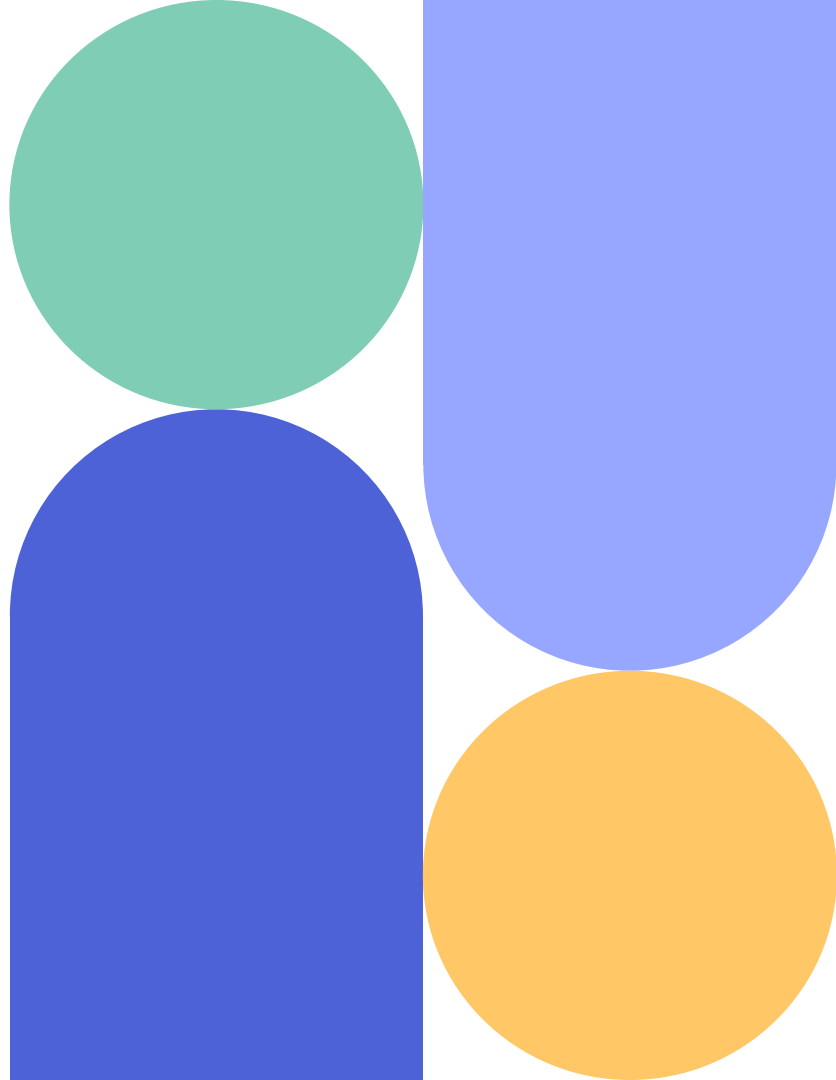




# 2021 Annual General Meeting

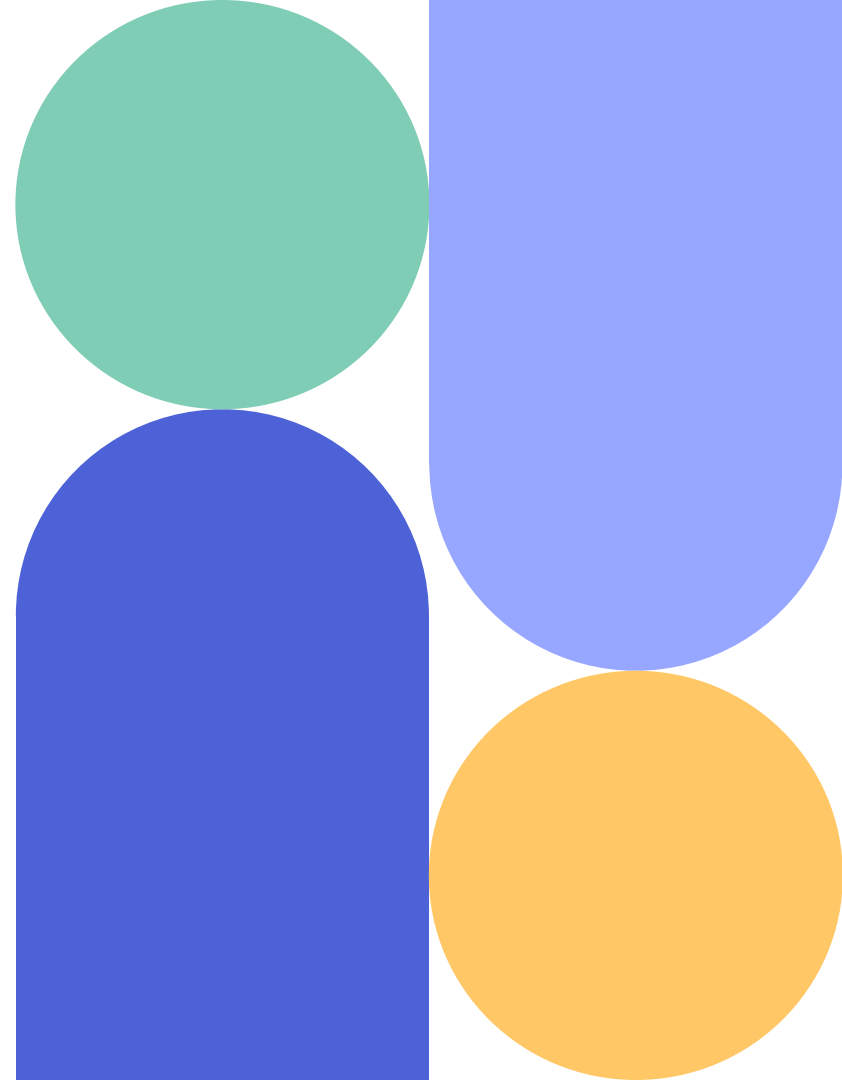
23 November 2021

Internal use only



CEO's Address:

Mat Ratty



mal use only

We help **our partners**  
advertise with  
**confidence** through  
full-funnel ad fraud  
prevention

# The industry problem

## The scale of invalid traffic

*Invalid traffic is any activity that doesn't come from a real user with genuine interest that you are paying for.*

\*<https://www.juniperresearch.com/press/advertising-fraud-losses-to-reach-42-bn-2019>

trafficguard 

**40%**  
of all digital  
advertising is  
invalid

**\$100bn**

Will be lost to ad  
fraud and invalid  
traffic in 2023\*

**No channel  
or business  
is immune**

# Invalid traffic goes beyond fraud and bots

## Accidental engagement

Users accidentally engaging with ads that you pay for

## Unviewable ads

Ads that cannot be seen by the user. Ad stacking or impressions not meeting MRC standards

## Wrong audience

Ads that are shown to the wrong audience

## Engagement without intent

Ads that cannot be seen by the user. Ad stacking or impressions not meeting MRC standards

## Navigation via ads

Users that navigate through search ads oblivious to the fact they are clicking on advertising.

## Non-human engagement

Advertising engagement that is non-human – caused by bots, crawlers, malware and SDK spoofing

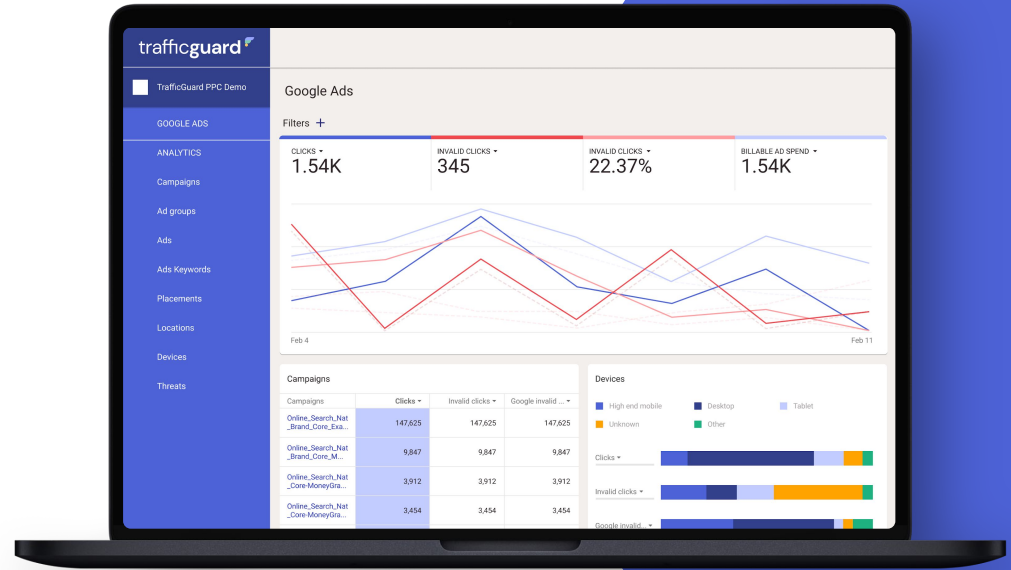
# The solution: TrafficGuard

## Full funnel. Full potential.

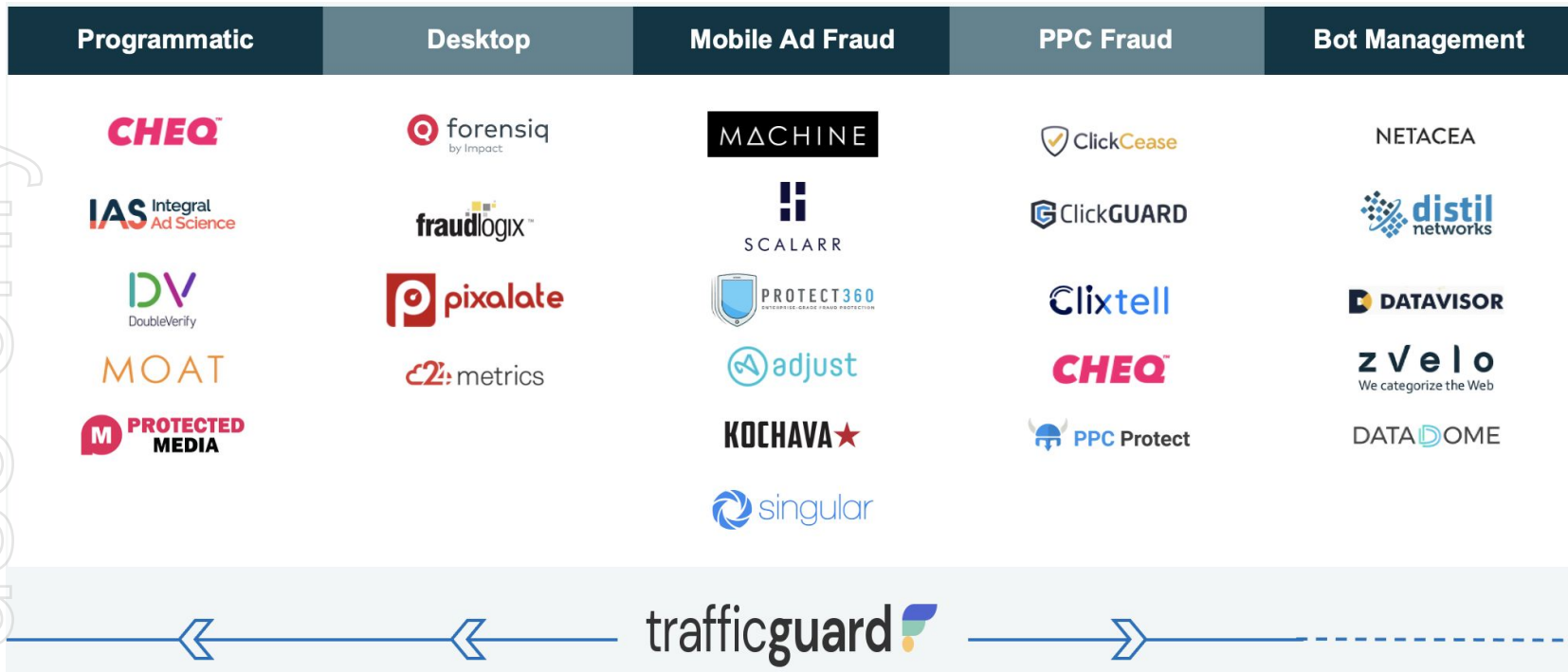
**TrafficGuard** is the world's first full funnel measurement, verification and fraud prevention solution for digital advertising.

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 unlock the best advertising performance and protect the integrity of their data used for optimisation.



# World's first full funnel and omni channel platform



Internal use only

# Benefits of better quality traffic

## More real customers

### Increased Awareness

With invalid traffic being mitigated, your advertising budget is reaching real users with a higher propensity to convert

### Increase in New Customers

Budget previously spent on invalid traffic is now being spent on acquiring new customers

### Outbid your competitors

With reduced fraud, you have access to budget previously wasted. This budget increases the chance to outbid competitors on your keywords

## Better quality customers

### Retention Ratio Increases

Bots don't hang around like real users. Real users are attracted to the offering and build retention based on familiarity and loyalty of the platform/offering

### LTV increases

Reducing the amount of times you pay for an existing user means the cost of acquiring that customer decreases over their lifetime

### ARPU increases

The average revenue of your customers will increase as human users are more likely to return and convert more often



# Trusted by top global advertisers, agencies and partners across both PPC and Mobile advertising spend

## Clients



bukalapak

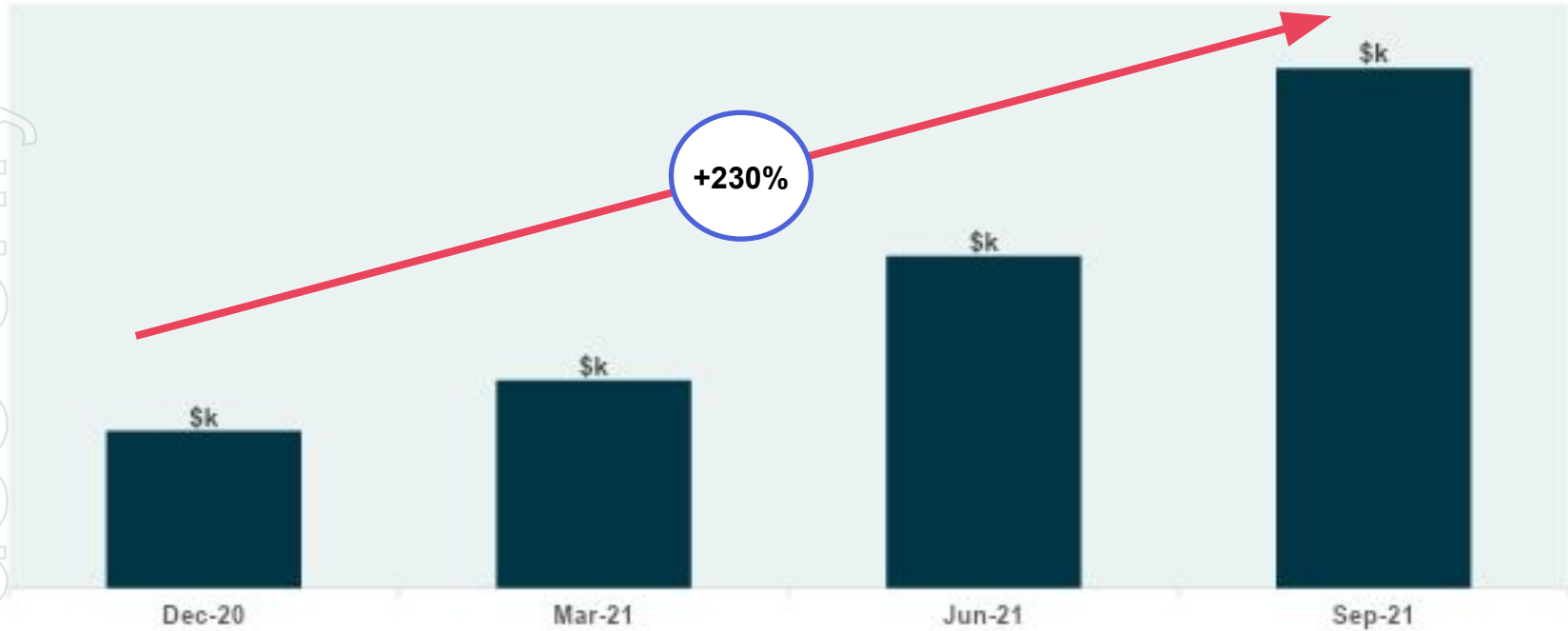


## Partners



# Strong annualised revenue growth trajectory

Annualised revenue – a key leading indicator of future revenue



# Key achievements in FY21

- **Growth in annualised revenue at 30 June 2021 to \$1m, Further increase of 56% to \$1.6m by September 2021**
- **Significantly penetrated key verticals (refer to asx announcement 28<sup>th</sup> October 2021)**
  - Betting – GVC Australia (Ned & Ladbrokes); Betfred, Betbull and Palmerbet added in FY22
  - Technology – Lalamove, Neon & Deezer
  - On Demand – GoJek, Rappi
  - Market Place – CARS24 added in FY22 YTD
- **Cash balance of \$3.2m as at 30 June 2021 and no debt**
- **Proforma cash balance \$8.4m at 30 September 2021 following capital raising activities to accelerate growth momentum**
  - \$3m placement in July 2021
  - \$5m from Options Exercised + placement, at 10c in November
- **Freemium subscribers at 30 June 2021 up 400% from 30 June 2020 to circa 2,700 (3,100 at September 2021).**
  - Provides a large base to convert into paying customers, with a strong conversion rate of circa 15% achieved over FY21

# Delivering on key objectives

*Establishing foundations for rapid growth*

## Objectives:

### Expand sales pipeline across key verticals

### Convert TrafficGuard trials into paying customers

### Invest in the team to scale growth

## Achievements:

- Pipeline across key verticals and geographies substantially bolstered
- Several global companies undertaking trials and current customers trialling additional services

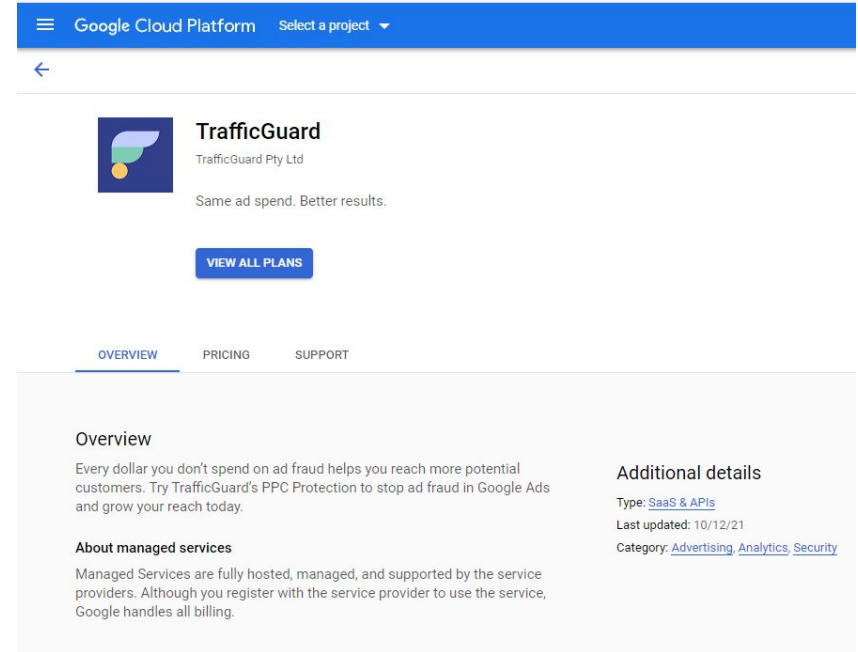
- Enterprise clients signed across key verticals (Gaming and tech)
- Conversion of Freemium to paying customers averaging approximately 15% in FY21 vs a global average of 2-5%<sup>1</sup>
- Q1 FY22 has shown significant growth in clients as recently announced

- Appointed Chief Revenue Officer to further expand reach in global markets
- Recent addition of sales representatives across Asia and Europe from industry backgrounds
- **Strategy resulted in a 56% uplift in annualised revenue by Q1FY22**

<sup>1</sup> <https://hbr.org/2014/05/making-freemium-work>

# TrafficGuard live on Google Cloud Marketplace

- TrafficGuard will be marketed worldwide to all of Google Cloud's customers that use Google PPC advertising (refer to ASX announcement 14<sup>th</sup> October 2021)
- Key sales channel for the large enterprise and SME market
- Adveritas and Google working on joint PR, customer engagement and marketing of TrafficGuard
- **Key benefits**
  - Exposure to Google Cloud ecosystem
  - Reduced procurement and legal time
  - Streamlined billing processes for clients
  - Potential for clients to add TrafficGuard fees to committed Google cloud spend



The screenshot shows the Google Cloud Marketplace interface for TrafficGuard. At the top, there is a blue navigation bar with the text "Google Cloud Platform" and a "Select a project" dropdown menu. Below the navigation bar is a back arrow icon. The main content area features the TrafficGuard logo, which is a blue square with a white leaf-like shape and a yellow circle. To the right of the logo, the text reads "TrafficGuard" and "TrafficGuard Pty Ltd". Below this, the tagline "Same ad spend. Better results." is displayed. A blue button labeled "VIEW ALL PLANS" is positioned below the tagline. Underneath the button are three tabs: "OVERVIEW", "PRICING", and "SUPPORT", with "OVERVIEW" being the active tab. The "Overview" section contains the text: "Every dollar you don't spend on ad fraud helps you reach more potential customers. Try TrafficGuard's PPC Protection to stop ad fraud in Google Ads and grow your reach today." Below this is the "About managed services" section, which states: "Managed Services are fully hosted, managed, and supported by the service providers. Although you register with the service provider to use the service, Google handles all billing." To the right of the "Overview" section, there is an "Additional details" section with the following information: "Type: [SaaS & APIs](#)", "Last updated: 10/12/21", and "Category: [Advertising](#), [Analytics](#), [Security](#)".

# Strong outlook for FY22

## Growth momentum building in FY22

- TrafficGuard integrated with Google Cloud Marketplace and roll out to commence next calendar year
- New enterprise client wins – JD.ID (owned by JD.Com), Betfred, Betbull, Palmerbet, Singtel, Cars24 and others
- Annualised revenue up c.56% in Q1 FY22 to \$1.6m and growing
- Expanding into new verticals and further penetrating key markets globally
- Strong renewal rate with GVC Australia, GoJek, Deezer and others renewing their services in FY22

## Sales team re-shaped with talented sales representatives across Asia and Europe to underpin global scale-up and new client wins

- \$8m raised from options exercise and placements between July–November 2021 to be used to accelerate sales and marketing growth initiatives

Several multi-billion dollar unicorns are currently trialling TrafficGuard which if converted would support a rapid scale up of our Annualised Revenue in FY22



This presentation has been approved by the Board of Directors of Adveritas Limited.

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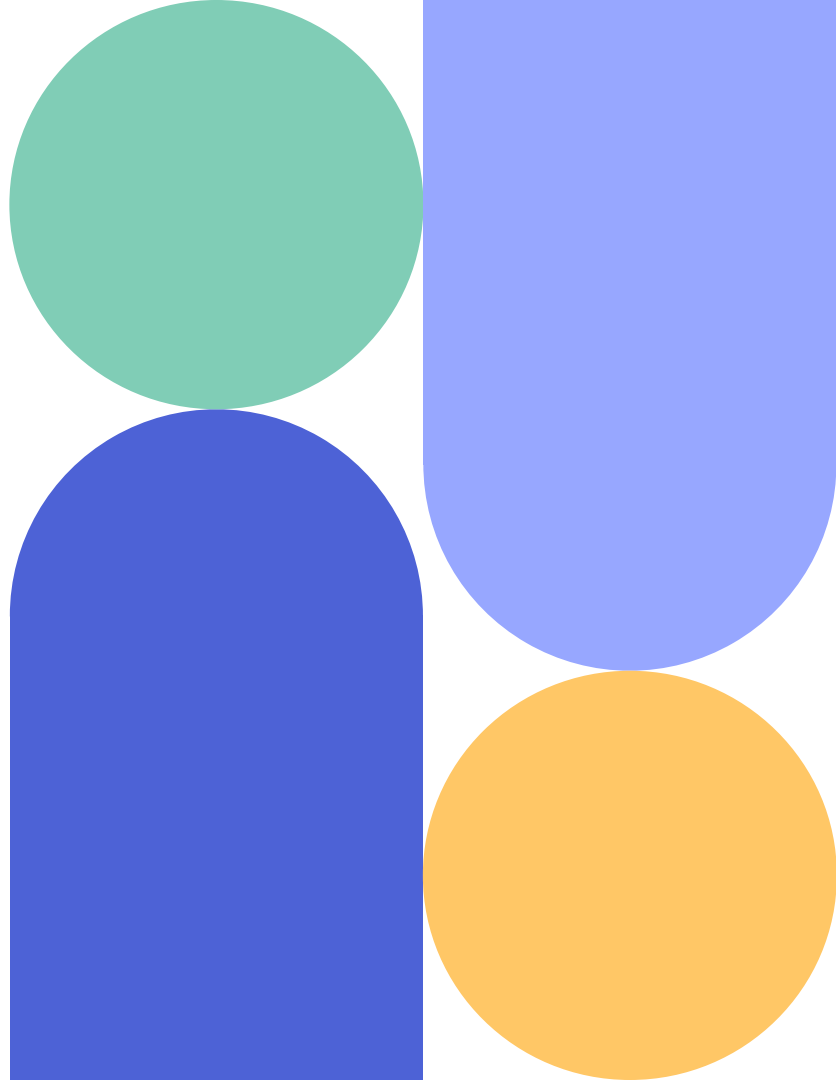
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