

ASX RELEASE

3 November 2021

**ADVERTITAS RAISES A TOTAL OF \$5M THROUGH OPTION EXERCISE
AND A PLACEMENT OF \$1.4 MILLION TO ACCELERATE SALES
GROWTH**

Highlights:

- **Total of \$5 million raised from options exercise and a placement**
- **Completion of a \$1.4 million placement to strategic, professional and sophisticated investors, at \$0.10 per share**
- **Pro forma cash balance of circa \$8.4 million at 30 September**
- **Proceeds from the raising to be used to accelerate Adveritas' sales and marketing growth initiatives**

Adveritas Limited (ASX: AVI) (Adveritas or the Company) is pleased to announce that it has raised a total of \$3.6million from the exercise of 36 million listed options (AVIO). A further \$1.4 million was raised by way of a placement of shares to take the total funding to \$5m. The placement funds were raised from parties who did not hold AVIO options but were interested in joining the Company's shareholder register. Strategic investor Record Point, a leading independent corporate advisory firm, alongside other professional high net worth sophisticated investors have participated in the placement.

Adveritas' significantly strengthened capital position will support acceleration of sales growth initiatives as the Company executes on its significant growth pipeline. These initiatives include:

- Broadening of the digital marketing footprint and program;
- Hiring of additional sales representatives across Asia and Europe; and
- Supporting the roll-out of Adveritas on the Google Cloud Marketplace.

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The placement of 14,000,000 fully paid ordinary shares at \$0.10 per share raises \$1.4 million, with no fees payable (other than ASX fees). Settlement is expected to occur on 5 November 2021 with the shares being issued on or around 8 November 2021. The placement shares will be issued under the Company's existing 15% ASX Listing Rule 7.1 placement capacity.

Commenting on the capital raising, Adveritas Co-founder & Chief Executive Officer Mat Ratty said:

"Together with the proceeds from the exercise of the Company's AVIO listed options, the total of \$5 million raised has significantly bolstered our balance sheet. These funds will directly grow sales, allowing us to further expand our sales pipeline across key verticals, and deliver further enterprise contracts with major businesses.

"I am pleased to welcome our new shareholders to the Company as they join our register at an exciting time, when we are significantly ramping up our annualised revenue through enterprise contract wins with market leaders across gaming, eCommerce and telecommunications."

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

- ENDS -

For more information, please contact:

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Adveritas Ltd (ASX:AVI) 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 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/>

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