**ASX RELEASE**                                               **15 August 2022**

# ADVERITAS CONTINUES TO GROW ANNUALISED REVENUE WITH SIGNING OF SEVERAL NEW CUSTOMERS

- **Record ARR of $2.8 million** driven by new customer contracts across Mobile, Affiliate and Pay Per Click (PPC) products
- **173% growth in ARR since June 30, 2021**
- **New blue-chip clients** include gaming business **Better Collective**, global online travel company **Lux Escapes**, and global media and entertainment business **Disney Streaming Services**
- **Significantly expanded cross-sell potential** driven by increased product offering, including Affiliate marketing anti-fraud product for businesses using affiliate marketing
- **Significantly expanded target markets** to include all Facebook, Google and mobile app advertisers and thousands of global Affiliate advertisers

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to announce a record ARR of $2.8m, an increase of 173% since June 30, 2021. While the revenue from the recent signing of new blue-chip customer contracts is not individually material, the combined revenue of $480k is. Additionally, the execution of these contracts highlights the continued rapid progress and successful execution of the Company's growth strategy.
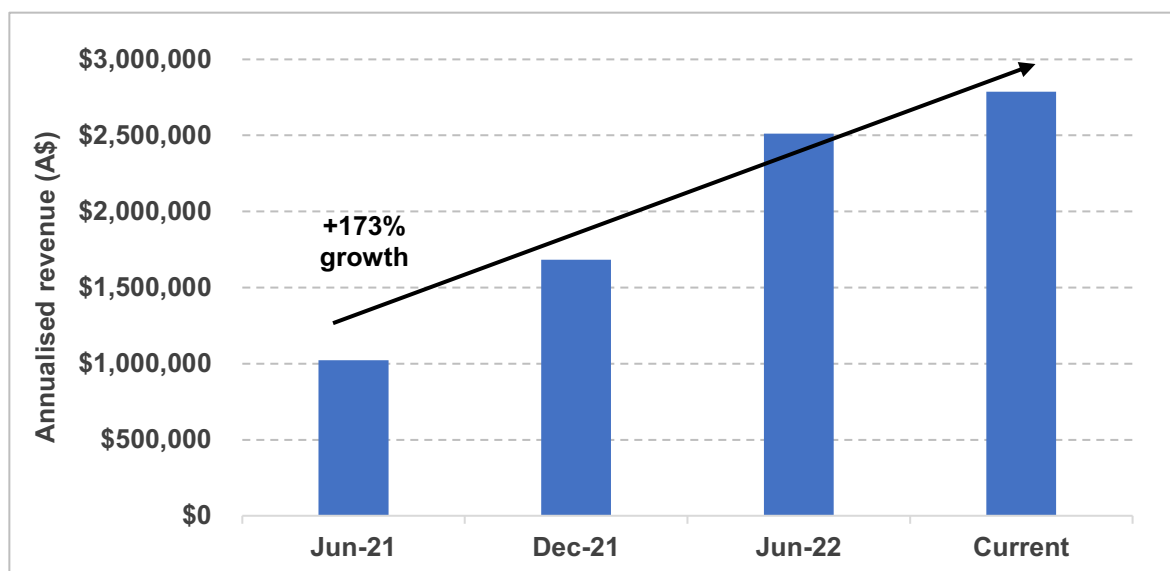
**Adveritas**

**Growth trajectory to continue**

Adveritas expects to continue its growth trajectory at or above historical rates, based on the following strong leading indicators:

- Record enterprise level sales funnel, driven by both direct sales and marketing initiatives, and the Google Cloud Marketplace. This record sales funnel is expected to translate to increased trials, conversions and revenue.

- Contracted enterprise clients consuming one of TrafficGuard's offerings are increasingly starting to trial other channels that TrafficGuard offers (see pic 1). This is a key material growth area for TrafficGuard as a large portion of existing clients are using channels that TrafficGuard can service.

**Increased product offering significantly expands cross-sell potential and target addressable market**

TrafficGuard now offers four products, as illustrated below, the first digital ad-fraud company to offer a truly omni-channel digital marketing anti-fraud solution.

**Mobile App install verification:** This is the Company's flagship product, with enterprise level clients paying material contract amounts, as high as $180k per annum for significant global clients. This product ensures clients are not paying for misattributed or fake installs of their apps.

**Google PPC verification:** This is scaling quickly since the Company first launched the offering in late 2020 and has over 4,000 advertisers that have signed up to the service. Any company using Google Ad words is a target customer, with $147 billion spent on Google ads per annum.

**Affiliate Verification:** This is designed to mitigate affiliate misattribution and ensure clients are paying for real conversions to their website.

**Social Verification:** A new channel offering starting with Meta's Facebook, TrafficGuard established an early adopter program that was fully subscribed within the first week of launch by 10 clients (both new and existing), with additional demand now awaiting a commercial offering.

The intelligence and sophistication of TrafficGuard's current PPC protection has expanded into Facebook to ensure clients using Facebook advertising are mitigating invalid traffic. The Company plans on commercialising its Facebook product to new and existing customers in late Q2 FY23. TrafficGuard's social media anti-fraud offerings allow for significant upsell and cross sell opportunities, which has become a key focus for the business.

**Commenting on the recent contract wins and growth developments, Adveritas Co-founder & Chief Executive Officer Mat Ratty said:**

"Our recent contract wins reinforce the strength of our technology in adding value to companies investing in digital advertising. TrafficGuard is fast becoming the measurement and verification platform of choice. The reality is, companies that are endorsing our technology and choosing TrafficGuard over our competitors, who are valued at billions of dollars, shows that TrafficGuard is competing against and beating 'industry leaders'. With a client focused mentality, TrafficGuard will continue to work with the industry to provide world class solutions.

"The recent contract signings, open a huge growth opportunity to expand our client base via affiliate partner platforms. At the same time, progressing with Google and Meta's Facebook as key channels to sell into creates enormous global market opportunities that are expected to scale much more quickly than organic direct

sales can.  We are already seeing early take-up on both channels with a building pipeline on the Google Cloud Marketplace and early adopters via Meta's Facebook.

"We are working on several other channel partners to further accelerate the global roll out of our market leading TrafficGuard anti-fraud digital advertising products. With our tactical Go to Market strategy being successfully rolled out, I am confident of further growth. I look forward to updating shareholders with further developments over the coming months as we accelerate our growth initiatives."

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

– ENDS –

**For more information, please contact:**

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| Mathew Ratty | Ronn Bechler |
| Co-founder & CEO, Adveritas | Executive Director, Automic Group |
| 08 9473 2500 | 0400 009 774 |
| investor.enquiry@adveritas.com.au | ronn.bechler@automicgroup.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 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