

ASX Announcement

15 July 2024

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Entitlement Offer raises a further \$0.95 million – Total Raised \$1.48 million

Adslot Ltd (ASX: ADS) (“Adslot” or “the Company”) is pleased to announce the successful completion of the retail component (“Retail Entitlement Offer”) of its partially underwritten 3 for 4 accelerated pro-rata non-renounceable entitlement offer (“Entitlement Offer”) of new fully paid ordinary shares in Adslot (“New Shares”) at an offer price of \$0.001 per share, details of which were announced on Monday, 17 June 2024. The Entitlement Offer sought to raise up to \$2.4 million. In total, the Entitlement Offer has raised \$1.48 million (before costs) so far.

Retail Entitlement Offer

The Retail Entitlement Offer raised approximately \$0.76 million before costs at the Offer Price of A\$0.001, with approximately 755,957,806 New Shares to be issued. The Retail Entitlement Offer closed on Monday, 8 July 2024.

New Shares issued pursuant to the Retail Entitlement Offer will rank equally with existing shares from the date of their issue, and are expected to commence trading on ASX on Tuesday, 16 July 2024.

Institutional Entitlement Offer

As announced on 19 June 2024, the institutional component of the Entitlement Offer (**Institutional Entitlement Offer**) raised \$0.53 million with 525,176,248 New Shares issued on 26 June 2024.

Shortfall Offer

The shortfall after the Retail Entitlement Offer is 1,137,267,774 New Shares, of which 197,022,090 shares (representing an amount of approximately \$0.20 million) will be issued to the underwriters, directors Adrian Giles, Sarah Morgan and Andrew Dyer (through their related shareholding entities) as set out in the Retail Entitlement Offer Document dated 24 June 2024.

The residual shortfall of up to approximately 940,245,684 million New Shares (representing an amount of approximately \$0.94 million) may be placed by the Company within three months after the close of the Entitlement Offer in accordance with the ASX Listing Rules and the provisions of the Company's Retail Entitlement Offer Document dated 24 June 2024. The company has already received applications to the value of \$0.29 million from existing shareholders to fulfill this shortfall.

This announcement was authorised for release by the Board of Adslot Ltd.

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Adslot.

For further enquiries, please contact:

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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.

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