

**ASX RELEASE**

**21 June 2022**

## **BREAKOUT QUARTER AND YEAR WITH ANNUALISED REVENUE UP 140% YOY**

**Growing revenues, driven by new customer contracts across both Mobile and Pay Per Click (PPC) products:**

- **Annualised revenue up 34% over the June quarter to date to \$2.45 million**
- **Strong annualised revenue growth underpinned by direct sales and Google Cloud Marketplace contracts**
- **Rapid growth in revenue leading indicators – number of meetings, trials, Freemium subscribers and signed contracts**
- **TrafficGuard now entering Meta (formerly known as Facebook) for PPC, with first clients undertaking beta trials**
- **Commercialisation of self-serve product will build additional SME revenue opportunity**

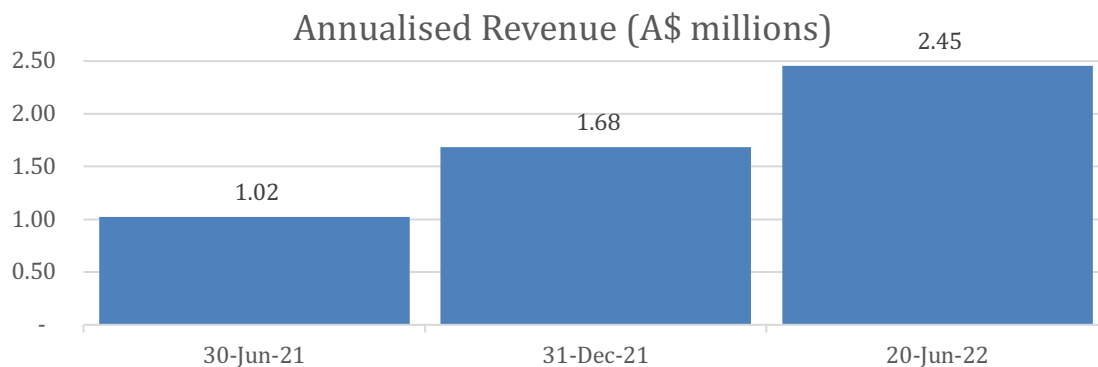
Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to announce continued strong growth in Annualised Revenue, up 34% since 31 March 2022 to a record \$2.45 million. The rapid increase was underpinned by new customer contracts via direct sales and Google Cloud Marketplace.

### **Google Cloud Marketplace and direct sales underpin growth**

Since launching the Company's Google Cloud Marketplace Go-To-Market strategy this quarter, Adveritas has already demonstrated substantial progress, recording its first sale, providing US\$120k of annualised revenue (see announcement dated 20 May 2022).

The Google Cloud Marketplace channel reduces the complexity involved with client procurement and onboarding, and has significantly increased interest from potential customers, with several agreeing to trials. The tactical go-to-market strategy continues to be rolled out and is expected to result in a sustained uplift in annualised revenue growth, as trials convert into paying enterprise clients.

The scaling up of Adveritas' direct sales team and marketing initiatives has also underpinned an increase in annualised revenue, with several clients across many verticals added so far in Q4 FY22 this quarter, bringing annualised revenue to \$2.45 million, up 34% since 31 March 2022, and up 46% since 31 December 2021.



Adveritas' key revenue leading indicators all continue to show strong momentum, with the combination of the direct sales force and the Google Cloud Marketplace referrals driving a substantial increase in enterprise trials.

Adveritas' marketing initiatives have primarily focused on scaling the enterprise sales funnel, which has resulted in a rapid increase in revenue. Supporting this revenue, contracted enterprise clients consuming its PPC service are also now adopting its Mobile Protection product line. This cross-sell opportunity will continue.

With the enterprise sales plan now growing in line with business projections, FY23 the Company will focus growing and monetising its Freemium customer base with its self-serve product line. With already over 4,200 subscribers, this provides a strong pipeline of potential customers for Adveritas in the near term.

### **Commenting on the recent client wins and scaling of Annualised Revenue, Adveritas Co-founder & CEO Mat Ratty said:**

"We are continuing to scale Adveritas' growth through our direct sales force approach and, more recently, through Google Cloud Marketplace, enabling us to sign up new clients across our key verticals. We are successfully executing our strategy, as demonstrated by the strong growth in annualised revenue, and I am very encouraged by the strong pipeline of opportunities we have built.



"I look forward to providing additional updates when further deals are signed, and I am excited by the progress we are achieving, now entering Meta's platform with first clients undertaking beta trials. This will provide yet another key sales channel for both our enterprise and self-serve customers, given the vast scale of PPC advertising on Meta."

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

- ENDS -

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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 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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