

ASX RELEASE**9th March 2023****NEW CONTRACT WITH TABCORP AND UPSELL TO SUPERBET INCREASE
ANNUALISED REVENUE**

- **Record annualised revenue of circa \$3.26 million** driven by new customer contracts across Mobile, Affiliate and Pay Per Click (PPC) products, as well as upsell and cross-sell to existing clients
- **30% growth in annualised revenue since 1 July 2022**, 15% since 1 January 2023
- **New blue-chip client**, Australia's biggest multi-channel wagering and gaming products group, Tabcorp
- **Up-sell and cross-sell potential translating into sales** including upsell to one of the world's leading betting and gaming companies, Superbet, upgrading its contract by over 60%

Adveritas Limited (the "Company" or "Adveritas") (ASX: AV1) is pleased to announce continued growth in annualised revenue to circa \$3.26 million, representing a 30% increase since 1 July 2022 and 15% increase since 1 January 2023. The Company's expanding annualised revenue is primarily attributed to the acquisition of new blue-chip customer contracts along with successful up-sell and cross-sell initiatives. While the revenue from the signing of new blue-chip customer contracts since 1 January 2023 is not individually material, the combined revenue of circa \$431,000 is.



Fuelling growth: Adveritas' record-high sales pipeline drives success with new clients

The Company is pleased to report that its current record-high sales pipeline, driven by direct sales efforts, marketing initiatives, the Google Cloud Marketplace and cross sells, has translated into the highest sales opportunities the Company has ever achieved.

This success is translating into increased trials, conversions, and revenue, as demonstrated by new contracts with Tabcorp, among others.

'Land and expand' strategy translating to increased sales

TrafficGuard's expanding range of offerings (see Appendix) has led to increased sales and client engagement. Notably, contracted enterprise clients, such as Superbet, are now actively exploring and upgrading to other TrafficGuard channels.

This is a key focus and material growth area for TrafficGuard as a large portion of existing clients are using digital channels that TrafficGuard can service.

Strengthening product development: TrafficGuard hires four new high calibre members for its Product Management Team

The Company has strategically grown its product team to accelerate development of TrafficGuard's products, enhance user experience and improve its detection and prevention capabilities across industries and customer segments. Four new Team members will be starting imminently including:

- A Senior Product Manager from Xero with experience in developing b2b SaaS products
- A Technical Product Owner from Macquarie Bank Risk Management Group with experience in monitoring financial transactions
- A Senior Product Designer with 20 years of both b2b and b2c design experience
- A Product Owner with experience in complex digital healthcare technology and ecommerce.

TrafficGuard's hiring of these seasoned professionals demonstrates its dedication to continuous improvement, ensuring TrafficGuard delivers an industry leading user experience as it scales across more industries and customer segments.

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

"TrafficGuard is undeniably adding exceptional value to companies seeking to expand their customer base through digital advertising. We are now becoming recognised as the measurement and verification platform of choice, with Tabcorp signing up and Superbet expanding their use of our technology, affirming our position as a market leader that consistently beats billion-dollar competitors due to the sophistication and transparency of our technology.

"We are confident in our tactical Go-to-Market strategy, which has been successfully rolled out, our growing revenue base, and our ever-increasing sales pipeline. Adveritas is undoubtedly in a strong position to accelerate its growth trajectory."

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

- ENDS -

For more information, please contact:

Mathew Ratty

Co-founder & CEO, Adveritas

+61-8 9473 2500

investor.enquiry@adveritas.com.au

Ronn Bechler

Automic Markets

+61-400 009 774

ronn.bechler@automicgroup.com.au

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

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.