot’s contracted publisher partners;
- Whilst revenues from the *Adslot Media* marketplace are derived from fees charged to the sell-side (the publishers), the onboarding of large media buyers is the primary driver of growth in trading activity and therefore future revenues;
- There is no minimum spend commitments associated with the agreement;
- The Company anticipates that trading under this agreement will commence in the March 2022 quarter, although it is unable to provide guidance on expected trading volumes at this point;
- The term of the agreement is open-ended, with either party able to terminate the agreement with no less than 60 days notice;
- The Company can confirm that there are no material conditions that need to be satisfied prior to the commencement of client usage of the *Adslot Media* platform.

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For further enquiries, please contact:

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Adslot.

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.