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ASX RELEASE   **28 February 2023**

ADVERITAS EXPANDS CLIENT BASE AND GROWS REVENUE IN H1 FY23

Key H1 FY23 highlights

- **Annualised revenue at 31 December 2022 up 68% from H1 FY22 to $2.82 million; currently $3.12 million**

- **Revenue for H1 FY23 up 48% to $1.4 million (vs H1 FY22)**

- **Continuing to build out key verticals by signing major new clients, such as Disney Streaming Services and Lux Escapes, and upgrading contracts with existing clients, such as Superbet**

- **TrafficGuard integration with key partners continues to underpin sales**

- **Pro-forma cash balance of circa $7.1 million at 31 December 2022, being cash of $3.15 million plus the $4 million placement announced to ASX on 30 January 2023, which will support continued investment in technology and marketing capabilities**

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to announce its results for the six months ended 31 December 2022 (**H1 FY23**), a period that saw the Company build out its integrations, win new clients in key verticals, increase revenue, and invest further into its team to accelerate sales growth.
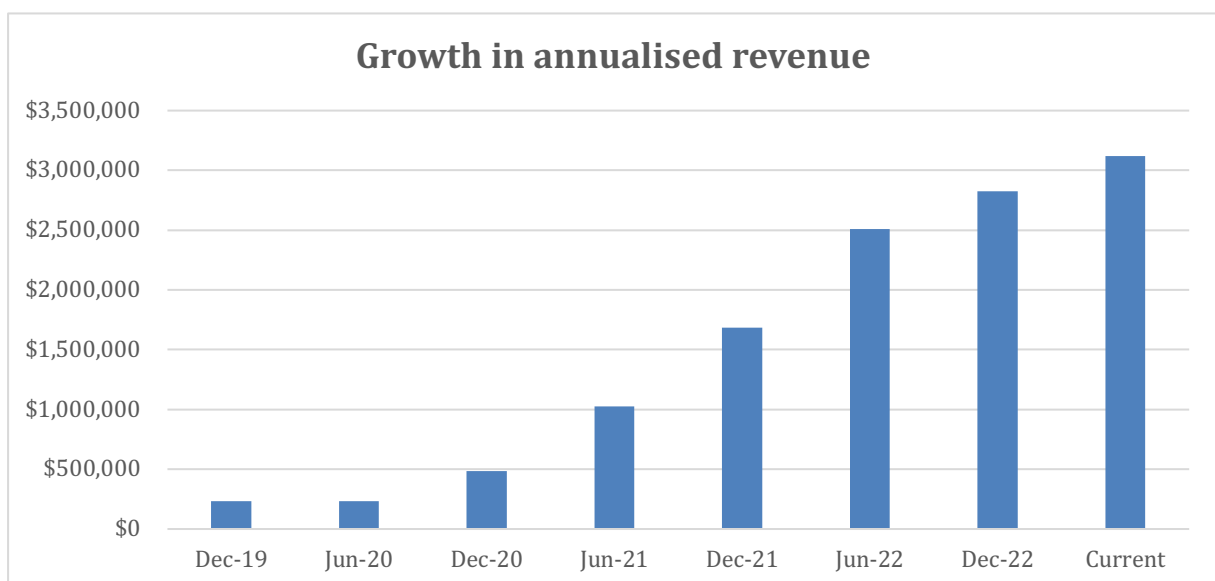
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Commenting on the Company's progress over H1 FY23, Adveritas Co-Founder & Chief Executive Officer Mat Ratty said:

"The growth in our revenue over the first half of FY23 reflects our expanding customer base and broader relationships with existing customers as they experience increasing returns from their digital ad spend by using TrafficGuard. Annualised revenue currently sits above $3.1 million, up 86% since the first half of FY22.

"The investment in our sales and marketing team and enhancements to our products, has led to many new client wins over the first half, including Disney Streaming Services. Our 'Land and Expand' strategy is also underpinning our growth, expanding our relationships with existing clients into additional services, being either an upsell or cross sell to increase contract value, including Superbet, which now uses both our PPC and mobile anti-fraud solution."

Strong revenue growth

Annualised revenue was up 68% to $2.82 million (since 31 December 2021), and currently stands at $3.12 million, bolstered by the growth in customer numbers and increase in existing customers starting to use more than one TrafficGuard product.

Growth in annualised revenue

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The 48% growth in revenue in H1 FY23 from $960k in H1 FY22 to $1.4 million is reflected in the Company's expanding enterprise customer base. Adveritas had 55 enterprise customers at 31 December 2022, up 41% since 31 December 2021.
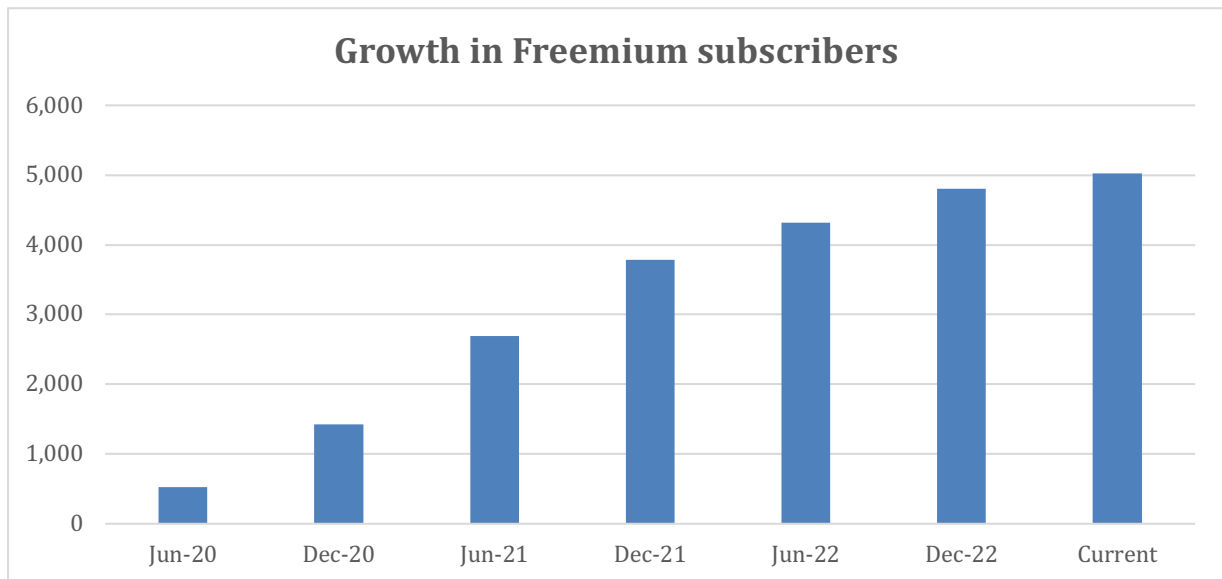
Growth in enterprise customers
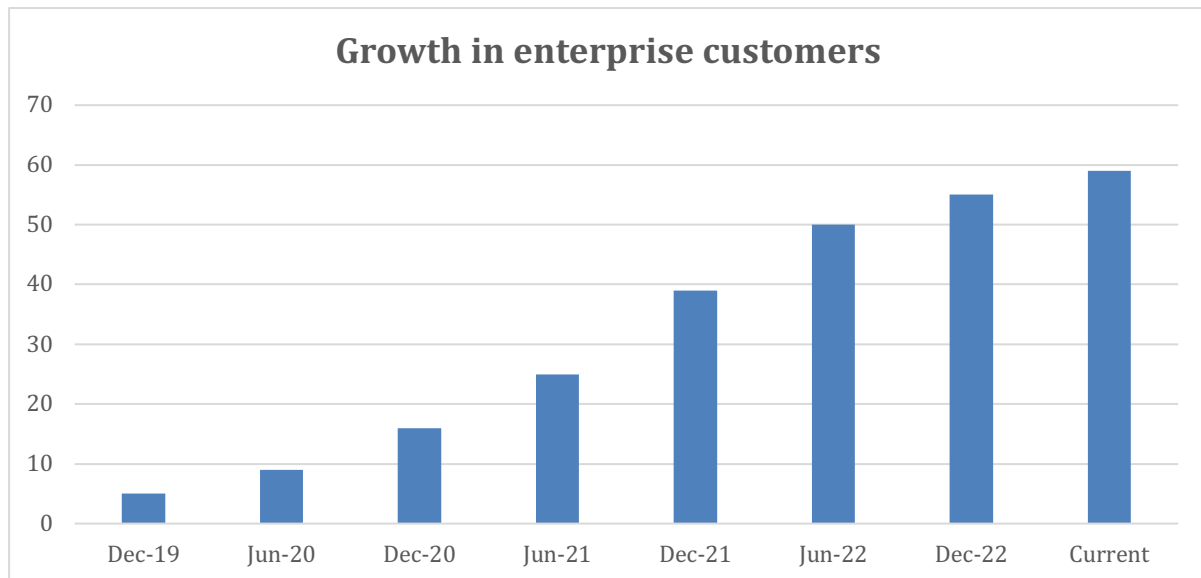
Marquee new client wins and strong growing pipeline of Freemium customers

Adveritas has established itself as a leader in preventing digital ad fraud and reducing invalid traffic in several key industry verticals. Some of the new clients that were signed up during H1 FY23 include:

- **SuperBet –** A large Romanian gaming group
- **Disney Streaming Services**, a global media and entertainment business
- **Lux Escapes**, a global online travel company.

In addition, existing clients are starting to broaden their relationship with Adveritas, expanding the services they use.

The number of Freemium customers, a key forward growth indicator, continues to increase and now stands at over 5,000 subscribers. The product and engineering key focus at this stage is to service the requests coming from the growing enterprise level demands that TrafficGuard is experiencing. In Q4 CY2023, the Freemium mass market product, which services the $147 billion Google ads market, will be a key focus for the business having already attracted over 5,000 sign ups.

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Growth in Freemium subscribers

(Chart showing bar graph of Freemium subscriber growth from Jun-20 to Current, with y-axis from 0 to 6,000)

Period	Approximate Value
Jun-20	~500
Dec-20	~1,450
Jun-21	~2,700
Dec-21	~3,800
Jun-22	~4,300
Dec-22	~4,800
Current	~5,000

Investment into product and people

TrafficGuard has always prided itself as the world's first multi-point and cross channel platform that looks at each stage of the consumer journey (impression, click, install/conversion and post conversion analysis) – this allows for more signals to be interrogated at each stage of the consumer journey to ascertain whether they have come from invalid traffic.

Analysing over 200 signals in real time, TrafficGuard has built a major reputational bank on internet traffic that benefits its clients globally. This full funnel measurement results in pinpoint accuracy and provides transparency – major reasons why TrafficGuard is selected over other providers.

Having invested in sales and marketing over the last 12 months, TrafficGuard has gained momentum across the different services (PPC, mobile, affiliate and social) and expanded across verticals, resulting in rapid revenue growth and increased demands from enterprise customers regarding user interface and other support functions.

To capitalise and scale across these verticals, the Company has increased its product capabilities leading to the hiring of Chief Product Officer, Elie Shuggi, to manage both the product pipeline in order of importance and hire the additional

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people required to service the growing demand TrafficGuard is experiencing. This is a critical area of investment and Adveritas is confident it will translate into further rapid growth. Our product team is working closely with existing clients and trial clients to enact these changes.

Commenting on Adveritas' growth outlook, Mr Ratty said:

"The necessary foundations to drive growth are in place. We have invested in our team and capabilities. We are signing up marquee enterprises globally. Existing customers are expanding the TrafficGuard services they use. All of this is underpinning the growth in revenue that Adveritas is generating.

"Our partnerships with some of the world's largest platforms will create ample sales opportunities for us going forward, as we further integrate TrafficGuard into the digital advertising ecosystem. Both the growing enterprise pipeline as well as the freemium sign-ups are an indicator of future revenue growth.

"We thank our shareholders for their continued support as we execute our growth strategy and deliver on the very exciting potential from the growth opportunities we see ahead for Adveritas."

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

- ENDS -

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About Adveritas

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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/

About TrafficGuard

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

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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.