

Financial Year 2022 Results

29 August 2022

Adslot Limited (ASX: ADS)

Adslot.

Our Business Units & 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

Financial Highlights

FY 2022 SAW IMPROVEMENT IN KEY FINANCIAL METRICS ACROSS THE COMPANY

- ✓ Total Trading Technology revenue up 13% on PCP*
- ✓ Licence Fee revenue up 17% on PCP
- ✓ Trading Fee revenue down 4% on PCP
- ✓ Continued reductions in operating costs
- ✓ Improved EBITDA and NPAT performance





Commercial Highlights

CONTINUED PROGRESS WAS MADE ON KEY COMMERCIAL OBJECTIVES IN 2022

- ✓ Strong validation of Partner Marketplace strategy with agencies and publishers in key markets
- ✓ Pre-activation activities for IPG / Kinesso (US) and GroupM (UK) Partner Marketplaces completed with trading for both commencing in July 2022
- ✓ Recurring trading from previously activated clients generated more than \$25M in Total Transaction Value (TTV)** on the *Adslot Media* platform, despite delays in expected trading commencement from contracted agencies
- ✓ Successful launch of integrated *Symphony – Adslot Media* solution in the Australian market
- ✓ Growth in spend from deployed *Symphony* markets saw strong increases in market tiers and associated licence fee revenues
- ✓ New MSAs signed with emerging agency groups and activation discussions progressed for commencement in FY2023
- ✓ New publishers added to marketplace in critical industry verticals

Investor Webinar

THE COMPANY WILL CONDUCT AN INVESTOR WEBINAR AT 11AM (AEST) ON TUESDAY 30 AUGUST 2022

This webinar, and associated presentation, will include the following topics:

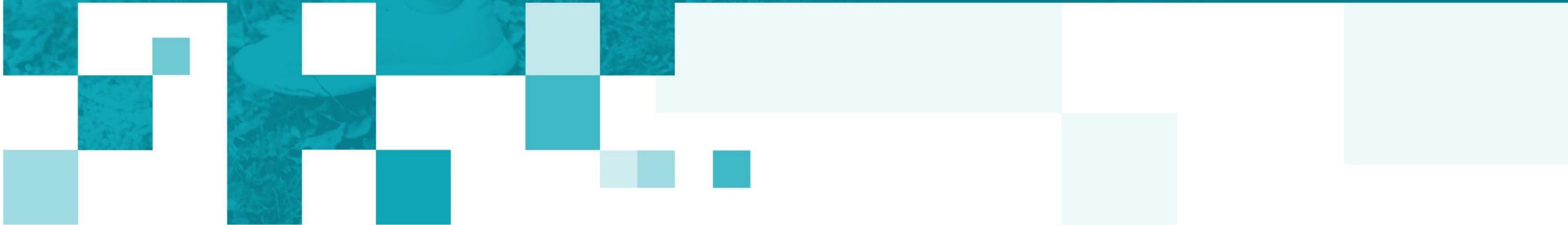
- ✓ Review of FY22 financial performance
- ✓ Recently implemented cost management strategies
- ✓ Update on key commercial projects
- ✓ Developments in TTV associated revenue models
- ✓ Update on strategic review process

Investors may register for this event at the link released to ASX on Friday 19 August 2022

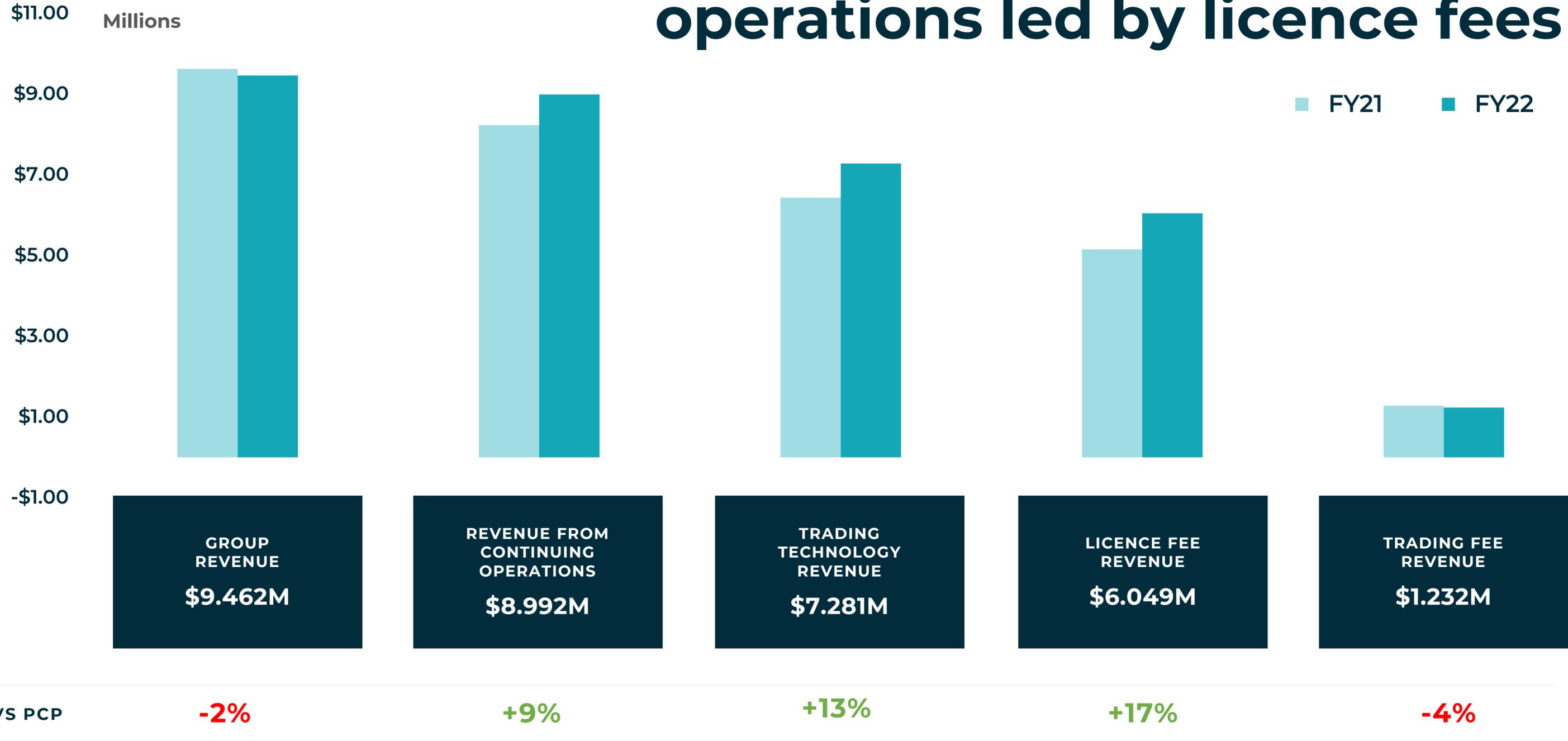




FINANCIAL PERFORMANCE

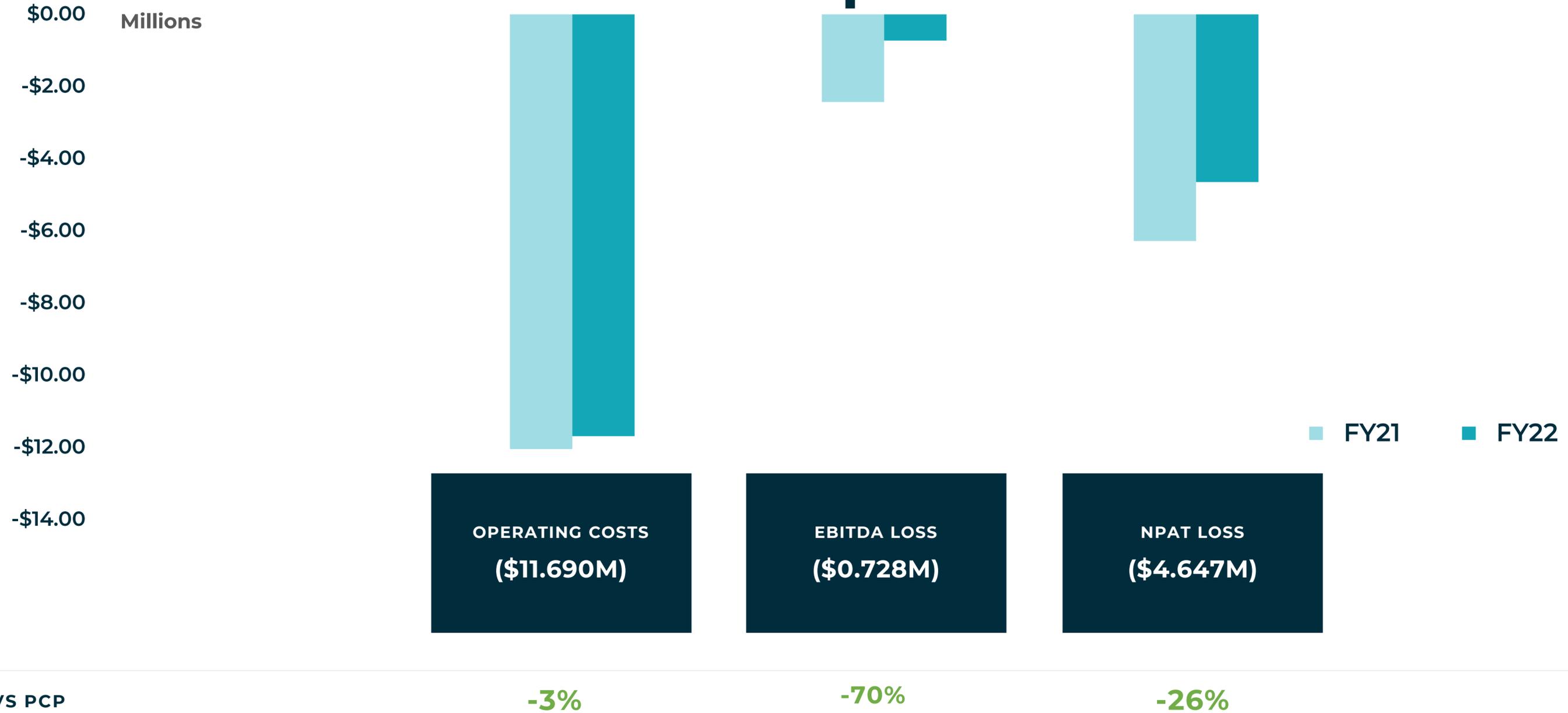


Growth in revenue from continuing operations led by licence fees



- For the current period, Group Revenue includes Revenue from Continuing Operations (\$8.992M) and Grant Income (\$0.469M).
- The reduction in Group Revenue is due to reduction in Covid-related Grant Income compared to PCP. PCP Grant Income was \$1.389M resulting in a reduction of \$0.920M.

FY22 Reduced Operating Costs, and Improved EBITDA and NPAT

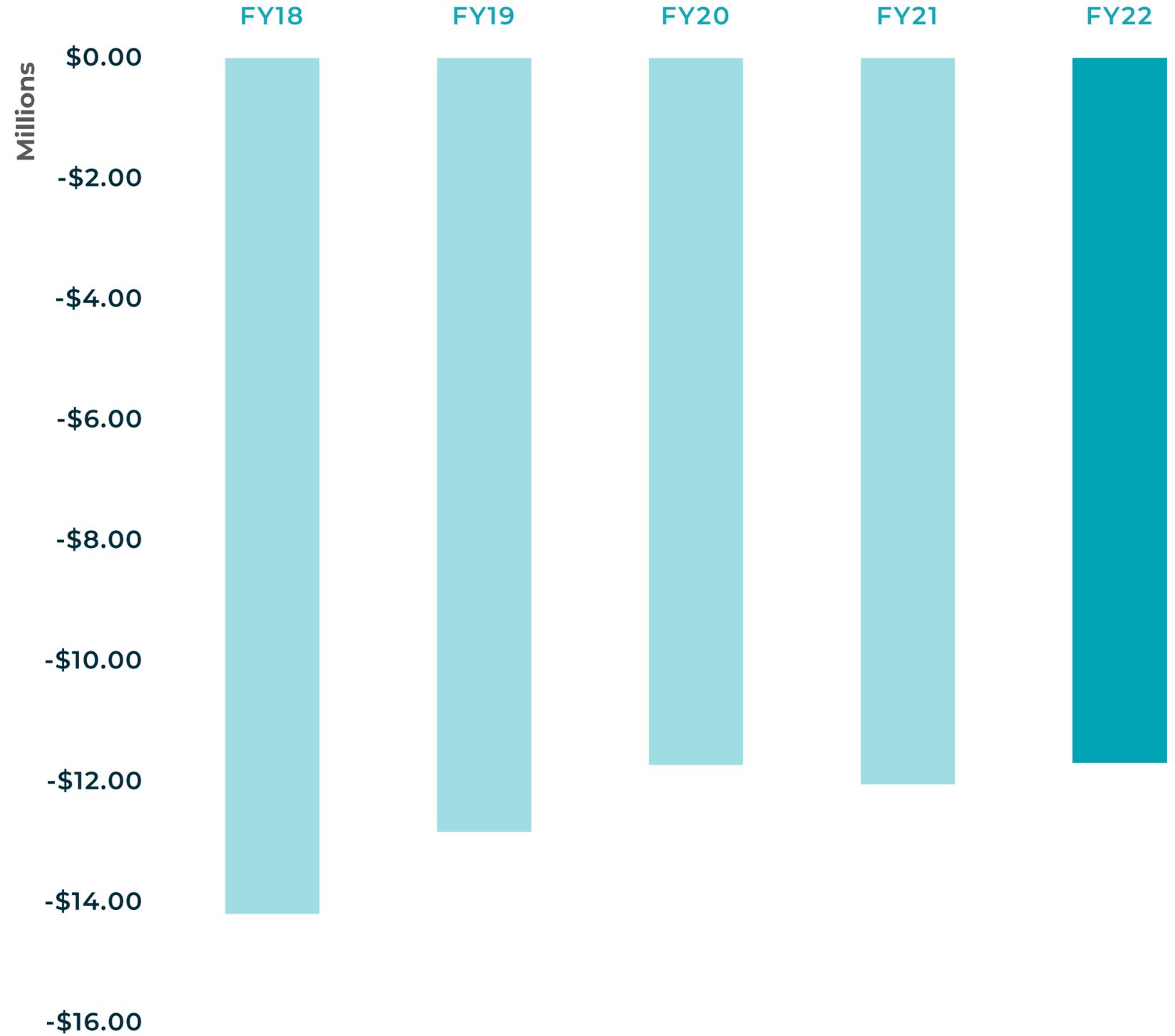


Continued focus on Operating Costs

- Total Operating costs of \$11.690M for the year were 3% lower on prior corresponding period (PCP)
- Operating Costs are Total Expenses excluding Interest, Depreciation and Amortisation, once off R&D provision reversal and Taxes

**-3%
vs PCP**

**OPERATING COST
\$11.690M**





Strong Improvement in FY22 EBITDA

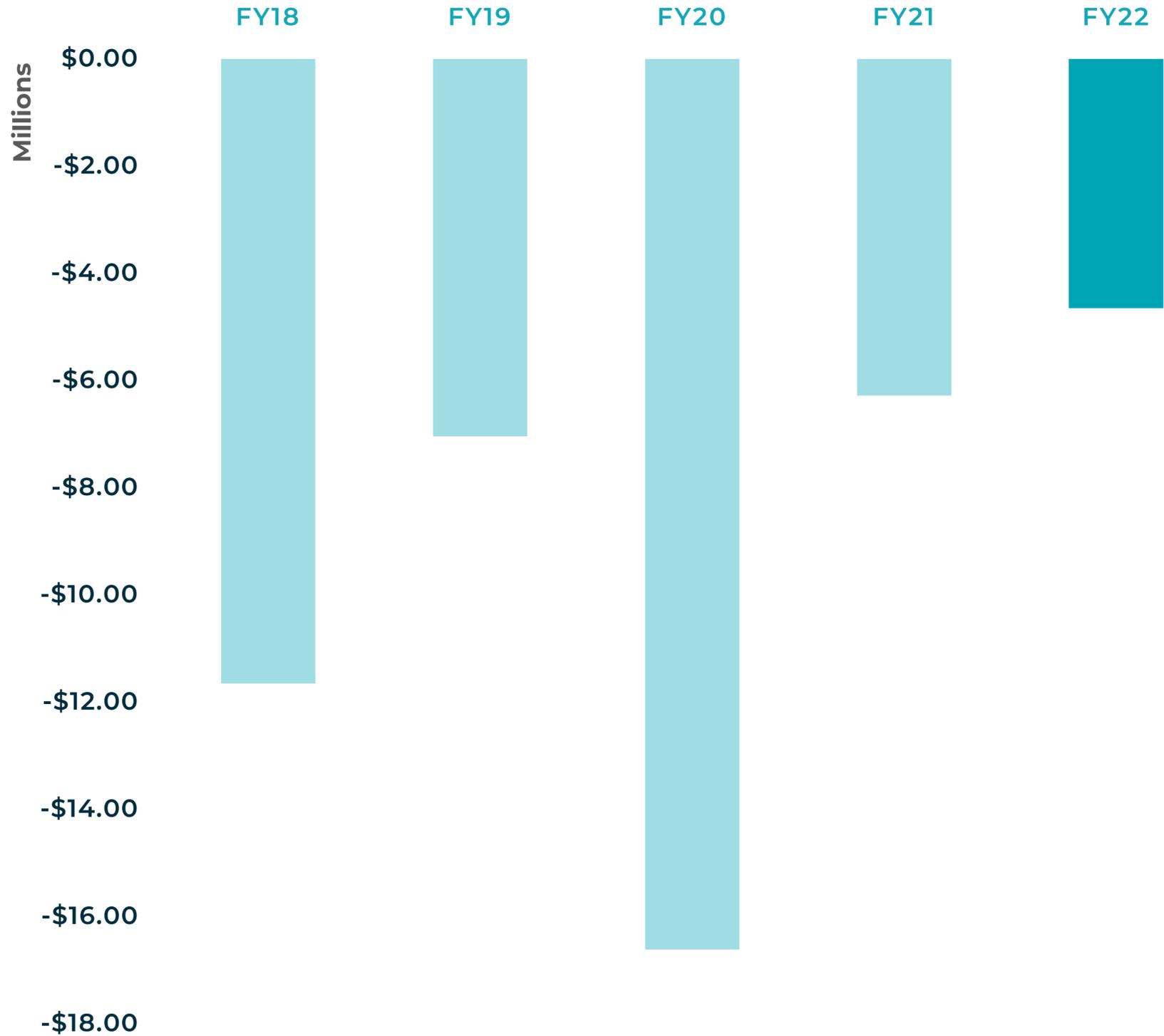
— FY22 EBITDA Loss of \$0.728M was a 70% improvement on PCP

-70%
vs PCP

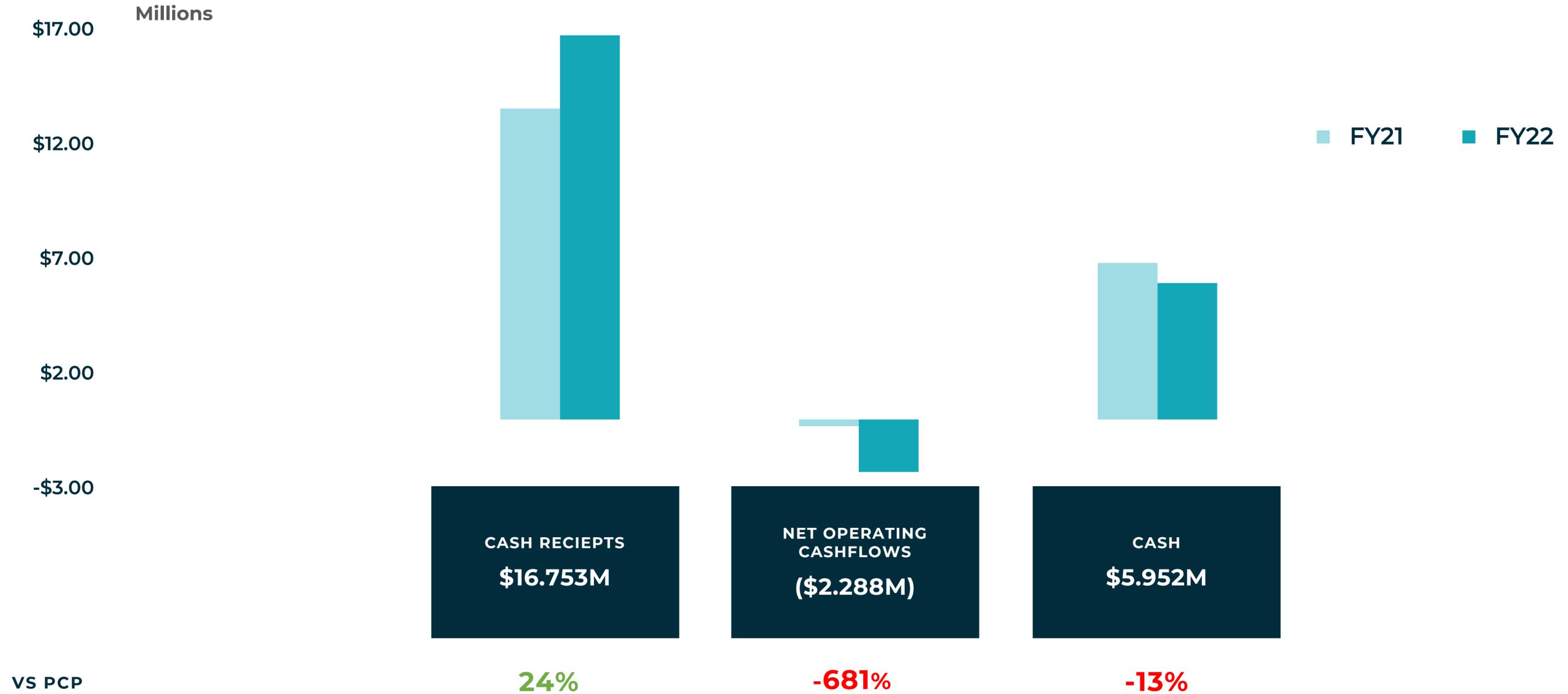
EBITDA LOSS
(\$0.728M)

... and improved NPAT

— FY22 NPAT Loss of \$4.647M was a 26% improvement PCP



Improved Cash Receipts offset by reduced COVID-related stimulus



Lower net cash operating inflows due to higher government COVID assistance received in PCP and timing of *Adslot Media* publisher payments during the period.



APPENDIX: REVENUE SEGMENTS

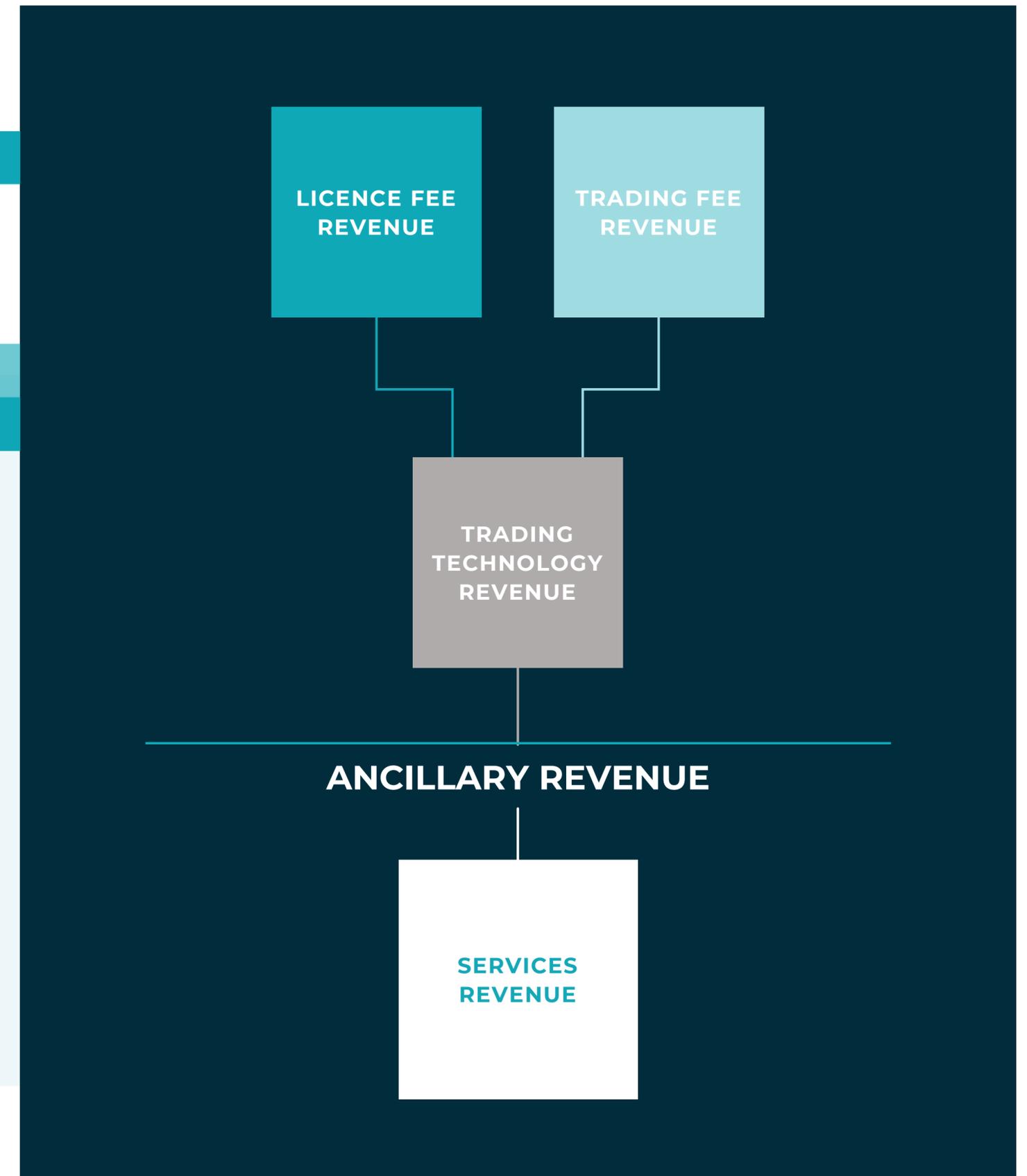


Revenue Segments

THREE MAIN REVENUE SOURCES:

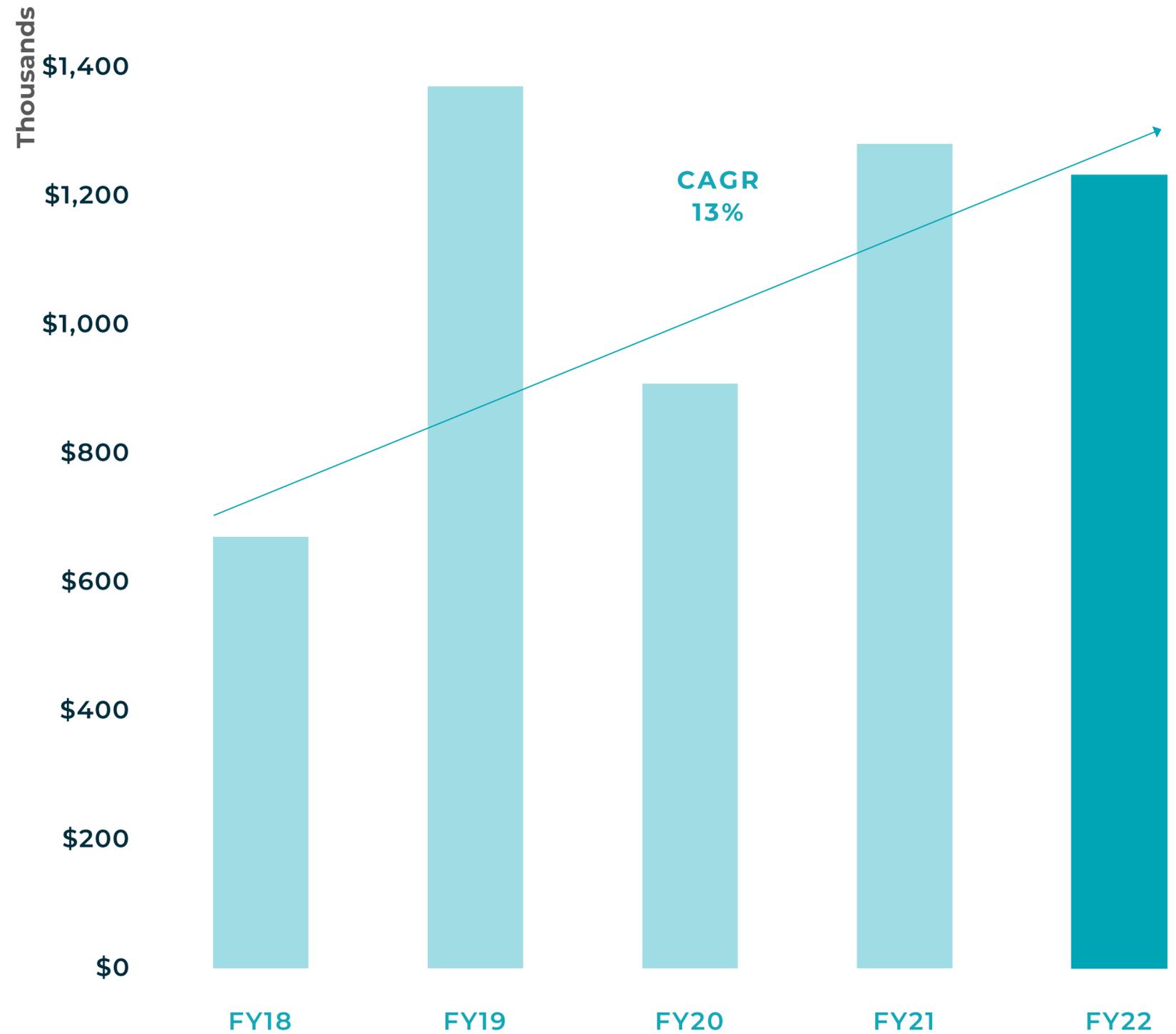
1. **Licence Fees** generated primarily from *Symphony* but also from *Adslot Media*;
2. **Trading Fees** generated primarily from *Adslot Media* but also from *Symphony*; and,
3. **Services** provided to *Symphony* and *Adslot Media* customers as well as services provided to SME customers by the company's *Webfirm* division.

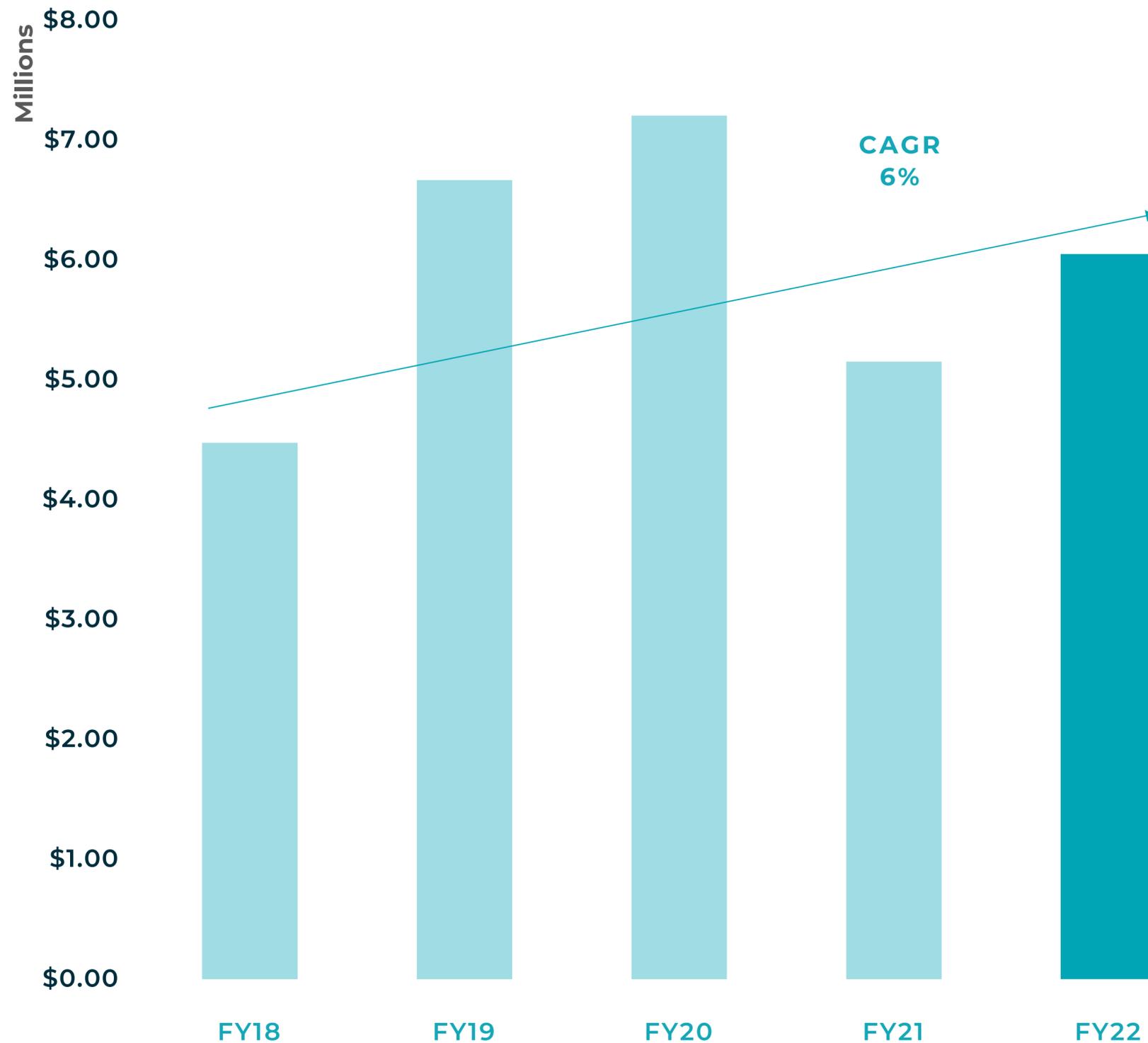
Licence Fees and Trading Fees combine to form Trading Technology Revenue. This is the strategic revenue that the business is focussed on.



Trading Fee Revenue Growth

- Trading Fees reduced 4% on prior corresponding period (PCP)





Return to growth in Licence Fee Revenues

- Licence Fees grew 17% on prior corresponding period (PCP)
- Growth in licence fees driven by growth in spend from active Symphony markets and associated higher market tiers
- Licence fee decline from FY20 to FY21 due to COVID-related renegotiation of GroupM agreement and reduction in non-market related fees

+17%
vs PCP

LICENCE FEES
\$6.049M

Trading Technology Revenue Growth

- Trading Technology revenue grew 13% on prior corresponding period (PCP)
- Trading Technology revenue represents the combination of Trading Fees and Licence Fees



Disclaimer

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Definitions

*Prior Corresponding Period (PCP) growth rates rates referenced are calculated against the prior 12 months, being 12 months to 30 June 2021

**Total Transaction Value represents the net value of media traded on the *Adslot Media* platform, including new bookings and any adjustments or cancellations made to previous bookings for a nominated period

Thank you

Questions?

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[Adslot.com](https://adslot.com)

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