

**ASX RELEASE**

**1 May 2024**

## **\$4.5M RAISED IN OVERSUBSCRIBED PLACEMENT**

Adveritas Limited (ASX: AVI) (**Adveritas** or **Company**) is pleased to announce that it has received firm commitments to successfully raise \$4.5 million (before costs) via an oversubscribed share placement (**Placement**).

Under the Placement, Adveritas will issue 75,000,000 new fully paid ordinary shares (**Shares**) at an issue price of 6 cents per Share to raise \$4.5 million (before costs).

The Placement price of 6 cents per Share is at a premium of 3% to the 30-day VWAP of 5.8 cents per share, and at a discount of 5% to the closing price of the Company's Shares on 26 April 2024 of 6.3 cents per Share.

The new Shares will be issued under the Company's available ASX Listing Rule 7.1 and 7.1A placement capacity in the amounts of 3,658,589 and 71,341,411 new Shares respectively. Settlement of the Placement is expected to occur on Monday, 6 May 2024 with issue and quotation of the new Shares expected to occur on Tuesday, 7 May 2024.

Subscribers to the Placement include:

- existing long-term shareholders, including high net worth family offices, professional funds managers; and
- new investors, including a professional investor from a multi-billion dollar family office investment group who has invested in his personal capacity.

The strengthened cash balance following the Placement allows the Company to focus on its key objective of achieving positive cash flows from operations and will support:

- Continued global growth, with specific focus on the USA gaming and sports betting market;
- Key product enhancements;
- Development of new client driven features; and
- Streamlining processes to shorten the enterprise client sales cycle.

**CEO Commentary:**

Mr Mathew Ratty, Co-founder and CEO, has said:

*"I would like to thank our long-term cornerstone shareholders for their strong support and welcome our new investors to the share register.*

*Our strengthened cash balance, our focus on the USA gaming and sports betting market, and strong growth momentum leading up to and beyond our recent March 2024 quarter record cash receipts, will enable Adveritas to continue its growth trajectory and positive operating cash flows."*

*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 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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