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Adslot Limited Company Update

Annual General Meeting
23 November 2026
ASX:ADS



ADSLOT IN ONE PAGE.

ASX-listed ad-tech and mar-tech company: Restructured operating businesses, profitable before corporate and listing overheads, owned platform IP, contracted enterprise revenue, an SME client base.

Symphony.

Enterprise media-buying workflow platform for ad agencies

- Contracted to GroupM / WPP Media since 2016; renewed Sep 2026 for 18 months to Feb 2028
- Fixed contract value A$3.24m; five markets incl. China and Australia
- Monthly licence fee plus services

webfirm

Digital marketing for Australian SMEs, adding new AI functions and services

- ~A$1.4m revenue (FY26), stable client base, delivery capacity being rebuilt
- Websites, hosting, SEO/SEM, social, apps, digital brand presence
- Developing AI marketing and technology solutions for customers

Adslot Media.

Self-service premium media marketplace

- Connects publishers with media buyers for premium inventory. Includes *StoreFront*, the publisher self-service sales gateway
- Powers Rakuten Viber Ads Manager across 41+ markets
- Direct-fee model only: no publisher liability

A$5.2m
FY26 revenue (FY25: A$5.8m)

A$6.8m
FY26 operating costs, down ~50% from FY24

~A$5m
DOCA Aug 2026, net liabilities extinguished on completion ~Mar 2027

~A$41m
carried-forward tax losses[1]

~A$6m
market capitalisation; top 20 holders ~81%

Capital structure: A$0.99m raised Aug 2025 via secured convertible notes and equity from existing shareholders. Notes: face value A$1,000, convertible at holder's election at A$0.001 a share, or redeemed; 11% p.a., paid or capitalised at the Company's election; Redeemable at maturity (Feb 2028) unless converted; 246,333,087 attaching options at A$0.001. Notes on issue 739.

[1] Management estimate of tax losses available in Australia; utilisation subject to continuity of ownership / business tests.

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SYMPHONY: RESTRUCTURED, CONTRACTED TO FEB 2028.

Symphony.

Symphony is the platform on which media agencies plan, buy, bill and reconcile digital campaigns at scale. SOX-compliant, integrated with agency master data and finance systems, in enterprise production for a decade.

KEY FEATURES AND PROGRESS

- **Contracted revenue to Feb 2028.** Monthly licence fee, fixed value. Restructured and operating profitably.
- **An operating position inside one of the world's largest media buyers.** Symphony carries GroupM's digital planning-to-billing record in contracted markets, including China.
- **A second new APAC client** underway with additional statements of work.
- **A possible channel for AI tools.** Agentic planning and buying tools work best where structured workflow already exists, planning underway.

groupm

SYMPHONY MASTER SERVICES AGREEMENT

Client	GroupM Worldwide LLC (WPP Media)
Relationship	Since August 2016; previous renewal August 2024
Renewal	Announced 3 September 2026
Term	18 months to Feb 2028; extension provisions
Value	A$3.24m fixed, paid in instalments over the term
Markets	China, Australia, Malaysia, Austria, South Africa
Scope	Symphony licence, services and personnel

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WEBFIRM: RESET FOR GROWTH.

webfirm

An Australian digital marketing agency for over 100 SMEs. Service offerings are shifting: beyond websites, apps, hosting and search, Webfirm is developing and rolling-out new solutions which help clients adopt AI, build applications and use agents that extend their online and social audience reach.

~A$1.4m	~A$118k	+A$0.17m
FY26 revenue	average monthly revenue FY26	contribution after direct costs (FY27 plan) [2]

RESETTING DELIVERY CAPACITY

Pipeline across new websites, audience reach, digital marketing optimisation, SEO, SEM, and the emerging AI solutions. Recent initiatives to reframe the business, motivate the team and optimise the service offerings to improve revenue performance. Client base stable through the 2026 leadership change.

WHERE WEBFIRM IS GOING

- **Now to Dec 2026: rebuild capacity.** Bringing app development in-house, processes have been reset so senior staff can shape offers and sell.
- **2027: AI-enabled offers for SMEs,** including vertical AI accelerators (professional services, tourism, health). Base Plan[2] : expects moderate revenue uplift for FY27, plus additional potential growth from new AI offers and emerging organic growth initiatives.

GROWTH LENS FOR AI PARTNERS AND TARGETS

	Not yet a market leader	Market leader
Strong fit	**Build / compete** **Acquire / merge**	**License / resell** **Get accredited**
Medium fit	**Watch**	**Learn / partner** **Integrate**

[2] Management's current estimates, based on the Company's internal model and assumptions at the date of this presentation

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ADSLOT MEDIA AND STOREFRONT: RESET.

Adslot Media.

A global marketplace platform where advertisers and publishers transact premium display, video and CTV inventory directly, forward-guaranteed.

Adslot StoreFront productises the platform as a white-label self-service sales gateway, with SME advertisers paying upfront by card.

WHAT CHANGED IN 2026

- **Clearing-house model retired.** Adslot now earns a direct fee clip on spend, no more handling of the campaign budget.
- **No publisher liability.** Legacy obligations being resolved through the subsidiary DOCA, completion expected around March 2027.
- **Platform ownership retained** by the group; modest recurring revenue, minimal cost to carry.
- **StoreFront remains prospective:** a live, integrated platform, with growth expected to be gradual.

Rakuten Viber

LIVE DEPLOYMENTS AND PLATFORM REACH

- **Rakuten Viber Ads Manager:** self-service native advertising for Viber's 260m+ monthly user audience; live in 41+ markets, SME monthly ad spend from Viber users growing from a low base; ad packs from US$100 per placement. Ticket sizes are small, so revenue taking time to build; September 26 was over 100 campaigns booked on the platform.
- **Austria:** GroupM trading through the Symphony and Adslot Media integration.
- **Publisher network:** 100+ premium publishers live; 350+ integrated at ad-server level, including Bloomberg and Hearst. Activity has slowed as the industry changes; charging reconfigured away from the clearing-house model.
- **Ad-server integrations:** Google Ad Manager, SpringServe, Adition, SAS AdServer.
- **AI capability:** modular, API-first stack with an MCP server for agentic media buying.

STRATEGIC ASSETS: ATTRIBUTES AND POTENTIAL USES.

One of very few ASX-listed ad-tech and mar-tech companies.[3]
Each asset is modest on its own, **together they form a base for partnerships or transactions.**

TECHNOLOGY IP

~A$71m

A decade of investment (cost, not value): marketplace, StoreFront, Symphony, ad-server integrations, MCP server.

Potential use: *licensing the platform to a partner with demand; agentic buying on guaranteed inventory, organic growth plans.*

TAX ASSETS

~A$41m

Carried forward losses[4]

Potential use*: may offset future taxable income, subject to the loss tests.*

ASX LISTING

~A$6m

Market capitalisation; top 20 hold ~81%.

Potential use: *a listed vehicle for bolt-on acquisitions, a merger, reverse merger or scrip-funded acquisition, subject to approvals.*

CONTRACTED REVENUE

Feb 2028

GroupM / WPP Media Symphony agreement, A$3.24m fixed; New Symphony APAC client now integrated; Webfirm hosting base.

Potential: *extension provisions in the agreement; Symphony as a possible channel for AI planning tools.*

RELATIONSHIPS

Global

MSAs with WPP Media, Dentsu, IPG, Havas, OMG, S4; 100+ live publishers.

Potential use: *existing agreements, some currently inactive, available to a partner that brings demand.*

WEBFIRM + AI

SME base

Australian SME clients, ~A$1.4m revenue, +A$0.17m contribution, capacity being rebuilt.

Potential: AI marketing *offers and vertical AI accelerators sold into an existing client base;* ***possible AI agency tuck-ins.***

[3] Management view of the ASX peer set.
[4] Management estimate; utilisation subject to continuity of ownership / business tests.

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FY27 OPERATING PLAN.

The 24 month turnaround and restructure plan was completed in August 2026.
The operating businesses are stable and profitable before corporate and ASX overheads.

FY27 PLAN BASED ON CURRENT TRAJECTORY[5]

Revenue currently tracking at around $4.0m, and net contribution of underlying operating business units is $800k (annualised) before Corporate costs. Modest organic growth being pursued.

Corporate outgoings including ASX related costs, board, key management, finance team and other costs currently tracking at $1.5m annualised.

But Corporate cost reductions are expected in H2 FY27 resulting in improved net cash flow for the Group as a whole – see below*

*** Corporate costs being reduced further in H2 FY27:** Rent tail costs on former Melbourne premises ends April 27; Shutting down redundant overseas entities; DOCA finalisation; Finance team efficiencies (in planning); expected receipt of $260k R&D refund; and other residual legacy costs being eliminated.

FY27 SCHEDULED COST OUTS AND CASH ITEMS

Sep 2026	**Restructured Group financial format in place:** Future net cash outflow lower than in recent quarters, significantly lower than FY24 and FY25.
April 2027	**Old lease costs fall away:** Exited Melbourne lease April 2025, residual payments of $16kpm end April 2027. Offices now in small co-working space or WFH.
Q1 2027	**DOCA of subsidiary due to complete:** ~A$5m net liabilities **to be extinguished**; Administrator costs end; Several costly overseas subsidiaries wound up.
H2 FY27	**R&D refund:** ~A$0.26m expected Q3 FY27, paid every year since FY17.
FY27 levers	**Areas of focus: Webfirm new orders and AI offers; new Symphony customer and SOWs; Adslot platform and Viber possible upside; Minor additional overhead reductions.**

[5] Management's current estimates, based on the Company's internal model and assumptions at the date of this presentation - unaudited
[6] Platform businesses share one technology, hosting, client-success and overseas-entity cost pool

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THE ASX VEHICLE: WHERE WE GO FROM HERE.

A Simpler Company: Operating businesses profitable before corporate overheads, legacy liabilities being resolved through the DOCA, and assets available for partnerships, licensing or corporate transactions.

FOUR PATHWAYS UNDER CONSIDERATION.



Adslot is open to approaches and welcomes expressions of interest for suitable transactions.

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IMPORTANT INFORMATION.

This presentation has been prepared by Adslot Limited ABN 70 001 287 510 ("ADS" or "the Company") for its 2026 Annual General Meeting and is current as at 23 November 2026. It is a summary only and does not contain all the information an investor may need. Read it together with the Company's ASX announcements, including the FY2026 Annual Report (31 August 2026) and the September 2026 Quarterly Report and Appendix 4C (23 October 2026), available at www.asx.com.au.

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Forward-looking statements. Statements about future matters reflect management's current estimates, based on the Company's internal model and assumptions at the date of this presentation. They include the **FY27 plan figures**, DOCA completion, cost reductions, R&D refunds, growth initiatives and strategic options. The Company believes it has a reasonable basis for these statements. They are not guarantees, and they are subject to risks, including:

- reliance on key customers (including GroupM / WPP Media) and contract renewals;
- effectuation of the DOCA for Adslot Technologies Pty Ltd;
- the timing and amount of R&D refunds;
- access to funding and the ability to complete corporate transactions;
- retention of key personnel;
- competition, technology change and market conditions.

Actual results may differ materially. Past performance is not a reliable indicator of future performance. The Company has no obligation to update these statements, except as required by law or the ASX Listing Rules.

Other Information.

- "Underlying", "contribution" and similar figures are non-IFRS measures. They are unaudited, are provided to help readers understand operating performance, and should not be used in place of statutory results.
- Carried-forward tax losses are an estimate and are not recognised as a deferred tax asset. They can only be used if the continuity of ownership or business continuity tests are met, which may be affected by any future change in ownership.
- Third-party and industry data (for example, user numbers and market coverage) has not been independently verified.
- All amounts are in Australian dollars and may not add up due to rounding.

This announcement is authorised for release by the Board of Adslot Ltd

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