

## ASX ANNOUNCEMENT

Tuesday 19<sup>th</sup> August 2014

### Adslot sign Symphony contract with Starcom MediaVest Group

Adslot Limited (ASX: ADJ), a global provider of premium display media trading technology, today announced it has signed a contract with Starcom MediaVest Group (SMG), one of Australia's largest media agencies. The contract will see SMG deploy Adslot's *Symphony* technology across multiple offices in the Australian market.

"SMG service some of the largest and most significant advertising brands in Australia and the world, including The Coca-Cola Company, Kraft Foods, P&G, and Walmart. Adding SMG to our list of *Symphony* agency clients further strengthens our relationship across the Publicis Groupe, one of the largest media buying groups in the world", said Adslot CEO, Ian Lowe.

"Signing SMG also realises for us a longer term ambition to forge close ties with the three largest agency groups in the world, being GroupM (WPP), Omnicom and Publicis. In Australia, we now provide our *Symphony* workflow automation technology across all three of these groups, which ensures the company is well positioned as we continue to advance our media trading technology platform and it's integration with *Symphony*", said Lowe.

Jason Tonelli, SMG's Executive Director of Digital said, "our digital business is rapidly growing in terms of both scale and sophistication. The *Symphony* platform will allow the SMG team to streamline various aspects of campaign workflow, whilst building a valuable data asset we can use to enrich insight and inform important media investment decisions."

#### About Adslot

Adslot's mission is to automate the trading of premium online display advertising. 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 material trading efficiencies made possible only via technology, and by doing so the basis on which the \$50B online display industry will realise its full growth potential.

Adslot is a global organization with operations in Australia, New Zealand, China, Germany, the US and the UK, and is headquartered in Melbourne, Australia.

#### About Symphony

Symphony is the world's leading workflow solution for online display advertising, and is used by media agency groups and agencies in markets including APAC and North America. Symphony was developed by Facilitate Digital Pty Ltd, a company acquired by Adslot in December 2013. Adslot recently announced an integration of it's Adslot trading platform and Symphony workflow platform to enable the seamless and automated trading of premium, online display advertising between agencies and publishers.

About Starcom MediaVest Group (SMG)

SMG bring brand experiences to life through SMG's three global award winning agency brands: Starcom, MediaVest, and Spark. In 2014, SMG was named Media Network of the Year at the Cannes Lions International Festival of Creativity. SMG was also named Festival of Media Global Network of the Year for the second year in a row. Ranked the number one global media network in billings in the world by RECMA, SMG ([www.smvgroup.com](http://www.smvgroup.com)) encompasses an integrated network of human experience strategists, investment specialists, content creators and digital & technology experts. With over 8,000 employees in 130 offices worldwide, SMG partners with the worlds leading companies including The Coca-Cola Company, Kraft Foods, P&G, and Walmart. In Australia SMG has 5 offices and more than 200 employees creating experiences for partners such as Suncorp, Optus, Virgin Mobile Australia, MARS, SAMSUNG, Subaru and Metcash. SMG were named Festival of Media, Global Media Agency of the Year in 2012 and have made the BRW Top 30 Most Innovative Companies List 2 years running. SMG is part of Publicis Groupe, one of the world's leading communications groups.

- END -

Contact:

Investor Relations

Adslot Ltd

Email: [investor.relations@adslot.com](mailto:investor.relations@adslot.com)