



Adslot.

ADSLOT 2021 AGM CEO PRESENTATION.

BEN DIXON

Chief Executive Officer - Adslot

MISSION

To power the world's direct media trading with advanced technology that is efficient, safe, and transparent.

REVIEW: OUR BUSINESS UNITS AND REVENUE MODELS.

	Product Description	Primary Revenue Model
Adslot Media.	A global digital media marketplace, enabling media buyers and sellers to trade premium display advertising on a targeted, forward-guaranteed basis (direct buys).	Trading Fees
Symphony.	A global enterprise SaaS platform, providing digital media buying workflow solutions to the world's largest advertising agencies.	Licence Fees
<u>webfirm</u>	An Australian-based digital marketing services business, providing website design, hosting, search engine optimization (SEO), search engine marketing (SEM) and social media marketing services to SMBs.	Services Fees

2021 IN REVIEW STRATEGIC PRIORITIES.

1. Activating currently contracted agency groups to drive strong growth in Adslot Media trading activity
2. Securing additional activations of private marketplace instances of Adslot Media
3. Securing MSAs and activating additional agency holding companies
4. Deploying further markets for the integrated Symphony – Adslot Media platform
5. Pursue further market deployments for Symphony with existing agency clients
6. Maintain focus on cost base of the business

2021 IN REVIEW STRATEGIC PRIORITIES.



MSAs secured with two additional agency groups



Strong validation of partner marketplace strategy with activation of two previously contracted agency groups



Additional premium publishers added to the Adslot Media platform in markets around the world



Ongoing focus on cost management across the business



Strong growth in Adslot Media TTV in FY2021 vs FY2020



Launch of the Symphony - Adslot Media integrated offering in Australia



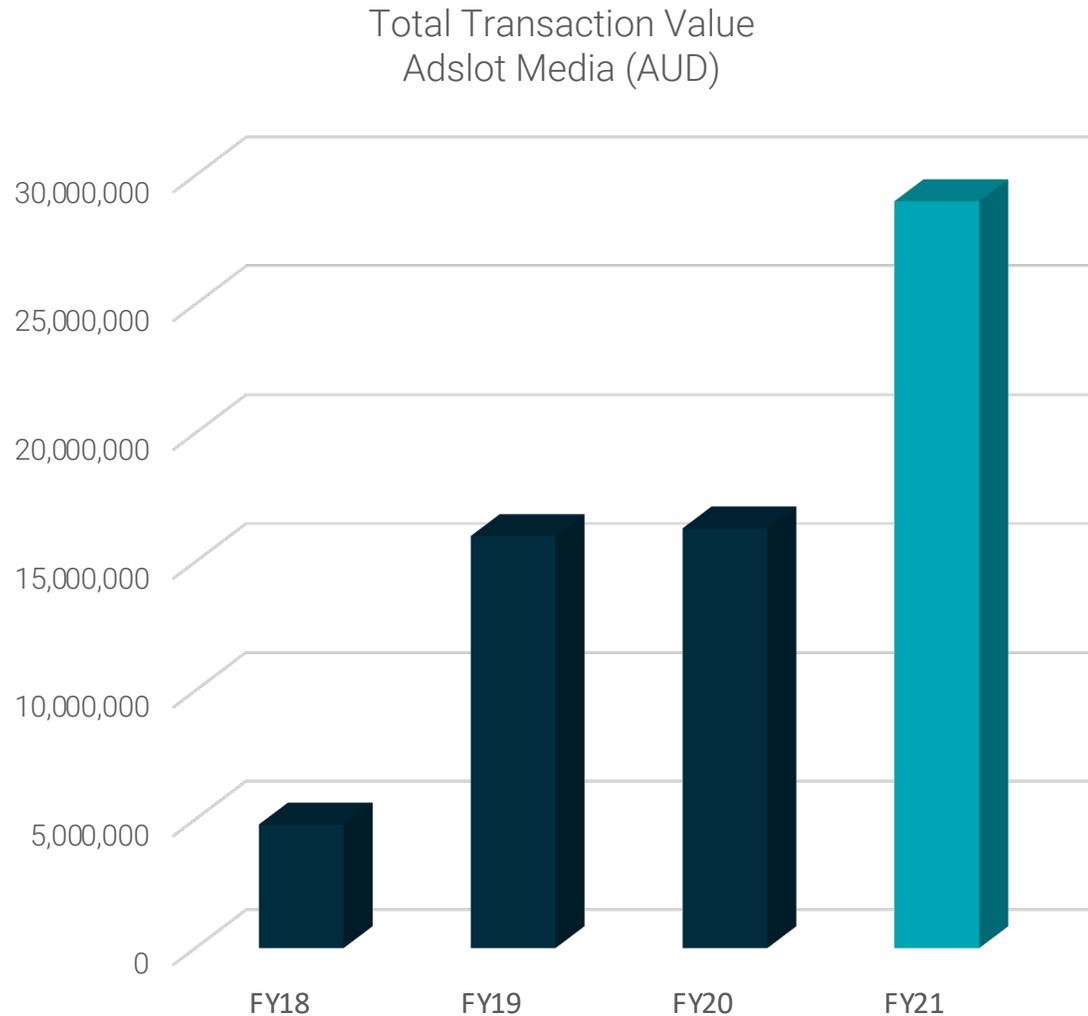
Renewal of the cornerstone Symphony agreement with GroupM

An overhead, top-down view of four people sitting around a large, dark wood-grain table. The people are engaged in a meeting. On the table, there are several items: a laptop with a blue screen, a smartphone, a pair of glasses, a teal folder, and two white coffee cups. One person is pointing at a smartphone held by another person. The background is a light-colored, possibly concrete, floor.

ADSLOT MEDIA.

2021 IN REVIEW

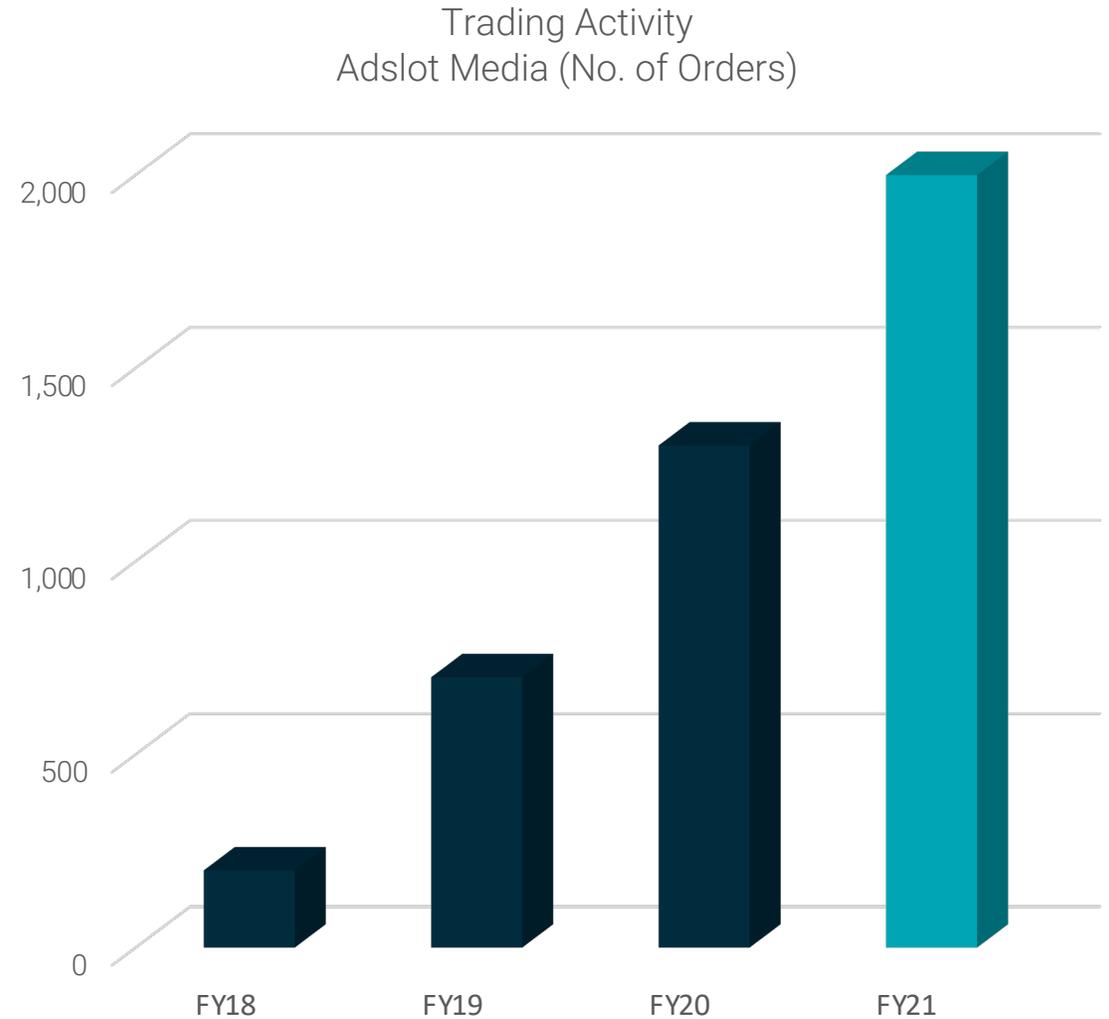
TOTAL TRANSACTION VALUE.



- Strong growth in the Total Transaction Value (TTV) on the *Adslot Media* platform in FY21 to \$28M
- September 2020, December 2020 and March 2021 quarters all represented consecutive record quarters
- Delays in activation of key partner marketplaces saw decline in TTV for June and September 2021 quarters
- TTV expected return to growth in December 2021 quarter and beyond

2021 IN REVIEW MEDIA TRADING ACTIVITY.

- Continued growth in the volume of media traded on the Adslot Media platform
- Growth in trading volumes across all markets in which the Company is active
- Recurring trading levels an indication of Adslot Media becoming a component of buying repertoire for activated agencies



**ADSLOT MEDIA
PRIMARY USE CASES.**

**Large agency
holding companies**

**Publisher-initiated
trades**

**Integrated
Symphony – Adslot
Media**

**Custom, partner
marketplaces on
Adslot Media**

ADSLOT MEDIA PARTNER MARKETPLACE STRATEGY VALIDATED.

Partner profiles

- Existing media sales organisations with a niche or targeted media marketplace; or
- Buyers (agencies) looking to establish their own proprietary marketplaces.

Partner marketplace benefits

- A custom marketplace with preferred trading partners;
- Define and manage commercial relationships with key publisher partners;
- Leverage data assets that they have constructed for clients; and,
- Differentiate agency value in increasingly commoditised industry.

PARTNER MARKETPLACES GROUPM PREMIUM SUPPLY.

In July 2021 the Company launched a partner marketplace as a component of GroupM's global Premium Supply Initiative.

- Initial active market is UK with opportunity to expand to additional markets
- 10+ premium publisher partners are now active in marketplace with additional partners to be onboarded in coming quarter
- Positive client experience and feedback to date
- Trading continues to build and scale with additional advertisers being activated in December quarter



PARTNER MARKETPLACES

KINESSO HEALTHCARE & WELLNESS.

During 2021 the Company has been developing a custom marketplace for Kinesso the innovation and data division of the Interpublic Group of Companies (IPG)

- Partner marketplace launched in November 2021
- Leading endemic health publishers Healthline and WebMD active within the partner marketplace
- Premium inventory curated against specific health conditions (ie Asthma or Women's health)
- Development underway to expand capability to include additional programmatic buying methods within the one platform
- Opportunity to expand to additional advertiser verticals following validation of healthcare & wellness

The screenshot displays the Kinesso marketplace interface for Health, Wellness & Lifestyle. The top navigation bar includes 'Marketplace', 'Audience', 'Campaigns', 'Reporting', and 'Finance'. The main header features the text 'Health, Wellness & Lifestyle.' and 'Carefully curated publishers, sites and ad products for the Kinesso Marketplace.' Below this, there are filters for 'Discovery', 'Favourites', 'Publishers', 'Sites & Collections', and 'Categories'. A 'Featured Topics' sidebar is highlighted with a red box, listing various health conditions with checkboxes: Allergies, Breast Cancer, COVID, Cold & Flu, Depression, Diabetes, HIV/AIDS, Heart Health, Hepatitis C, Men's Health, and Women's Health. The main content area shows 'Sites & Collections' with cards for WebMD, Healthline, Well+Good, Leaf Group, and Livestrong.

PARTNER MARKETPLACE STRATEGY VALIDATED.

Aligned with macro industry trends and interests of buyers

- ✓ A flight to quality where media buyers are seeking to trade with an increasingly finite set of premium publishers
- ✓ A need to leverage proprietary data assets as the 3rd party cookie declines in use
- ✓ A desire for agency to “value add” to their clients to differentiate their offering

The Company expects that current and emerging partner marketplaces will be the primary driver of trading growth on the Adslot Media platform in the coming quarters and years.

AGENCY HOLDING COMPANIES.

Continuing focus on the securing of Master Service Agreements (MSAs) positions with the eight largest global media agency holding companies to enable trading on the wider *Adslot Media* marketplace and form the basis of potential partner marketplace activations.

THE BIG SIX



EMERGING



 Contracted with Adslot

INTEGRATED SYMPHONY – ADSLOT MEDIA OFFERING.

Integrated Symphony and Adslot Media solution launched in the Australian market in November 2021

- Second market to be launched following Austria
- Now available to all *Symphony* users in the Australian market
- Phase 1 active with initial 6 publisher partners
- Additional currently contracted publishers to be activated in January 2022

The integrated offering can now be extended to any active GroupM *Symphony* market without need for local commercial agreements.

STRONG PUBLISHER COVERAGE IN KEY MARKETS.

	CONDÉ NAST			Bloomberg	BUSINESS INSIDER		
		HEARST					
	GANNETT				The Washington Post		
				VOGUE			
							

*partial list

Signed in
2021

- The Adslot Marketplace continues to attract Tier 1 publishers in the US, UK and Australia
- Additional premium publishers added in 2021

A group of diverse young women are gathered around a table, focused on their work. One woman in the foreground is writing in a notebook. Another woman with glasses is looking at a document. The scene is brightly lit, suggesting an indoor setting with a window in the background. The word "SYMPHONY." is overlaid in large, bold, white capital letters across the center of the image.

SYMPHONY.

SYMPHONY 2021 RENEWAL OF GROUPEM AGREEMENT.



In August 2021 the Company announced an agreement to renew its cornerstone *Symphony* agreement with GroupM, the world's largest media buying organization.

- Term extended by at least 3 years to July 2024
- Confirmed removal of temporary cost reductions related to the COVID-19 pandemic
- Terms for *Symphony* – Adslot Media integrated solution have been extended to all active *Symphony* markets , thereby removing the need for local contracting.

A scenic landscape at sunrise or sunset. A large, leafy tree stands in the center, with the sun shining through its branches, creating a bright starburst effect. A gravel path leads from the foreground towards the tree. The foreground is filled with tall grasses, some yellow and some green. In the background, there are rolling hills under a clear blue sky.

2022 THE YEAR AHEAD.

OUR STRATEGIC PRIORITIES FOR 2022.

1. Scale trading on Partner Marketplaces activated in 2021.
2. Extend currently activated Partner Marketplaces to new verticals and geographies.
3. Securing additional activations of Partner Marketplaces for *Adslot Media*.
4. Secure MSAs with remaining agency holding companies.
5. Deploy further markets for the integrated *Symphony / Adslot Media* offering.
6. Activate additional markets for Symphony with existing and new agency clients.

THANK YOU.

