

ASX Announcement

28 March 2022

Updated Marketplace Agreement with GroupM

Adslot Ltd (ASX:ADS) is pleased to announce that it has executed a two year extension of its marketplace agreement with the world's largest media investment company, GroupM. This agreement, which was initially executed in June 2021 under interim commercial terms, provides GroupM with a white-labelled instance of the Adslot Media platform in the United Kingdom for use as a component of its Premium Supply initiative.

The updated agreement features improved commercial terms for Adslot. Whilst the agreement governs the United Kingdom market only, discussions to date anticipate the extension of these terms to additional markets during the term of the agreement.

Adslot CEO, Ben Dixon said, "We are very pleased to have executed this long-term extension to our agreement with GroupM in the UK. Following extensive initial use of the platform in the December 2021 quarter, this new agreement is a strong validation of the value that the Adslot Media platform has brought to GroupM and this key strategic project. In addition, the success of this partnership highlights that Adslot is well placed to support the continuing trend of a "flight to quality" for advertisers and agencies globally. We look forward to further growing this project together in the UK and ultimately in other markets around the world."

GroupM EMEA Chief Investment Officer, Robin O'Neill said, "The initial deployment of the Adslot Media platform has been a great success, providing streamlined access to high-quality premium publishers and driving greater efficiencies for our clients. We look forward to expanding the adoption of this solution to additional advertiser clients and publisher partners."

Trading activity on this partner marketplace commenced in the second half of 2021 generating record TTV for the UK market in the December 2021 quarter. Activity volumes on the marketplace have been modest in the March 2022 quarter to date whilst contract negotiations have been finalised. Based on client discussions, the Company anticipates that trading volumes will grow substantially over the remainder of 2022 and in subsequent years.

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Adslot.

About GroupM

GroupM is the world's leading media investment company, responsible for more than \$60B in annual media investment through agencies Mindshare, MediaCom, Wavemaker, Essence and m/SIX, as well as the outcomes-driven programmatic audience company, Xaxis. GroupM's portfolio includes Data & Technology (Choreograph), Investment and Services, all united in vision to shape the next era of media where advertising works better for people. By leveraging all the benefits of scale, the company innovates, differentiates and generates sustained value for its clients wherever they do business.

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.