

## ASX Announcement

29th June 2018

# Product Update

## Adslot launches '*Audience First*' targeting capability

### Allows big brands and their agencies to buy targeted advertising using their own customer data

(NEW YORK) Adslot Ltd (ASX:ADJ) today announced the global launch of *Audience First*, an innovative audience targeting capability.

*Audience First* allows advertisers to buy targeted ads using their own customer data (1<sup>st</sup> party audience segments) on a forward guaranteed basis, and in an anonymized and privacy-compliant manner.

Fifteen large publishers in the US and UK have already enabled, or are in the process of enabling, *Audience First*, including Conde Nast, CBS Interactive, The Washington Post, Fox News Network, Dennis Publishing and Univision.

"In collaboration with our agency and publisher clients, we identified *Audience First* as uniquely valuable and so its development became an important part of our product and growth strategy," said Adslot CEO Ben Dixon. "Now a reality, *Audience First* has been quickly embraced by a number of large publishers, some of whom are new to the Adslot platform.

"We expect *Audience First* to lead to further growth in the portfolio of publishers available in the Adslot marketplace. Having been developed based on strong interest from the buying community, we also expect *Audience First* to drive adoption of Adslot, which will in turn drive trading activity and revenue growth," said Dixon.

*Audience First* enables buyers to target audiences normally only available to them via their programmatic Real Time Bidding (RTB) platforms, but with some important differences and benefits.

1. *Audience First* by-passes RTB entirely, creating a direct connection between a buyer and the sellers (publishers) they trade with. This direct connection is the path through which audience segments are passed in a secure and anonymized way.
2. *Audience First* trades are reservation based (forward guaranteed). This means buyers can see how much of their valued audience is available and reserve it in advance, which RTB cannot do. This also means Adslot secures for the seller a known minimum commitment from the buyer, which RTB cannot fulfill.

# Adslot.

3. Adslot does not charge a fee to the buyer, so more of the advertisers budget is invested in working media. Equally, more of the advertisers budget ends up with the publisher where it belongs.

"We believe *Audience First* constitutes the industry's first scalable, independent, non-RTB platform that offers advertisers 1<sup>st</sup> party audience targeting under a forward guaranteed model.

"*Audience First* adds further value to Adslot's *Guaranteed Audience* feature set announced on April 26, 2017. Most importantly, this release aligns closely with the marketer's priority to enable audience targeting across their broader advertising and marketing programs, and as a result, greatly increases the value of the Adslot platform in the eyes of big advertisers and agencies," said Dixon.

Further information on *Audience First* can be found at [www.adslot.com/our-solutions/audience-first/](http://www.adslot.com/our-solutions/audience-first/) .

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## About Adslot

Adslot's mission is to automate the trading of forward guaranteed display advertising, referred to as automated guaranteed. Our leading technology is a purpose built, global media trading platform. Adslot benefits a global community of media buyers and sellers, including media agencies, publishers and advertisers, by providing trading efficiencies and effectiveness made possible only via technology, and by doing so the basis on which the \$80B online display advertising industry will realise its full growth potential.

Adslot is a global organisation with operations in North America, Europe and Asia Pacific and is headquartered in Australia.