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# TRADING UPDATE – ON TRACK FOR RECORD JUNE QUARTER

- **June 2024 quarter expected as the third consecutive quarter of record cash receipts**
- **Strong traction in online gaming and sports betting has continued**
- **Path to operating cashflow positive has continued**
- **Strong growth outlook,** with potential new agency partnerships, increasing traction in sports betting and gaming verticals, ongoing price increases supported by the release of new product features, and ongoing product cross-sell opportunities

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to announce it is on track for a record June 2024 quarter.

June 2024 quarter record cash receipts

The Company estimates that customer payments received during the June 2024 quarter amounted to $1.3 million, plus $750,000 of deferred cash receipts (i.e. received on 2 July 2024 from contracts signed in the June 2024 quarter), totalling $2.05 million. The June 2024 quarter 2024 cash receipts (excluding the $750,000) represent a year-on-year increase of 105% on the June 2023 quarter.

CHART 1: Growth in quarterly cash receipts ($000s)
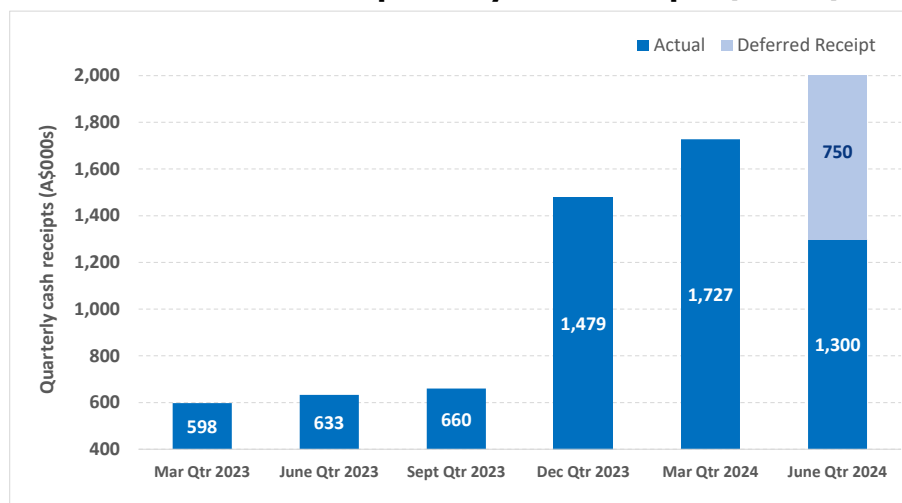
Strong traction in sports betting and online gaming

TrafficGuard is increasing market share as a global provider of digital marketing anti-fraud software as a service (SaaS) to the sports betting and online gaming segment.

New annualised revenue signed within the quarter amounted to circa $1.5 million in the June 2024 quarter from a combination of new contracts and the expansion of existing contracts, none of which are individually material to the Company.

Globally, sports betting and online gaming are among the fastest growing digital advertising verticals. The Company has identified over 1,300 global sports betting and gaming companies to target and is currently servicing 35 customers in this segment, which demonstrates the growth opportunity available.

Strong quarterly result and positive outlook

The Company continues to realise the benefits from the cost saving initiatives and organisational restructure deployed at the close of the December 2023 quarter. These savings, when combined with expected growth in quarterly cash receipts and price increases through to December 2024 as existing contracts mature, allow the Company to move closer to becoming cash flow positive.

Co-founder and CEO Mat Ratty said:

"I am delighted that our June 2024 quarter is on track to be our third consecutive record quarter.

The Company has found strong product-market fit in the global online gaming and sports betting segment and continues to rapidly gain new customers and market share in this segment. Whilst the technology can be applied to all verticals, TrafficGuard's commercial team are focused on monetising the sports betting vertical given its substantial size. We are looking to enter other verticals in the December 2024 quarter.

Our outlook is strong given new agency partnerships, ongoing release of new product features, which support price increases, and ongoing product cross-sell opportunities."

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

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About Adveritas

Adveritas Ltd (ASX:AV1) creates innovative software solutions that leverage big data to drive business performance. The Company's flagship product is its ad fraud prevention software as a service (SaaS), called TrafficGuard. Clients include Disney Streaming, Tabcorp, William Hill, Singtel, Luxury Escapes, Tesco, and Coinbase.

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. This product ensures clients are not paying for misattributed or fake installs of their apps and allows 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 subscribers for this product. 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 due to increasing demand from both current and prospective clients.

Forward Looking Statements

This announcement contains 'forward-looking information' that is based on the Company's expectations, estimates and projections as of the date on which the statements were made. This forward-looking information includes, among other things, statements with respect to the Company's business strategy, plans, development, objectives, performance, outlook, growth, cash flow, projections, targets and expectations and sales. Generally, this forward-looking information can be identified by the use of forward-looking terminology such as

'outlook', 'anticipate', 'project', 'target', 'potential', 'likely', 'believe', 'estimate', 'expect', 'intend', 'may', 'would', 'could', 'should', 'scheduled', 'will', 'plan', 'forecast', 'evolve' and similar expressions. Persons reading this announcement are cautioned that such statements are only predictions, and that the Company's actual future results or performance may be materially different. Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the Company's actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking information.