

ASX RELEASE

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## CONTRACT SIGNED WITH FIRST EUROPEAN CUSTOMER – ONLINE MUSIC STREAMING SERVICE DEEZER

### Key highlights

- Adveritas has signed a “land and expand” contract with its first European customer, deezer, a French online music streaming service
- Under the agreement, deezer will pay Adveritas €4,000 per month (circa A\$6,500 per month) to utilise TrafficGuard’s mobile app install anti-fraud solution
- TrafficGuard is currently running trials across other divisions of deezer’s advertising spend
- Combining revenue from the deezer agreement with that from other recently signed clients, additional annualised revenue of approximately \$100,000 has been signed since the start of 2021
- Additional mobile app install customers are expected to be signed over the coming months

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to announce that it has signed its first commercial agreement with a European customer, Deezer (“**deezer**”), a French online music streaming service, to supply TrafficGuard’s mobile app install anti-fraud SaaS solution.

Created in Paris, deezer currently has 56 million licensed tracks in its library, 100 million playlists, and 16 million active users in over 180 countries<sup>1</sup>. deezer is the exclusive global music partner of fitness app FitBit which was acquired by Google last month.

Under the agreement, deezer will pay a base fee of €4,000 (circa A\$6,500) per month for a minimum of 6 months to access TrafficGuard’s mobile app install anti-fraud SaaS solution which will detect and prevent invalid traffic across their mobile ad spend. The agreement has potential to expand outside of deezer’s mobile division and into other areas including web and social spend.

Combining the revenue to be generated from the new deezer agreement with that from other recently signed smaller clients, additional annualised revenue of circa \$100,000 has been signed since the start of 2021.

Commenting on the agreement, Adveritas CEO Mat Ratty said: “We are pleased to be supporting our first European customer, deezer, by protecting their mobile advertising spend. TrafficGuard is also running a trial across other divisions of their advertising spend which gives us an opportunity to expand this commercial agreement. This new agreement with deezer is another example of our

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<sup>1</sup> Data sourced from deezer corporate website.

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ability to convert Freemium subscribers to paid subscribers, and with around 1,440 Freemium subscribers at the end of December, Adveritas is very well placed to drive strong growth in recurring revenue over 2021.

“The rise of sophisticated fraud that installs apps, wasting companies’ advertising spend and causing misallocation of marketing budgets, makes tools like TrafficGuard more important than ever before. Misattribution [where a fraudster makes it seem like an install came from them] is one of the biggest issues of invalid traffic which leads to incorrect allocation of budgets because it rewards fraudulent affiliates whilst punishing good affiliates and leads to the destruction of clients’ marketing spend.

“With a number of global companies running trials with TrafficGuard, a few in contract negotiations, and a substantial increase in qualified leads across multiple industry verticals and regions over the past few weeks, we are well positioned to build on recent momentum. We look forward to keeping shareholders informed of new contracts as we convert trials to paying customers over the next few months.”

*This announcement is authorised for lodgement by the Board of Adveritas Limited.*

- ENDS -

**For more information, please contact:**

**Investor Enquiries**

Mathew Ratty  
Chief Executive Officer  
Adveritas Limited  
08 9473 2500

[investor.enquiry@adveritas.com.au](mailto:investor.enquiry@adveritas.com.au)

Ronn Bechler  
Managing Director  
Market Eye  
0400 009 774

[ronn.bechler@marketeye.com.au](mailto:ronn.bechler@marketeye.com.au)



### **About Adveritas**

Adveritas Ltd (ASX:AV1) creates innovative software solutions that leverage big data to drive business performance. Adveritas' ad fraud prevention software, TrafficGuard, is its first available software as a service. Early adopters of TrafficGuard include LATAM super-app, Rappi and APAC super-app, GO-JEK. Both businesses are well funded with \$2 billion and \$12 billion valuations respectively, and conducting aggressive user acquisition advertising for fast growth. In both cases, TrafficGuard was chosen after a rigorous procurement process that saw the effectiveness of our solution evaluated against a range of competing solutions. For more information, see

<https://www.adveritas.com.au/>



### **About TrafficGuard**

TrafficGuard detects, mitigates and reports on ad fraud before it impacts digital advertising budgets. Three formidable layers of protection block both general invalid traffic (GIVT) and sophisticated invalid traffic (SIVT) to ensure that digital advertising results in legitimate advertising engagement. TrafficGuard uses patent-pending technology and proprietary big data accumulated by the performance advertising business previously operated by the Company.

For more information about TrafficGuard's comprehensive fraud mitigation, see

<https://www.trafficguard.ai>

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