



Adslot.

INVESTOR WEBINAR.

Adslot Limited (ASX: ADS)

October 2022

AGENDA.

1. September quarter TTV
2. Key client activation
3. German market launch
4. Cash flow
5. Corporate development
6. Q&A



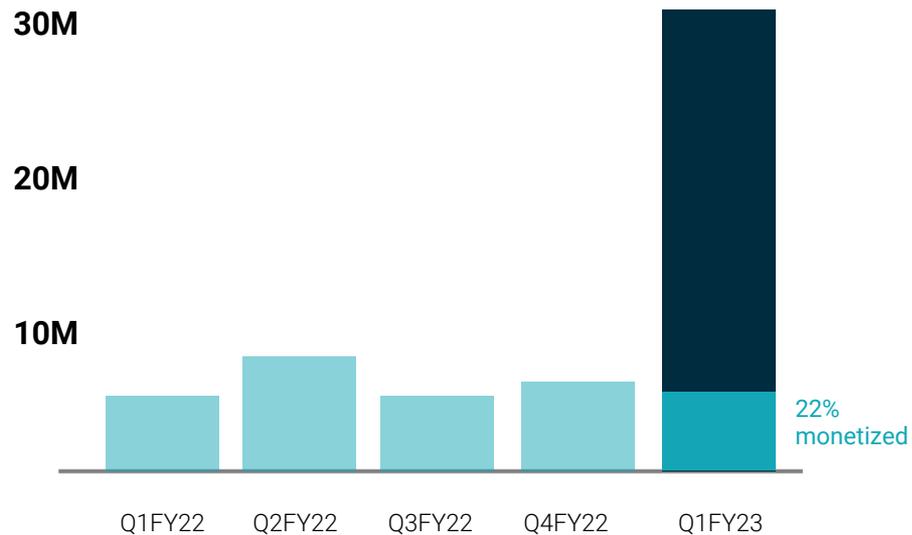
SEPTEMBER QUARTER TTV.

SEPTEMBER QUARTER TTV.



Total Transaction Value

All Trades
Adslot Media (AUD)

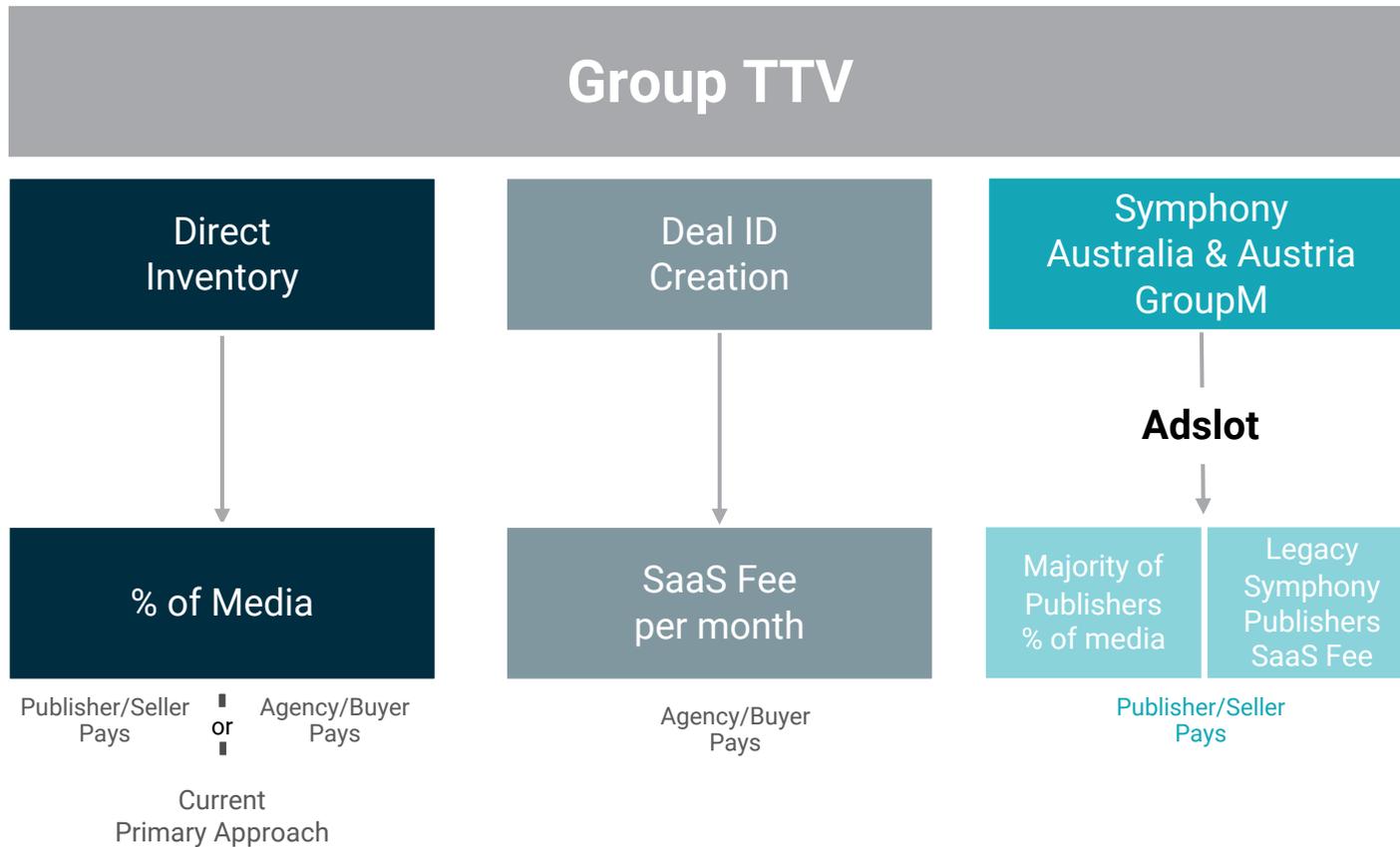


WHY IS SOME TTV NOT YET MONETISED?

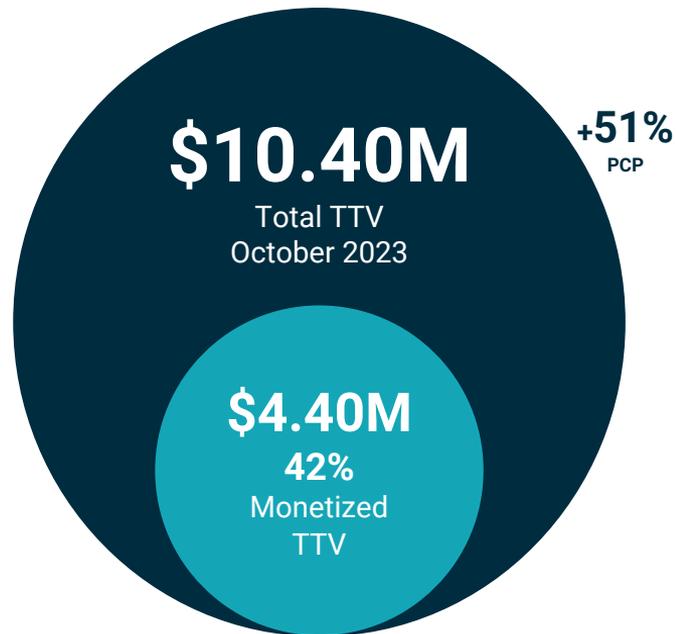
1. The vast majority of Adslot Media TTV is currently monetised with fees to the publishers (i.e. sell side).
2. Key decisions in platform adoption for media buying is primarily made by agencies (i.e. buy side).
3. To ensure ease and speed of adoption by agencies, in some cases we will enable access to publishers for who we do not yet have commercial terms in place;
 - In particular for instances of emerging markets and ongoing deployments of integrated Symphony - Adslot Media
 - All TTV for key commercial deployments in US and UK markets is currently monetised

We intended to transition all un-monetised publishers and TTV to either SaaS fees or % fees over the coming quarters. This is unlikely to be retrospective.

TTV MONETISATION MODELS.



OCTOBER TTV & DECEMBER QUARTER PIPELINE.



The Company expects to see strong growth in trading on the Adslot Media platform driven by:

- Growth in integrated Symphony – Adslot Media trading in Australia from known agencies and publishers;
- Activation of additional key advertisers and brands on the IPG / Kinesso Health & Wellness marketplace in the US;
- Pre-Christmas trading from known advertisers in the UK via the GroupM marketplace;
- Further trading via IPG / Orion in the US market; and
- Continued growth in trading from the German market as additional publishers are activated.

KEY COMMERCIAL PROJECTS.



UNITED STATES



UNITED KINGDOM



German Market

IPG / KINESSO H&W MARKETPLACE STATUS.

The screenshot displays the Kinesso marketplace interface for Health, Wellness & Lifestyle. At the top, the Kinesso logo is on the left, and navigation tabs for Marketplace, Audiences, Campaigns, Reporting, and Finance are on the right. A search bar and a 'Shortlist (1)' button are also present. The main banner features an illustration of a doctor, a person meditating, a person on a stationary bike, and a couple walking, with the text 'Health, Wellness & Lifestyle. Carefully curated publishers, sites and ad products for the Kinesso Marketplace.'

Below the banner, there are filter buttons for 'High Impact', 'Display', 'Mobile', 'Connected TV', and 'Video'. A left sidebar contains navigation options: Discovery, Favourites, Publishers, Sites & Collections, Categories, and Featured Topics. The 'Featured Topics' section lists various health-related categories with checkboxes.

The 'Sites & Collections' section displays a grid of featured sites:

- WebMD**: webmd.com. Description: WebMD is the #1 health media company. Trusted by more consumers than any other health site in the U.S. Millions...
- Future**: futureplc.com. Description: We are Future plc, a global multi-platform media company. Every day, we connect over 120 million people worldwide...
- NY Mag**: ny-mag.com. Description: https://ny-mag.com
- Leaf Group**: leafgroup.com. Description: Leaf Group Ltd. is a diversified consumer internet company that builds enduring, creator-driven brands that reach...
- LIV**: livestrong.com. Description: LIVESTRONG.COM a healthier life

IPG / KINNESSO H&W MARKETPLACE STATUS.



- Customised marketplace with inventory curation features specifically designed for the Health & Wellness sector
- Adoption of platform seen as key strategic initiative by agency leadership team
- 9 trading teams and approximately 54 people have been trained on Adslot
- Partnering with the key leaders within the AOR/direct & Matterkind/programmatic teams to create educational materials & to assist with awareness, adoption, and training
- Collaborating with Acxiom, IPG's internal data division, to refresh their data hierarchy for use by trading teams in anticipation of managing significant media programs in calendar 2023
- Ongoing discussions with senior IPG leadership in the EU to discuss expansion to that market

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
- Long-term agreement signed in March 2022 on improved terms to pilot phase
- Trading recommenced in July 2022
- Dedicated internal GroupM project lead responsible for onboarding agencies and account teams
- Repeat trading from leading advertisers Tesco and Dobbies
- Planning underway for substantial pre-Christmas campaign activity
- Significant growth in additional advertisers and trading activity expected from January 2023

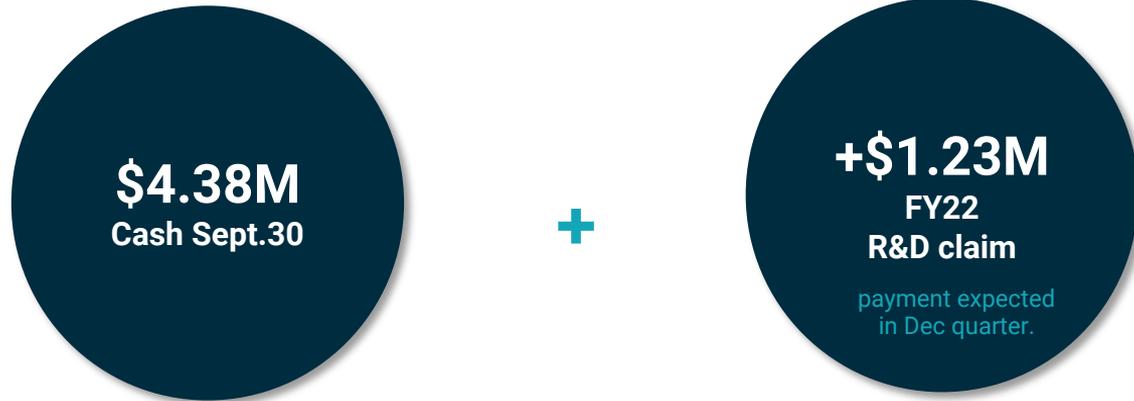
GERMAN MARKET ACTIVATION.

- German market research and preparation has been underway throughout 2022 with local partner Polarisfactor
- German market is well suited to adoption of Adslot Media
- Low adoption programmatic trading compared to other mature markets
- Consolidated publisher market
- Historic use of centralised selling through “sales houses”
- Discussions have been underway with most large agency groups and select large publishers
- In September 2022 initial trading occurred between agencies of the Interpublic Group (IPG) and 3 leading German publishers
- Repeat trading occurred over the month and feedback from both agencies and publishers has been highly encouraging
- Given Germany’s status as a top 2 media market in Europe, TTV is expected to grow substantially as additional supply ids added.



CORPORATE UPDATE.

SEPTEMBER QUARTER CASH FLOW.



- Cash receipts from customers up 9% vs PCP to \$3.92M
- Net cash outflows from operating activities improved by \$1.1M to \$0.78M
- Salary costs reduced by 16% when compared to the prior quarter
- Total annualised cost reductions of \$1.5M implemented during quarter - full effect to be felt during the December 2022 quarter

CORPORATE DEVELOPMENT.

Our strategic partner outreach with East Wind Advisors has progressed at pace and is now accelerating

- Strong interest has been generated with parties given a number of strategic imperatives:
 - 3rd party cookie deprecation;
 - the need for automation in media trading;
 - trends for greater direct trading; and,
 - competition amongst various players to control the media billing process;
- Discussions continue to develop with a number of interested parties although no formal proposals have yet been received by the Company
- The Company expects the due diligence process to accelerate during the December quarter
- Management will update the market as required, in line with its continuous disclosure obligations

QUESTIONS?

Thank you.

Questions? Contact us:

investorrelations@adslot.com

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

Adslot.