

ASX Announcement

18 August 2025

## Adslot Provides Business Update

Adslot Ltd (ASX: ADS) (“Adslot” or “the Company”) advises that it has unexpectedly received notice from REA Group Limited (REA) of REA's intention to terminate its long-standing arrangement with Adslot for the provision of advertising auction management software, effective December 2025. Adslot may provide some statement of work services for transitional services as part of the migration of data.

While this development was unforeseen, Adslot wishes to reaffirm its continued growth and momentum in its Adslot Media Publisher StoreFront activities. The Company is also pleased to report ongoing progress in the deployment and expansion of its technology to support premium publishers in UK, USA, and Germany.

This announcement was authorised for release by the Board.

For further information, please contact:

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Interim CEO