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Strategic Review Update: Adslot appoints East Wind Advisors

Adslot Ltd (ASX:ADS) is pleased to provide the following update on progress of its strategic review, first announced to the market on 24 February 2022 with the aim of accelerating the maximisation and realisation of shareholder value.

Strategic Review

Following unsolicited inbound interest and ongoing discussions with industry partners, the Company has commenced a review and assessment of the value of the business as a whole, and its individual business units.

The Board believes the value of the underlying business units may be worth substantially more than the current listed market value of the Company.

Appointment of East Wind Advisors

In this context, the Company is pleased to announce the appointment of East Wind Advisors, to further assist in the Company's strategic review. East Wind Advisors are a New York-based boutique investment bank and advisory firm, with deep experience in the media industry.

The scope of work includes a review of recent inbound interest and assistance with those discussions as well as an assessment of potential strategic options in the US, including strategic partnerships, business acquisitions, divestment of individual business units or the entire business; and strategic funding and capital structuring alternatives.

There is no certainty that the strategic review will lead to any particular outcome or transaction.

The Company will continue to keep shareholders informed in accordance with its continuous disclosure obligations.

About East Wind Advisors

East Wind Advisors is an independent, industry-focused investment banking firm founded in 2002. The firm provides bulge-bracket quality advisory services to a broad client base ranging from large cap to middle market, emerging growth and venture stage companies and financial sponsors. Senior-level attention, seasoned judgment and relentless pursuit of its clients' objectives are hallmarks of the firm.

East Wind's financial advisory services focus on assisting its clients in analysing, preparing for, and participating in, value-enhancing transactions. East Wind has a broad range of experience in handling Financings, M&A (buy-side and sell-side), Joint Ventures, Restructurings, Valuations, Fairness Opinions, and Strategic Alliances.

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Adslot.

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.