Adslot.

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ASX Announcement
28 July 2026

QUARTERLY ACTIVITY REPORT
JUNE 2026 QUARTER (Q4 FY26)

Adslot Ltd (ASX: ADS) provides its activity report on trading for the Quarter ended 30 June 2026 (Q4 FY26).

Restructuring Review – FY25 and FY26

Since the September Quarter of 2024 (Q1 FY25) the Company has undertaken a substantial restructuring and turnaround process to right-size its operations and cost base, positioning Adslot on a sustainable financial footing.

This process has included the closure or winding up of various non-performing business units, customer relationships and activities, to focus resources on economically sustainable operations. The Company discontinued business units including *Br1dge* and *Media Auctions*. Following efforts throughout 2025 to launch new initiatives, Adslot also rationalised some *StoreFront* customers that did not demonstrate sufficient commercial progress and withdrew from other non-performing initiatives in the United Kingdom, the United States, Germany and India.

The final major restructuring initiative involved transitioning the Adslot Media Marketplace business unit away from the *clearing house* model to a *direct fee* model while addressing legacy global publisher liabilities in this division.

Accordingly, as previously announced, wholly owned subsidiary Adslot Technologies Pty Limited was placed into Voluntary Administration on 18 June 2026. On 22 July 2026 creditors voted in favour of a Deed of Company Arrangement (DOCA) (refer to ASX release). Once the DOCA is fully executed, control of the subsidiary and the technology platform will return to the Group, which should result in a substantial reduction in Group liabilities.

Additionally, over the past two years the Company has undertaken substantial cost reductions, reducing underlying quarterly operating cash outflows (overheads) from $3.00M in Q4 FY24 (June 2024 Quarter) to $1.56M in Q4 FY26 (June 2026 Reporting Quarter), excluding publisher payments and employee separation payments incurred during the Reporting Quarter.

Adslot is now focused on operating Webfirm, Symphony, and servicing remaining platform customers including Rakuten Viber and WPP Media (Group M). The Company is exploring a range of possible merger and acquisition (M&A) initiatives.

Ongoing Operations Update

Moving forward Adslot will focus on three business units which are now operationally integrated with the merger of the technology, operations and administration teams. 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.

During Q4 Webfirm was cash flow neutral at a business unit level with renewed activity and continued operational optimisation.

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 unchanged, reflecting fixed monthly fees, and the business unit is cash flow positive.

The Company expects to finalise renewal of the Group M contract in August 2026 for a further fixed period.

Adslot Media

Adslot Media comprises the *Media Marketplace* and *StoreFront* platforms and is now a smaller business operating on a direct fee model.

Advertising sales from the SME advertiser cohort of Rakuten Viber (global messaging platform) continue to flow across the *StoreFront* gateway in 36 active countries.

Financial Summary Q4 FY26 (Appendix 4C)

- Cash Receipts from Customers of $1.55M
- Net operating cash outflow of $1.00M
- Cash at the end of the June 2026 quarter was $1.57M
- Further redundancies undertaken during the Quarter; total separation payments of $0.55M
- Cashflow Report (4C) impacted by the administration process and deconsolidation of Adslot Technologies Pty Limited in the period from 18 June 2026 until the DOCA is fully executed, as detailed in the next Section.

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Supplementary Information: Quarterly Cash Flow Commentary

As announced to the ASX on 18 June 2026, Adslot Technologies Pty Ltd, a wholly owned subsidiary of Adslot Ltd, entered voluntary administration.

Following an assessment of the relevant facts and circumstances, in accordance with AASB 10 *Consolidated Financial Statements* the Company concluded that it lost control of Adslot Technologies Pty Ltd and its wholly owned subsidiaries, Adslot Inc, Adslot UK Ltd and QDC IP Technologies Pty Ltd on 18 June 2026 and for reporting purposes the results of Adslot Technologies Pty Ltd and its subsidiaries need to be deconsolidated from the consolidated Group from that day.

This Appendix 4C has been prepared in accordance with Australian Accounting Standards, including AASB 107 *Statement of Cash Flows*, as required by the ASX Appendix 4C framework. Consistent with AASB 10, a subsidiary's results and cash flows are included in the consolidated reporting entity only until the date control is lost.

Accordingly, the June 2026 quarter Appendix 4C includes the cash receipts and payments of Adslot Technologies Pty Ltd, Adslot Inc, Adslot UK Ltd and QDC IP Technologies Pty Ltd; only up to and including 17 June 2026, being the last date they were under the consolidated Group. Cash flows occurring after that date have been excluded.

The closing cash balances at 17 June 2026 of Adslot Technologies Pty Ltd, Adslot Inc and Adslot UK Ltd, totalling $0.20M, were derecognised from the Group's cash balance. This is shown as an outflow under investing activities in the June 2026 quarter Appendix 4C. QDC IP Technologies Pty Ltd did not maintain any bank accounts at the date control was lost.

The June 2026 quarter cash receipts from customers were $1.55M, a decrease of $1.14M or 42% compared with the previous quarter's (QoQ) receipt of $2.69M, primarily driven by $1.52M reduction in advertiser proceeds. Significant advertiser proceeds collected by Adslot Technologies Pty Ltd after the voluntary administrator was appointed, have been excluded from the cashflows.

In the June 2026 quarter, total salary costs were $1.45M, an increase of $0.31M QoQ (March 2026: $1.14M) and an increase of $0.21M compared with the prior corresponding period (PCP) (June 2025: $1.24M). Salary costs included $0.55M of employee separation payments including statutory redundancy payments.

Excluding employee separation payments, total salary costs were $0.90M, representing decreases of $0.23M and $0.32M QoQ and PCP, respectively. This reflects an annualised salary cost saving of approximately $1.27M compared to PCP.

Outgoing cash payments during the quarter totalled $2.56M, an increase of $0.22M or 9% QoQ (March 2026: $2.34M). This increase in the current quarter is mainly due to $0.55M of employee separation payments.

Underlying operating cash outflows for the June 2026 quarter excluding publisher and employee separation payments, were $1.56M, representing a decrease of $0.19M QoQ (March 2026: $1.74M) and $0.34M or 18% lower than the PCP. This represents approximate annualised cost savings of $1.37M compared with PCP.

Net cash outflow from operating activities for the quarter was $1.00M, compared with a net cash inflow of $0.81M in the March 2026 quarter, a movement of $1.81M. Compared with the PCP the net outflow increased by $0.87M (June 2025: net cash outflow $0.13M).

There were $6,672 of related party payments during the June 2026 quarter relating to statutory payments for directors' fees. At the 2024 AGM held in November 2024, approval was received for the issue of shares to Directors pursuant to the Director Fees Plan instead of cash payments. During the June 2026 quarter, $0.06M worth of directors' fees were settled through the issue of ordinary shares.

Cash at the end of the June 2026 quarter was $1.57M.

- END -

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 range of publishers, media brands and business customers. Symphony is a workflow automation tool used by media agencies for planning and buying. The Webfirm division provides marketing services including SEO, design, hosting and software services. Adslot Media is a self-service digital advertising marketplace serving advertisers and digital media inventory vendors.

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	**Quarter ended ("current quarter")**
70 001 287 510	30 June 2026

	Consolidated statement of cash flows	**Current quarter $A'000**	**Year to date (12 months) $A'000**
1.	**Cash flows from operating activities**		
1.1	Receipts from customers	1,554	11,064
1.2	Payments for		
	(a) staff costs	(1,448)	(4,899)
	(b) research and development	-	-
	(c) publishers	(455)	(4,387)
	(d) other cost of sales	(233)	(1,232)
	(e) advertising and marketing	(2)	(6)
	(f) other working capital/overheads	(420)	(1,416)
1.3	Dividends received (see note 3)	-	-
1.4	Interest received	5	11
1.5	Interest and other costs of finance paid	-	(25)
1.6	Income taxes received/ (paid)	-	-
1.7	Government grants and tax incentives	-	453
1.8	Other (provide details if material)	-	-
1.9	**Net cash from / (used in) operating activities**	**(999)**	**(437)**

2.	**Cash flows from investing activities**		
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 (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 - deconsolidation of subsidiaries (cash and cash equivalents derecognised)	(202)	(202)
2.6	**Net cash from / (used in) investing activities**	**(202)**	**(202)**

3.	**Cash flows from financing activities**		
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	(4)	(97)
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	(200)
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (Return of unclaimed funds – Unmarketable parcel buyback)	-	47
3.10	**Net cash from / (used in) financing activities**	**(4)**	**739**

4.	**Net increase / (decrease) in cash and cash equivalents for the period**		
4.1	Cash and cash equivalents at beginning of period	2,776	1,535
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(999)	(437)

Consolidated statement of cash flows		**Current quarter $A'000**	**Year to date (12 months) $A'000**
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(202)	(202)
4.4	Net cash from / (used in) financing activities (item 3.10 above)	(4)	739
4.5	Effect of movement in exchange rates on cash held	(6)	(70)
4.6	**Cash and cash equivalents at end of period**	**1,565**	**1,565**

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	1,279	2,491
5.2	Call deposits	286	285
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	**Cash and cash equivalents at end of quarter (should equal item 4.6 above)**	**1,565**	**2,776**

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	-

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.	**Financing facilities** *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.*	**Total facility amount at quarter end $A'000**	**Amount drawn at quarter end $A'000**
7.1	Loan facilities (i)	-	-
7.2	Credit standby arrangements	-	-
7.3	Other (please specify)	-	-
7.4	**Total financing facilities**	-	-

7.5	**Unused financing facilities available at quarter end**	-

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.	**Estimated cash available for future operating activities**	**$A'000**
8.1	Net cash from / (used in) operating activities (item 1.9)	(999)
8.2	Cash and cash equivalents at quarter end (item 4.6)	1,565
8.3	Unused finance facilities available at quarter end (item 7.5)	-
8.4	Total available funding (item 8.2 + item 8.3)	1,565
8.5	**Estimated quarters of funding available (item 8.4 divided by item 8.1)**	1.6

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.

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:

The estimated quarters of funding disclosed in Section 8 has been calculated in accordance with the prescribed Appendix 4C methodology. During the quarter, the Group implemented a number of cost reduction initiatives that are expected to reduce operating cash outflows in future reporting periods. As these initiatives were implemented progressively during the quarter, the full benefit is not reflected in the current quarter's operating cash flows used in the prescribed calculation.

In addition, the current quarter included one-off employee separation payments associated with the Group's cost reduction program. These cash outflows are non-recurring and are not expected to continue in future quarters.

Further, operating cash outflows for the quarter include the cash flow impact of the subsidiary that entered voluntary administration during the quarter. While the subsidiary's operating cash flows are included for the period prior to the appointment of administrators, the subsidiary's cash balance is not included in the Group's closing cash position at quarter end. Accordingly, the estimated quarters of funding calculated under the prescribed methodology is not representative of the expected cash funding profile of the continuing Group.

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:

The Group has implemented a range of operating cost reduction initiatives that are expected to materially reduce recurring cash operating expenditure from the commencement of the next quarter. In addition, one-off employee separation costs incurred during the current quarter are not expected to recur. The cessation of funding requirements associated with the subsidiary that entered voluntary administration during the quarter is also expected to reduce future operating cash outflows.

Management expects these initiatives to result in a lower operating cash burn in subsequent quarters compared with the current reporting period.

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:

Yes.

The Board has considered the Group's cash flow forecasts and available funding resources and believes the Group will be able to continue to meet its business objectives and obligations as they fall due. This assessment takes into account:

- the expected reduction in recurring operating costs resulting from cost reduction initiatives implemented during the quarter;
- the non-recurring nature of the employee separation cash outflows incurred during the current quarter;
- the removal of the ongoing cash funding requirements of the subsidiary that entered voluntary administration during the quarter; and
- the Group's ongoing management of working capital and operating cash flows.

Based on these factors, the Directors consider that the Group has sufficient funding to continue its operations and execute its business plans.

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.

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.

Date: 28 July 2026 ....

Authorised by: By the Board ....

(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.