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ASX Announcement  
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## LoopMe signs MSA

Adslot Ltd (ASX:ADS) is pleased to announce that it has executed an agreement with *LoopMe*, a global media agency that specialises in video and rich media for the fast growing mobile advertising sector. This agreement will enable the *LoopMe* to purchase media for clients globally via the *Adslot Media* marketplace.

Adslot's CEO, Ben Dixon said "This agreement with *LoopMe* highlights the significant opportunities for buyers to access mobile specific inventory from Adslot's large catalogue of premium publishers in markets around the world; all via a single platform. We look forward to the commencement of trading with *LoopMe* in the UK with extension to other markets anticipated to follow."

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For further enquiries, please contact:

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### About LoopMe

LoopMe was founded in 2012 with the mission of closing the loop on brand advertising. LoopMe specialises in mobile video and rich media, using a powerful combination of attribution, Artificial Intelligence and analytics to deliver outstanding campaign performance. LoopMe has offices in 11 cities across the USA, Europe and Asia. More details can be found at [www.loopme.com](http://www.loopme.com)

### 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.