

Adslot.

# Investor Webinar August 2022



# INVESTOR WEBINAR SERIES

Today's session is the first of 3 upcoming webinars;

**Webinar 1:** Business Update (Today)

**Webinar 2:** Industry Dynamics and Adslot's role in shaping it (September)

**Webinar 3:** Product strategy and use cases incl product demonstration (October)

# AGENDA

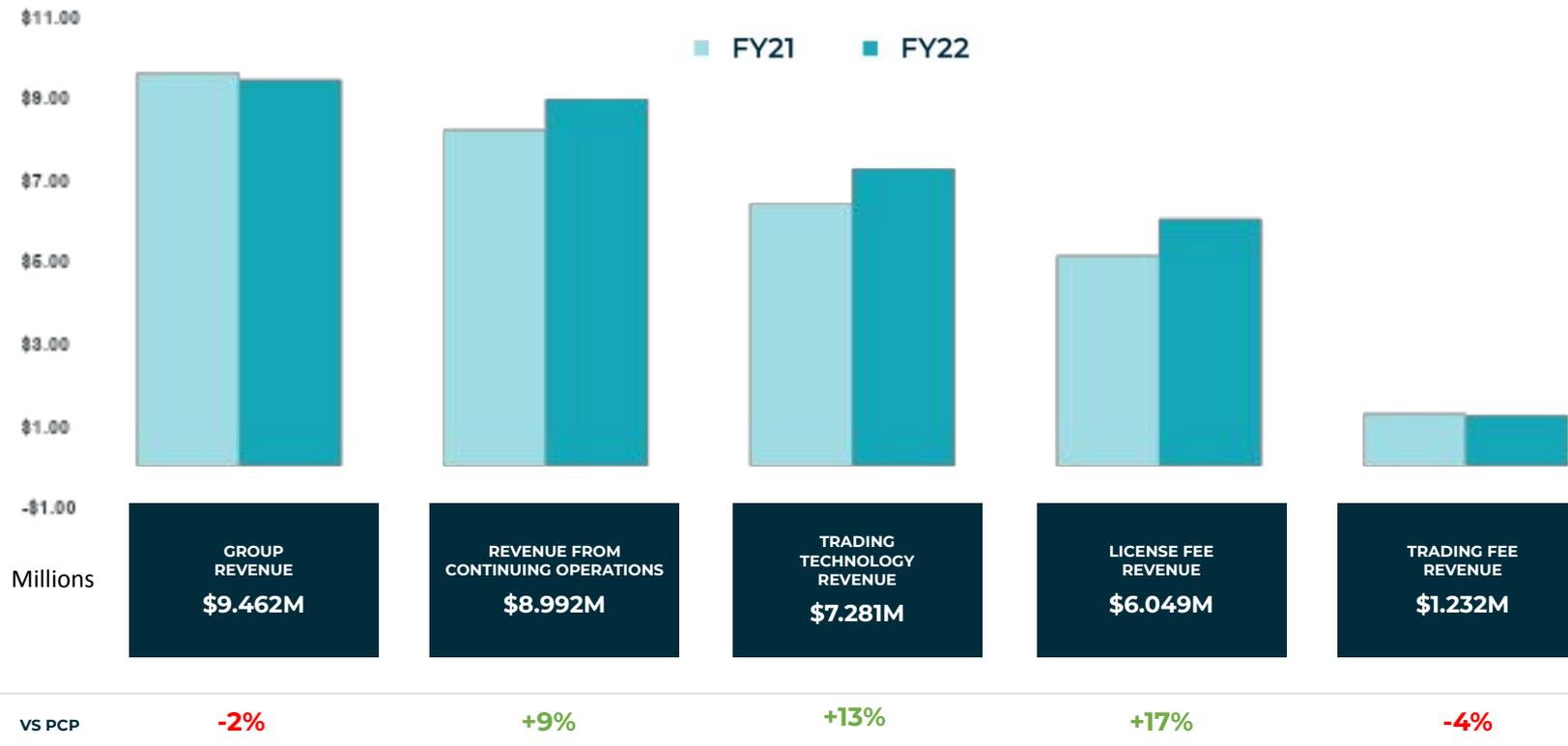
1. FY22 Results
2. Cash Management and Cost Reduction Strategy
3. Key Commercial Opportunities Update
4. Strategic Review Update
5. TTV Monetisation Developments
6. Q&A



# Financial Summary

- FY22 Results Overview
- Cash Management Strategy

# FY22 Results: Revenue Performance



- 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 Results: Improved EBITDA and NPAT



# Cash Management & Cost Reductions



**The Company is seeking to maximise cash runway via targeted cost reductions**

- Non- headcount reductions including consultants, 3rd party technology vendors and travel
- Headcount reductions included roles across product, development and sales
- Reductions targeted to ensure no negative impact to key commercial projects
- Cost reductions actioned between June and August 2022 with full impact from December 2022 quarter

**Total annualised cost reductions of \$1.53M have been implemented over the past 3 months**



## Key Commercial Projects

- IPG / Kinesso Health & Wellness (US)
- GroupM (UK)

# IPG / KINESSO H&W MARKETPLACE STATUS

The screenshot displays the Kinesso marketplace interface for Health, Wellness & Lifestyle. The top navigation bar includes 'Marketplace', 'Audiences', 'Campaigns', 'Reporting', and 'Finance'. The main header features the Kinesso logo and a search bar with 'US' and 'Shortlist (1)' options. A large banner image illustrates various health and lifestyle activities: a doctor, people meditating, a person on a stationary bike, and a couple walking. Below the banner, there are filter buttons for 'High Impact', 'Display', 'Mobile', 'Connected TV', and 'Video'. A left sidebar contains navigation options like 'Discovery', 'Favourites', 'Publishers', 'Sites & Collections', 'Categories', and 'Featured Topics'. The 'Featured Topics' section lists various health conditions with checkboxes. The main content area shows a grid of site cards for WebMD, Future, NY Mag, Leaf Group, and Livestrong, each with a logo, site name, and a brief description.

**Health, Wellness & Lifestyle.**  
Carefully curated publishers, sites and ad products for the **Kinesso** Marketplace.

Discovery

Favourites

Publishers

Sites & Collections

Categories

Featured Topics

- Allergies
- Breast Cancer
- COVID
- Cold & Flu
- Depression
- Diabetes
- HIV/AIDS
- Heart Health
- Hepatitis C
- Men's Health
- Women's Health

High Impact

Display

Mobile

Connected TV

Video

Sites & Collections [View All](#)

**WebMD**  
webmd.com  
WebMD is the #1 health media company, trusted by more consumers than any other health site in the U.S. Millions...

**FUTURE**  
futureplc.com  
We are Future plc, a global multiplatform media company. Every day, we connect over 120 million people worldwide...

**NY Mag**  
nymag.com  
<https://nymag.com>

**leaf GROUP**  
leafgroup.com  
Leaf Group Ltd. is a diversified consumer internet company that builds enduring, creator-driven brands that reach...

**LIV**  
livestrong.com  
LIVESTRONG.COM a healthier life

# IPG / KINESSO H&W MARKETPLACE STATUS



- Customised marketplace with inventory curation features specifically designed for the Health & Wellness sector
- Global Health & Wellness is a \$4.5 trillion industry<sup>1</sup>
- IPG have a significant H&W practice with clients including J&J, AstraZeneca and CVS
- Client funded development completed to enable trading of certain programmatic inventory (Deal ID) in conjunction with publisher-direct
- First trade conducted in July
- Onboarding underway with 7 largest account teams for H&W
- Client anticipates marketplace becoming core component of H&W trading
- Expected to be key driver of TTV in FY23

1. [Global Wellness Institute](#)

*“ The Kinesso Health and Wellness Marketplace provides IPG with a new, audience-first strategic innovation. Through our partnership with Adslot we have created a unique, first-of-its-kind capability that brings our clients preferred access to curated supply.*

*The guaranteed nature of each buy, offers our clients the investment certainty needed against their most important audiences and supply positions. It is also proven to be cost effective and operationally efficient.*

*After considerable effort to deliver this marketplace, we are excited to have commenced trading. We anticipate this becoming a core component of our offering to health clients. As well, we expect to roll this out to other client and supply verticals. ”*

**Teri Gallo**

**Global GM, Kinesso Marketplace, August 2022**

# GroupM UK Marketplace Status



- Customised marketplace launched as a component of GroupM's global premium supply initiative
- This marketplace enables GroupM, the largest media buying agency across EMEA, to curate premium inventory for their clients to buy in an efficient and guaranteed manner
- Pilot conducted in UK in December quarter 2021
- Long-term agreement signed in March 2022 on improved terms to pilot phase
- Agreement covers UK and is extensible to additional EMEA markets on same terms
- 16 key publisher partners of GroupM contracted or activated in June 2022 quarter
- Trading recommenced in July 2022
- Trading activity expected to grow over September and December 2022 quarters

# GroupM UK Marketplace Status

Mail  
METRO  
MEDIA

  
REUTERS®  
THE SOURCE

IMMEDIATE  
MEDIA<sup>CO</sup>

 ESIMEDIA

auto**via**

TimeOut

HELLO!

CITY A.M.

  
netmums

┌ FUTURE ┐  
└ FUTURE ┘

HEARST

The Telegraph

News UK

  
ALJAZEERA

The  
Guardian

Reach

*" We are pleased to have re-commenced trading on the expanded Premium Direct Marketplace in the United Kingdom. This marketplace, which we have developed with Adslot, will provide our clients with direct and advantaged access to the highest quality publisher inventory curated specifically for GroupM. "*

**Dave Sandham**

**Engagement and Operations Director GroupM , August 2022**

# Strategic Review Update

- Background to Strategic Review
- Strategic Review: Current Process



# Background to the Strategic Review

Following receipt of unsolicited inbound interest, the Company announced the commencement of a strategic review in February 2022. In April 2022, Adslot announced the appointment of New York-based boutique advisory firm, East Wind Advisors, to assist in its review. The Company confirmed the following key insights that it derived from the Strategic Review:

- The Board continued to believe that the Company's current market capitalisation does not reflect the intrinsic value of the Company, either as a whole or as a sum of its parts;
- The Company's core assets of *Symphony* and *Adslot Media* are both well positioned, occupying positions of strategic value as the advertising industry undergoes significant change; and
- Multiple opportunities may exist to unlock greater shareholder value via strategic investment, sale of certain assets or a potential sale or merger of the Company as a whole.

# Strategic Partnership Process

Following the results of the Strategic Review, the Company has initiated a wider process to secure strategic partnership for the business:

- Managed with advisory firm, East Wind Advisors;
- Strategic partnership options include investment, partnership or divestment of some assets or merger or sale of of the company;
- Proactive outreach has been conducted with a range of advertising and technology industry participants, reflecting the broad relevance and interest in the Company's products;
- Discussions are ongoing with multiple interested parties at various stages of due diligence. The Company will update shareholders on any material developments in line with ASX guidelines.

Note: there is no certainty that the strategic review will lead to any particular outcome or transaction,



# TTV Monetisation

- Emerging TTV models
- Future reporting

# TTV Monetisation

We are seeing the emergence of two distinct models for monetising trading on the *Adslot Media* platform

## ■ **MODEL 1: TTV that generates % fees**

- % fee generated from the sell (ie publisher) or buy (agency) side
- Traditional model and has represented vast majority of trading to date
- Model will continue to be used for majority of trading for key opportunities
- Fees generally range from 5% - 15% but can operate at sub 5% for certain use cases such as integrated trading between Symphony and Adslot Media

# TTV Monetisation

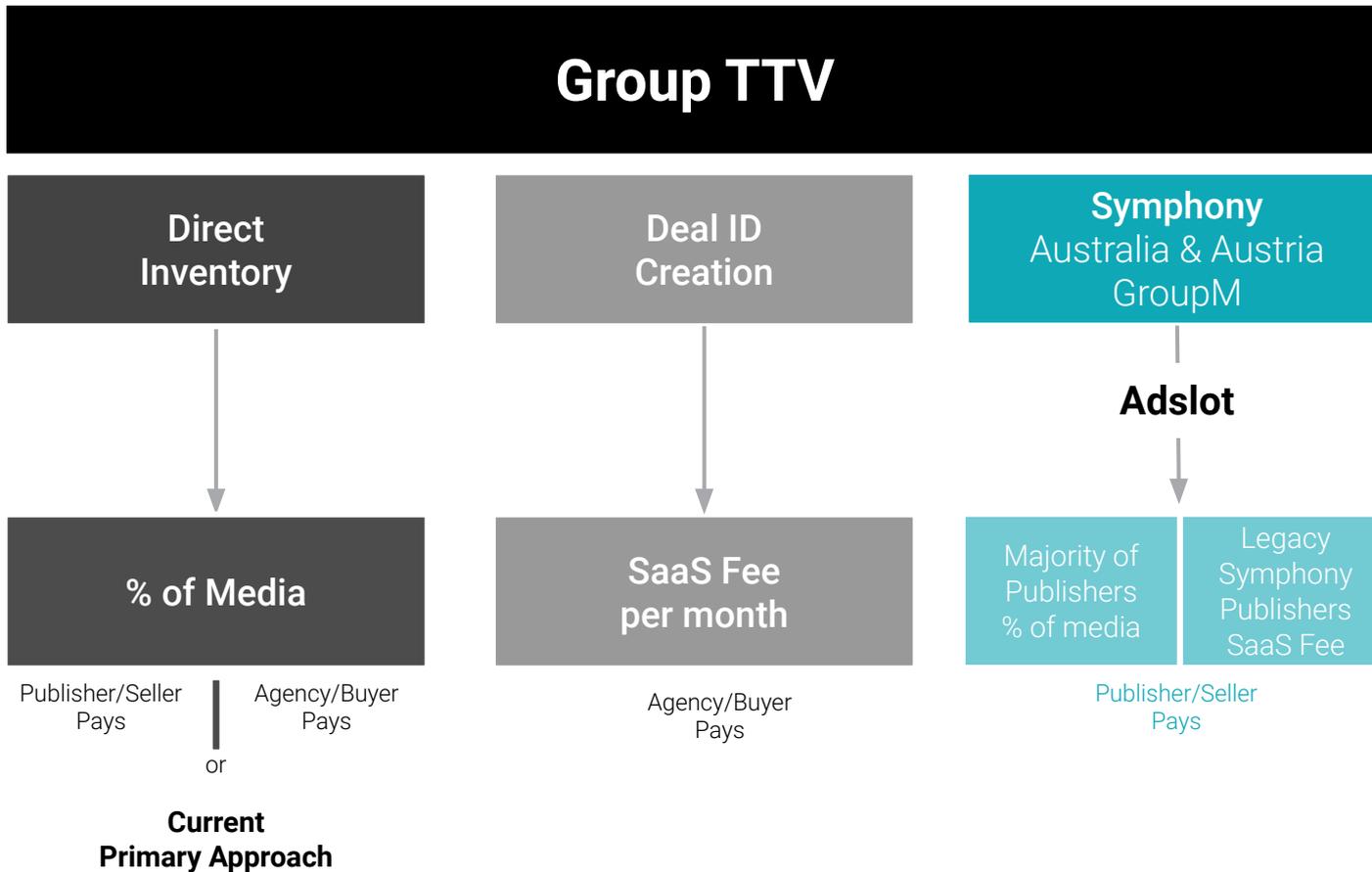
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## ■ MODEL 2: TTV that generates SaaS fees

- Fixed fee generated from either the buy or sell side
- Now emerging as a commercial model for certain use cases
- Lower monthly SaaS fees generated for integrated Symphony - Adslot Media trading in markets like Australia with legacy Symphony publisher pricing
- Higher SaaS fees potentially generated from agency use of new trading features such as DealID - note % fees remain for traditional trading conducted concurrently

Going forward the company will report on Group TTV and provide breakdowns by Percentage and Fixed Fee (SaaS) TTV segments

# TTV Monetisation Models



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**Q&A**

