

ASX RELEASE

24 August 2021

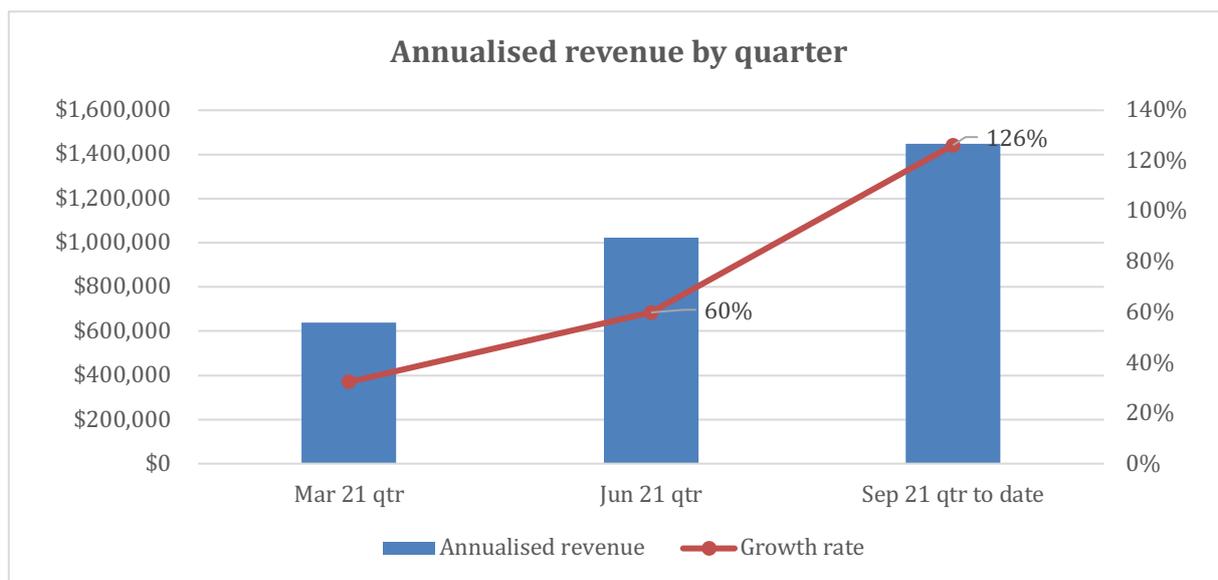
ADVERTITAS ACCELERATES REVENUE GROWTH

Key highlights

- **New contracts:** Online sports betting company Betbull (part of global gaming giant, Wynn Interactive) and CARS24 (which recently raised \$350m, from Softbank) have signed 12-month contracts with TrafficGuard.
- **Annualised revenue growth:** Annualised revenue now circa \$1.4 million, up 41% (\$420k) since 30 June 2021, and 126% since 31 March 2021.
- **Growing online betting segment:** Betbull is Adveritas' third major online sports betting company, with this growing vertical already including GVC Australia (owner of Ladbrokes and Neds) and Betfred (substantial UK bookmaker).
- **Indian growth opportunity:** CARS24 complements the Indian growth strategy where Adveritas is gaining strong traction
- **Strong pipeline:** Clients on trial in sports betting and gaming, on demand, retail and finance verticals.
- **Enterprise contract renewals:** Strong retention of existing customers with Deezer, Go-Jek and GVC Australia renewing their contracts in the current quarter.

Following on from its recent announcements about growth momentum on 24 June 2021, 30 July 2021 and 2 August 2021 Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to announce that it has signed 12-month contracts with European sports betting company, Betbull Limited, and Indian based online ecommerce platform, CARS24, to supply TrafficGuard's Google Pay-per-click (PPC) optimisation solution.

The new contracts will add a minimum of \$215k in annualised revenue, increasing Adveritas' total annualised revenue to approx. \$1.4 million, up 41% since 30 June 2021 and up 126% over since 31 March 2021. Whilst the new contracts are not individually material, their combined annualised revenue of circa \$215k is, and represents continuing rapid progress and successful execution of the Company's growth strategy.



Betbull, majority owned by Wynn Interactive Limited, is a next generation social sports betting company that has achieved rapid growth since launching in 2016. The business is expanding internationally through a key partnership with the Wynn Interactive group, which has invested heavily in scaling throughout the US market.¹

CARS24 is a next generation ecommerce platform for pre-owned autos (cars and bikes). Founded in India in 2015, it is now valued at over \$2 billion and backed by some of the world's largest investors, including Softbank². CARS24 has expanded into the United Arab Emirates, Thailand, and Australia, with more countries in the pipeline.

Commenting on the new agreements, Adveritas Co-Founder and CEO Mat Ratty said: "The online sports betting industry and ecommerce platforms are just two of the key verticals that we have been penetrating as we gain industry recognition and as our sales funnel expands. These contracts follow the success we have had in providing TrafficGuard trials to a large number of companies that have gone on to sign 12-month contracts with us.

"The betting and ecommerce verticals spend a significant amount on online advertising to attract and retain customers, so it is crucial that invalid traffic is detected and eliminated to optimise their return on advertising spend. Our solution, which was built out of demand, has consistently demonstrated an improvement in optimising the advertising spend of our clients and this is demonstrated by our strong renewal rate. TrafficGuard has quickly become the product of choice when it comes to protecting advertising spend from invalid traffic and we currently have some of the largest companies in their respective verticals on trial or signed up as paying customers with us.

¹ <https://www.betbull.com/>

² <https://www.techinasia.com/indian-usedcar-marketplace-cars24-raise-350m-softbank>



“Adveritas has a number of contracts that are currently being negotiated across fintech, gaming, retail and on demand verticals, and I look forward to providing updates to the markets as further new contracts are signed.”

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

- ENDS -

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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 is the world’s first full funnel measurement, verification and fraud prevention solution for digital advertising. Operating in real time across all digital channels, TrafficGuard targets invalid traffic before it reaches your ad budget. Using TrafficGuard, marketers, agencies and ad networks

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can both detect and prevent invalid traffic in real time in order to maximise the return on their advertising and scale their business using real data. Trusted by global brands, TrafficGuard is a multiple award winning fraud prevention product recognised by The Drum, the Martech Breakthrough Awards 2020 and voted the Most effective anti-fraud solution by Mobile Marketing 2020.

For more information about TrafficGuard's comprehensive fraud mitigation, see <https://www.trafficguard.ai/>

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