

ASX Announcement  
24 April 2026

## QUARTERLY ACTIVITY REPORT MARCH 2026 QUARTER (Q3 FY26)

**Adslot Ltd (ASX: ADS)** is pleased to provide its activity report on trading for the Quarter ended 31 March 2026 (Q3 FY26).

### Operations Update

While Net Operating cash flow was positive for the Quarter, the Company has undertaken further consolidation to right-size the businesses for immediate and long term financial sustainability, operational simplicity and greater focus on two core business units.

This has included a headcount reduction process implemented in April 2026 with 9 people leaving the business, reducing the team from 31 paid employees (excluding directors) to 22 paid employees, with a corresponding reduction in monthly payroll costs of 33%. The Company wishes to sincerely thank those departing employees, some of whom have been with the business for many years.

Areas that were rationalised include the unification of three separate technology development teams into one single smaller team, a reduction in the Adslot Media business development team, and ongoing reductions in operating overheads.

Moving forward Adslot will focus on two core business units — Symphony, which is cash flow positive, and Webfirm, which is at or near break-even with growth initiatives underway.

- **Webfirm** - During Q3 was cash flow neutral at a business unit level and continues to experience renewed activity. No cuts were made in this unit and strategic initiatives to grow revenues are underway.
- **Symphony** - During Q3 was cash flow positive at a business unit level, and which is expected to continue, with the Group M contract to be renewed in September 2026.
- **Adslot Media** (comprising the *Open Marketplace* and *StoreFront* platforms) - Now operating with a substantially reduced team and cost base.

## **Adslot.**

Quarterly updates by business units:

### **Webfirm**

*Webfirm* is a full-service digital marketing agency - Website Development, SEO, Paid Search, Social Media and Hosting services for SMEs nationally.

Revenue for the Quarter increased by 5% compared to the prior quarter.

Initiatives are underway to grow the sales pipeline and external marketing, and the business unit shows reasonable prospects for revenue growth and sustained break-even trading.

### **Symphony**

*Symphony* is a global software business providing a workflow management SaaS platform to large media buying agencies, with the primary customer being global agency Group M (part of the WPP Group) and is currently used in eight territories.

Revenue for the Quarter was stable and unchanged with fixed monthly fees, and the business unit is cash flow positive.

Negotiations are well progressed to renew the Group M contract in September 2026 for a further fixed period.

### **Adslot StoreFront**

Rakuten Viber (Global messaging platform) flow of advertising sales from their SME customers across the *StoreFront* gateway continues, and Viber is expanding promotional marketing to their advertiser cohort across 36 active countries to push revenue growth.

Other StoreFront publishers which are recently active in modest numbers include Vox Media (US) and Hearst UK. Various other sales prospects are being nurtured, with decisions expected from some publisher prospects in due course.

For the quarter, revenues were stable but minor.

### **Adslot Marketplace**

Platform usage by Mobkoi, Adslot Marketplace's largest agency customer is in decline, and advertising sales via the platform are expected to decline further during CY26 as agencies begin to bypass the platform and deal direct with publishers, or via programmatic channels. There was no progress in Europe during the Quarter with Goldvertise.

Total trading value (and net revenues) declined in the quarter.

### **Infomo Partnership**

Adslot and Infomo are jointly pitching an integrated offering to various major publishers and media organisations in India, and to independent media agencies in Australia and New Zealand, via a Mutual Reseller Agreement. Several ANZ agencies are trialling Infomo's Beki product, and Infomo is pitching the Adslot Media platforms in India. While the initiatives have led to pleasing levels of interest, no revenue has been generated to date from this partnership.

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## Adslot.

### Financial Summary Q3 FY26 (Appendix 4C)

- Cash Receipts from Customers of \$2.69M
- Positive Net Operating Cash Flow \$0.81M
- Cash at the end of March 2026 quarter was \$2.78M.

### Supplementary Information: Quarterly Cash Flow Commentary

The March 2026 quarter cash receipts from customers at \$2.69M were \$0.71M or 21% lower than the previous quarter's receipt of \$3.40M driven by \$0.60M drop in advertiser proceeds.

Total salary costs for the March 2026 quarter were \$1.14M. Total salary costs, quarter on quarter (QoQ) were flat (December 2025: \$1.14M) and against prior corresponding period (PCP) down \$0.27M (March 2025: \$1.40M). This reflects an annualised saving of \$1.07M from the PCP.

Outgoing cash payments during the quarter at \$2.34M are \$0.74M or 24% lower QoQ (December 2025: \$3.08M). This decrease in the current quarter is mainly due to \$0.69M lower publisher payments.

Ongoing cash outflows for the March 2026 quarter excluding publisher payments were \$1.74M which is a \$0.06M decrease QoQ (December 2025: \$1.80M) and \$0.57M or 25% lower than the PCP. This represents approximate annualised cost savings of \$2.28M from the PCP.

The FY2025 R&D tax incentive claim of \$0.45M was lodged and received in the March 2026 quarter.

Underlying net operation cash inflow were \$0.36M; which is the net cash inflows from operating activities for the quarter of \$0.81M less the \$0.45M FY25 R&D tax incentive claim receipt in the quarter. Underlying net operation cash inflow were flat QoQ (December 2025: net cash inflow \$0.32M) and \$0.27M higher than net cash inflows for the PCP (March 2025: \$0.09M).

Forex losses for the quarter of \$0.05M increased by \$0.04M QoQ, predominantly driven by movements in USD exchange rate during the quarter.

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. In the March 2026 quarter, \$0.06M worth of directors' fees were paid via the issue of ordinary shares and \$6,672 in cash for statutory payments. The cash component is disclosed as related party payments in the Appendix 4C.

During the quarter, the Company received from the outgoing share registry \$0.05 million relating to unclaimed funds from the previously completed unmarketable parcel buyback in FY 2024. These funds were previously paid to shareholders by the registry but were returned to the Company as the cheques were not presented.

Cash at the end of the March 2026 quarter was \$2.78M.

- END -

## **Adslot.**

For further enquiries, please contact:

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### **About Adslot**

Adslot operates a suite of digital advertising and marketing platforms and services for a wide range of publishers, media brands and business customers. Symphony is a workflow automation tool used by major media agencies for planning and buying. Webfirm division provides marketing services including SEO, design, hosting and software services. Adslot Media our self-service technology is a purpose-built, global media marketplace and trading platform, serving media agencies and advertisers.

### **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")**

31 March 2026

<b>Consolidated statement of cash flows</b>	<b>Current quarter \$A'000</b>	<b>Year to date (9 months) \$A'000</b>
<b>1. Cash flows from operating activities</b>		
1.1 Receipts from customers	2,692	9,510
1.2 Payments for		
(a) staff costs	(1,135)	(3,451)
(b) research and development	-	-
(c) publishers	(592)	(3,932)
(d) other cost of sales	(285)	(999)
(e) advertising and marketing	-	(4)
(f) other working capital/overheads	(323)	(996)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	-	6
1.5 Interest and other costs of finance paid	-	(25)
1.6 Income taxes received/ (paid)	-	-
1.7 Government grants and tax incentives	453	453
1.8 Other (provide details if material)	-	-
<b>1.9 Net cash from / (used in) operating activities</b>	<b>810</b>	<b>562</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	-	-

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (9 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)	-	-
<b>2.6</b>	<b>Net cash from / (used in) investing activities</b>	<b>-</b>	<b>-</b>
<b>3.</b>	<b>Cash flows from financing activities</b>		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	-	250
3.2	Proceeds from issue of convertible debt securities	-	739
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	(3)	(93)
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	(200)
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9a	Other (Return of unclaimed funds – Unmarketable parcel buyback)	47	47
3.9b	Other (Leased assets)	-	-
<b>3.10</b>	<b>Net cash from / (used in) financing activities</b>	<b>44</b>	<b>743</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	1,968	1,535
4.2	Net cash from / (used in) operating activities (item 1.9 above)	810	562

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (9 months) \$A'000
4.3	Net cash from / (used in) investing activities (item 2.6 above)	-	-
4.4	Net cash from / (used in) financing activities (item 3.10 above)	44	743
4.5	Effect of movement in exchange rates on cash held	(46)	(64)
<b>4.6</b>	<b>Cash and cash equivalents at end of period</b>	<b>2,776</b>	<b>2,776</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	2,491	1,727
5.2	Call deposits	285	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>2,776</b>	<b>1,968</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	7
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-
<i>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.</i>		

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)	-	-
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.		
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)	810	
8.2 Cash and cash equivalents at quarter end (item 4.6)	2,776	
8.3 Unused finance facilities available at quarter end (item 7.5)	-	
8.4 Total available funding (item 8.2 + item 8.3)	2,776	
8.5 <b>Estimated quarters of funding available (item 8.4 divided by item 8.1)</b>	N/A	
<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.

24 April 2026

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.

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