ASX RELEASE   **19 October 2021**

ADVERITAS TO PRESENT AT 'MEET THE CEO' EVENT

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to invite shareholders to attend a virtual group briefing with Adveritas Co-Founder and CEO Mat Ratty, on Wednesday 20 October 2021 at 2pm AEDT.

Hosted by Market Eye, Mr Ratty will provide an overview of TrafficGuard's digital fraud protection, its recent integration on the Google Cloud Marketplace, and growth opportunities.

Shareholders will have an opportunity to ask questions at the end of the briefing.

Please register in advance to participate:
https://us02web.zoom.us/webinar/register/WN_XkUg39HBRBS5BVm6DwAYdQ

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

- ENDS -

For more information, please contact:

Investor Enquiries

Mathew Ratty	Ronn Bechler
Chief Executive Officer, Adveritas Limited	Managing Director, Market Eye
08 9473 2500	0400 009 774
investor.enquiry@adveritas.com.au	ronn.bechler@marketeye.com.au

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/

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 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/