

**ASX RELEASE (ASX: AVI)****7 December 2022**

### **Adveritas CEO Contract Extended**

Adveritas Limited (**Adveritas** or **Company**) is pleased to announce that its Board has agreed to extend the term and vary the remuneration stated in the Executive Services Agreement (**Service Agreement**) of CEO Mathew Ratty.

The term of Mr Ratty's Service Agreement has been extended to 30 June 2025. The Board of Adveritas considers this extension to be of material benefit to the Company as it continues to execute its current growth strategy.

Adveritas Chairman, Stephen Belben, said: "As co-founder and CEO of Adveritas, Mat is pivotal to the development and execution of the Company's global growth strategy. On behalf of the Board, I'm pleased that Mat has extended his contract. He is well placed to lead the Company through its next phase of growth and achieving our aggressive growth targets that are expected to underpin substantial long term shareholder value."

In addition to Mr Ratty's Service Agreement being extended, his annual remuneration has been increased to \$350,000 per annum (plus superannuation) with effect from 1 December 2022. All other terms of Mr Ratty's Service Agreement remain the same.

The Board has also agreed, subject to shareholder approval being obtained, to issue 5,000,000 Performance Rights to Mr Ratty with the following performance milestones:

<b>Tranche</b>	<b>Milestone</b>	<b>Quantum of Performance Rights to vest upon achievement of milestone</b>
1	Mr Ratty remains as Chief Executive Officer of the Company on 31 December 2023	2,500,000
2	Mr Ratty remains as Chief Executive Officer of the Company on 31 December 2024	2,500,000
	<b>Total</b>	<b>5,000,000</b>

The Performance Rights will vest upon achievement of the milestones and once exercised, convert into fully paid ordinary shares (**Shares**) on a 1:1 basis.

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

- ENDS -

**For more information, please contact:**

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**About Adveritas**



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/>

**About TrafficGuard**



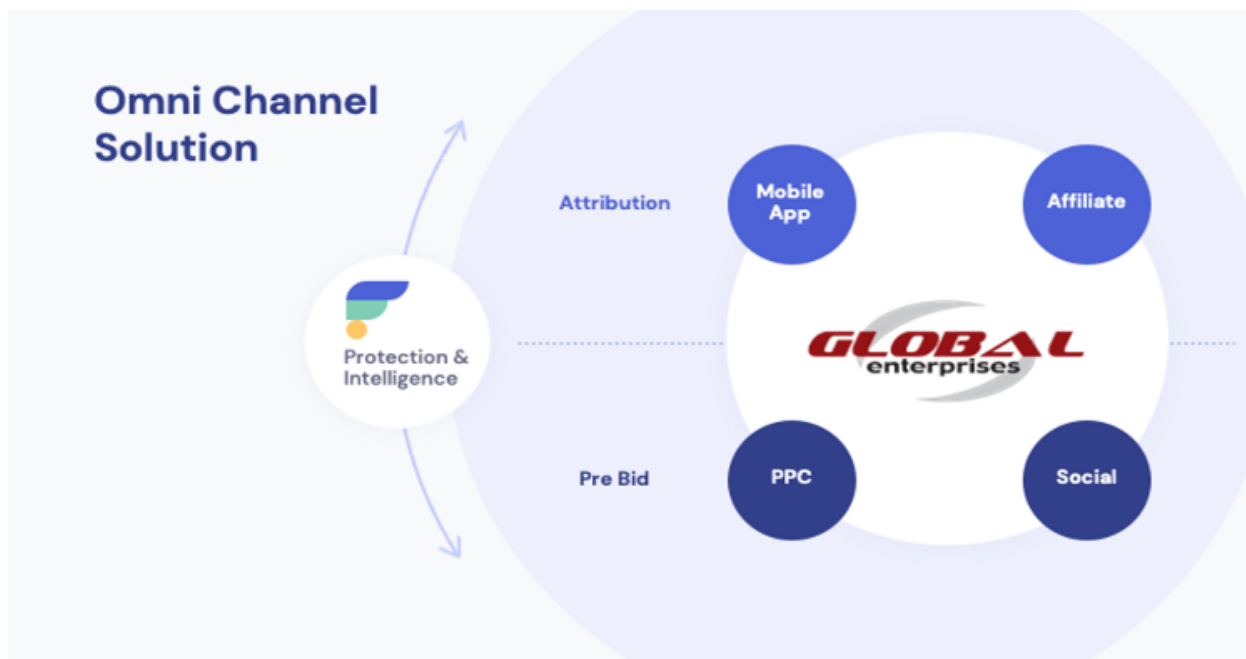
TrafficGuard is an omnichannel ad verification platform helping enterprises and SMBs combat fraud across Google PPC, Mobile app user acquisition campaigns, Affiliate platforms and Social Media. TrafficGuard drives superior advertising performance by verifying advertising engagement as they occur, proactively blocking invalid traffic from infiltrating search campaigns – helping ad spend to reach more real users and protecting the integrity of data that marketers, agencies, designers and developers rely on day in, day out to drive performance improvements.

Trusted by global brands TrafficGuard is a multiple award winning fraud prevention product recognised by The Drum, the Martech Breakthrough Awards, voted the Most effective anti-fraud solution by Mobile Marketing and is the only PPC verification vendor admitted to the Google Cloud Marketplace globally.

For more information, find us at [www.trafficguard.ai](http://www.trafficguard.ai)

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**More on TrafficGuard's omni channel 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 – essentially allowing them to scale with confidence across digital media and advertising partners.

**Google PPC verification:** This service is scaling quickly since the Company first launched the offering in late 2020 and now has over 4,500 sign ups to this offering. Any company using Google Ad words is a target customer, with USD \$147 billion spent globally on Google ads per annum.

**Affiliate Verification:** This service 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, with a planned product pipeline to rollout to Tik Tok, Reddit, LinkedIn and other channels in 2023 due to increasing demand from both current and prospective clients.

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