

ASX Announcement

6 April 2022

Adslot Board and Executive Update

Key points

- US-based Non-Executive Director, Mr Tom Triscari, to move to an executive role as Head of Corporate Development and Interim CFO
- Chief Financial Officer and Company Secretary, Ms Felicity Conlan, will be stepping down from her role as CFO and Company Secretary, but will remain with the Company in a part-time capacity during 2022
- Mr Mark Lucciardo to be appointed Company Secretary from 20 April 2022

Adslot Limited (ASX:ADS) ("Adslot" or "the Company"), a leading global innovator of digital media workflow and trading technology, today announces a number of changes to board and executive roles.

Appointment of Mr Tom Triscari as Interim CFO and Head of Corporate Development

The Company is pleased to announce the appointment of US-based non-executive director Mr Tom Triscari to the role of Head of Corporate Development and Interim CFO.

The Company has appointed Mr Triscari as Head of Corporate Development to drive partnerships, manage corporate discussions in the US and European markets, and support New York-based East Wind Advisors with their initiatives on behalf of the Company.

Mr Triscari will also be taking on the role of Interim CFO under a managed transition from Ms Conlan.

Mr Triscari has extensive digital media domain experience, having acted as a senior executive for leading adtech organisations throughout the US and Europe.

Adslot Chairman, Mr Andrew Barlow said, "Mr Triscari has been a highly engaged and active board member since his appointment to the board in August 2021. We are thrilled that Tom wishes to join the executive team as Head of Corporate Development and Interim CFO during a period of heightened corporate activity. Tom is relentlessly dedicated to creating shareholder value, and we are grateful to have someone of his skills and experience join the executive team."

Mr Tom Triscari said, "I am delighted to be joining the Adslot executive team as Head of Corporate Development and Interim CFO at this exciting time for the Company and the digital media space at large. I believe the future of this Company is very bright, as it occupies a unique position to take advantage of significant industry changes. I will do my utmost to drive value creation for shareholders, to ensure the success of the Company in 2022 and in the years ahead."

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Ms Felicity Conlan to step down as CFO and Company Secretary

Ms Felicity Conlan has advised the Board of her intention to leave Adslot to pursue board directorships and other non-executive roles. Ms Conlan will assist in a staged transition of the CFO role on a part-time basis until the end of the September Quarter 2022.

Adslot's CEO, Mr Ben Dixon, said "On behalf of the Adslot team, I would like to acknowledge Felicity for her strong leadership and dedication to Adslot. I would personally like to thank her for all of her significant efforts over the past 5 years, and wish her all the best for this next stage of her career."

"We look forward to continuing to work with Felicity as she supports the transition of the CFO role."

As part of her transition to reduced working hours, Ms Conlan will also resign as Company Secretary effective 20 April 2022.

Appointment of Mark Lucciardo as Company Secretary

Mr Mark Lucciardo from Mertons Corporate Services will be appointed Company Secretary effective 20 April 2022.

Mr Triscari's Terms of Appointment

In his executive role as Head of Corporate Development and Interim CFO, Mr Triscari will be paid a base salary of US\$180,000 per annum, with the opportunity to earn up to an additional US\$100,000 in Short Term Incentive (STI) cash bonuses, based on achieving performance criteria attached directly to shareholder value creation.

Mr Triscari may also be eligible to participate in the Company's Employee Share Option Plan as part of any future options issue to executives. While Mr Triscari remains a director of the Company, any such issue of options would be subject to shareholder approval.

Mr Triscari's executive remuneration is in addition to his director remuneration as announced on 10 August 2021 (see ASX announcement dated 10 August 2021 for further details).

About Mr Tom Triscari

Mr Triscari is a leading voice in the programmatic advertising industry. He is the founder of Lemonade Projects, a programmatic innovation firm running strategy projects and experiments with large brands at the intersection of economics, game theory, and principles of radical transparency. He also operates Quo Vadis, a popular newsletter covering programmatic companies and topics.

Mr Triscari's programmatic experience includes developing early addressable TV and data product requirements in 2007 as part of a consulting team that stood up Project Canoe in New York City. He then managed a pan-European team at Yahoo! in Barcelona with key responsibilities for Right Media, the first programmatic exchange. Mr Triscari went on to hold senior roles at pre-IPO Criteo as well as interim CEO to reposition Amsterdam-based Yieldr, a DSP platform. Mr Triscari went on to found Labmatik, a programmatic transformation consultancy helping large brands to gain financial efficiencies and know-how.

Mr Triscari holds a B.A. in Economics from the University of California, Los Angeles (UCLA), and a Masters of Business Administration (MBA), Finance/Entrepreneurship (Hons) from the University of Notre Dame – Mendoza College of Business. Mr Triscari was also a visiting Professor of Digital Media at ESADE's MBA program in Barcelona, Spain.

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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.