

ASX Announcement  
25 July 2025

## QUARTERLY ACTIVITY REPORT JUNE QUARTER (Q4 FY25)

Adslot Ltd (ASX: ADS) is pleased to provide its activity report on trading for the Quarter ended 30 June 2025 (Q4 FY25).

### Market Update Highlights

- Adslot's growth business unit **StoreFront** (digital advertising sales platform) has commenced activation, with first trades and momentum for major digital publisher clients.
- **Rakuten Viber** (Global messaging app) has now launched the B2B **StoreFront** portal to Viber advertisers in Greece, Bulgaria and The Philippines and modest but growing levels of initial first trades (digital ad inventory sales) are flowing into the platform.
- See the live platform: <https://viber.adslot.com>
- Next markets to be launched by **Viber** in early September include Serbia, Croatia, Bosnia and Herzegovina, Ukraine, Vietnam, and Hungary which will be supported with social media and PR announcements, as well as extensive engagement with Viber's existing advertiser and agency clients in these markets. These local activities will be supplemented by thought leadership articles in leading industry titles in the USA and UK positioning Rakuten Viber as a pioneer in this emerging sector.
- **Goldvertise** is a leading saleshouse of Online Video and CTV (app-based TV) in Germany, Switzerland & Austria and includes the leading YouTube channels, Vevo and Loo Loo Kids amongst their many publisher partners.
- Goldvertise announced its partnership with Adslot earlier in July through media releases published in leading titles targeting the German advertising agency community. Goldvertise will be sending invitations to approximately 400 advertisers to trade with them directly through the platform later this week. The process of engaging with major agency groups is also now underway.
- Progress continues with other **StoreFront** media client activations including **Hearst Media** (UK), and **Bloomberg** (US/UK) allowing these media organisations to sell digital advertising inventory via the Adslot automated system to agencies and direct advertisers,

## Adslot.

- Substantial near-term sales pipeline of premium digital publishers seeking to adopt the platform in all of the key initial target markets of the Europe, UK, USA and Australia.
- For FY25 the Company recorded Total Transaction Value (TTV – the gross value of advertising inventory traded) of \$148.9 million.
- For FY25 the Company recorded Monetised Transaction Value (MTV – the value of advertising inventory traded on which Adslot earned trading commissions) of \$26.5 million.
- Trading in the three Software & Services business units was stable (Symphony, *Webfirm* and *Media Auctions*).

### Financial Summary Q4 FY25 (Appendix 4C)

- Cash Receipts from Customers of \$2.83M
- Net Operating Cash Outflow \$0.13M
- Cash at end of June 2025 quarter was \$1.54M.

### Supplementary Information: Quarterly Cashflow Commentary

The June 2025 quarter cash receipts from customers at \$2.83M were \$0.85M or 23% lower than the previous quarter's receipt of \$3.68M. March quarter is traditionally the highest collection quarter for the year. June 2025 quarter collections were higher than both September 2024 and December 2024 quarters.

Net cash outflows from operating activities for the quarter were \$0.13M which is a \$0.22M reduction QoQ (Mar 2025: net cash inflow \$0.09M).

In the June 2025 quarter, total salary costs were \$1.24M, \$0.17M down QoQ (Mar 2025: \$1.40M) and down \$1.30M on PCP (Jun 2024: \$2.54M). This reflects an annualized saving of \$5.20M. Total salary costs include Staff Costs and Intellectual Property (capitalised development salaries).

Outgoing cash payments during the quarter at \$2.98M are \$0.66M or 18% lower QoQ (Mar 2025: \$3.64M). This decrease in the current quarter is mainly due to \$0.26M lower publisher payments, \$0.17M lower salary costs discussed above, \$0.13M lower other working capital and \$0.08M lower other cost of sales. Outgoing cash payments were 39% or \$1.88M improvement on PCP (Jun 2024: \$4.86M).

Ongoing cash outflows for the June 2025 quarter excluding publisher payments at \$1.92M are \$0.40M or 17% lower QoQ and \$1.53M or 44% lower than the PCP. This represents approximate annualised cost savings of \$6.13M.

There were \$2.5K related party payments in the June 2025 quarter in relation to statutory payments for the directors' fees. At the 2024 AGM held in November 2024, approval was received for the issue of Shares to Directors pursuant to Director Fees Plan instead of cash payments. \$0.06M worth of fees was paid via issue of ordinary shares in the June 2025 quarter.

Cash at the end of the June 2025 quarter was \$1.54M.

- END -

For further enquiries, please contact:

Ben Loiterton  
Interim Chief Executive Officer  
Adslot Limited  
investor.relations@adslot.com

## **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.

## **Future performance**

This Announcement contains certain references to forecasts, estimates, assumptions and other forward-looking statements and statements regarding the intent, belief or current expectations of The Company. The words "likely", "expect", "aim", "should", "could", "may", "anticipate", "predict", "believe", "plan" and other similar expressions are intended to identify forward-looking statements. Forward-looking statements, opinions and estimates provided in this Announcement are based on assumptions and contingencies which are subject to change without notice, as are statements about market and industry trends, which are based on interpretations of current market conditions. Forward-looking statements are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance. This Announcement contains such statements, which are subject to risk factors associated with an investment in The Company. The Company believes that these statements are reasonable, but they may be affected by a range of variables which could cause actual results or trends to differ materially. Forward-looking statements involve known and unknown risks, uncertainties and assumptions and other important factors that could cause actual results, performance or achievements of The Company to be materially different from future results, performances or achievements expressed or implied by such statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this Announcement.

## Appendix 4C

### Quarterly cash flow report for entities subject to Listing Rule 4.7B

**Name of entity**

ADSLOT LTD

**ABN**

70 001 287 510

**Quarter ended ("current quarter")**

30 June 2025

<b>Consolidated statement of cash flows</b>	<b>Current quarter \$A'000</b>	<b>Year to date (12 months) \$A'000</b>
<b>1. Cash flows from operating activities</b>		
1.1 Receipts from customers	2,831	11,242
1.2 Payments for		
(a) staff costs	(1,236)	(6,988)
(b) research and development	-	-
(c) publishers	(1,069)	(4,899)
(d) other cost of sales	(328)	(1,302)
(e) advertising and marketing	(14)	(16)
(f) other working capital/overheads	(314)	(1,439)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	4	14
1.5 Interest and other costs of finance paid	(5)	(67)
1.6 Income taxes received/ (paid)	-	-
1.7 Government grants and tax incentives	-	237
1.8 Other (provide details if material)	-	-
<b>1.9 Net cash from / (used in) operating activities</b>	<b>(131)</b>	<b>(3,218)</b>
<b>2. Cash flows from investing activities</b>		
2.1 Payments to acquire or for:		
(a) entities	-	-
(b) businesses	-	-
(c) property, plant and equipment	-	-
(d) investments	-	-
(e) intellectual property	-	-
(f) other non-current assets	-	-

For personal use only

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (12 months) \$A'000
2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (R&D Grant)	-	644
<b>2.6</b>	<b>Net cash from / (used in) investing activities</b>	<b>-</b>	<b>644</b>
<b>3.</b>	<b>Cash flows from financing activities</b>		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	-	1,493
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	-	(140)
3.5	Proceeds from borrowings	-	200
3.6	Repayment of borrowings	-	(401)
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9a	Other (Unmarketable parcel buyback)	-	-
3.9b	Other (Leased assets)	(18)	(170)
<b>3.10</b>	<b>Net cash from / (used in) financing activities</b>	<b>(18)</b>	<b>982</b>
<b>4.</b>	<b>Net increase / (decrease) in cash and cash equivalents for the period</b>		
4.1	Cash and cash equivalents at beginning of period	1,726	3,147
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(131)	(3,218)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	-	644

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (12 months) \$A'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	(18)	982
4.5	Effect of movement in exchange rates on cash held	(42)	(20)
<b>4.6</b>	<b>Cash and cash equivalents at end of period</b>	<b>1,535</b>	<b>1,535</b>

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	1,294	1,485
5.2	Call deposits	241	241
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
<b>5.5</b>	<b>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>	<b>1,535</b>	<b>1,726</b>

6.	Payments to related parties of the entity and their associates	Current quarter \$A'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	3
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-

*Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.*

7. <b>Financing facilities</b> <i>Note: the term "facility" includes all forms of financing arrangements available to the entity. Add notes as necessary for an understanding of the sources of finance available to the entity.</i>	<b>Total facility amount at quarter end \$A'000</b>	<b>Amount drawn at quarter end \$A'000</b>
7.1 Loan facilities (i)	200	200
7.2 Credit standby arrangements	-	-
7.3 Other (please specify)	-	-
7.4 <b>Total financing facilities</b>	-	-
7.5 <b>Unused financing facilities available at quarter end</b>		-
7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.		
Lender: Radium Capital Interest rate: 16% Maturity date: 31 December 2025 Secured against the tax rebate of the R&D expenditure for FY2025		

8. <b>Estimated cash available for future operating activities</b>	<b>\$A'000</b>
8.1 Net cash from / (used in) operating activities (item 1.9)	(131)
8.2 Cash and cash equivalents at quarter end (item 4.6)	1,535
8.3 Unused finance facilities available at quarter end (item 7.5)	-
8.4 Total available funding (item 8.2 + item 8.3)	1,535
8.5 <b>Estimated quarters of funding available (item 8.4 divided by item 8.1)</b>	11.7
<i>Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.</i>	
8.6 If item 8.5 is less than 2 quarters, please provide answers to the following questions:	
8.6.1 Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?	
Answer:	
8.6.2 Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?	
Answer:	
8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?	
Answer:	
<i>Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.</i>	

**Compliance statement**

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

25 July 2025

Date: .....

By the Board

Authorised by: .....

(Name of body or officer authorising release – see note 4)

**Notes**

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.

For personal use only