

Investor Presentation

Mat Ratty

Chief Executive Officer

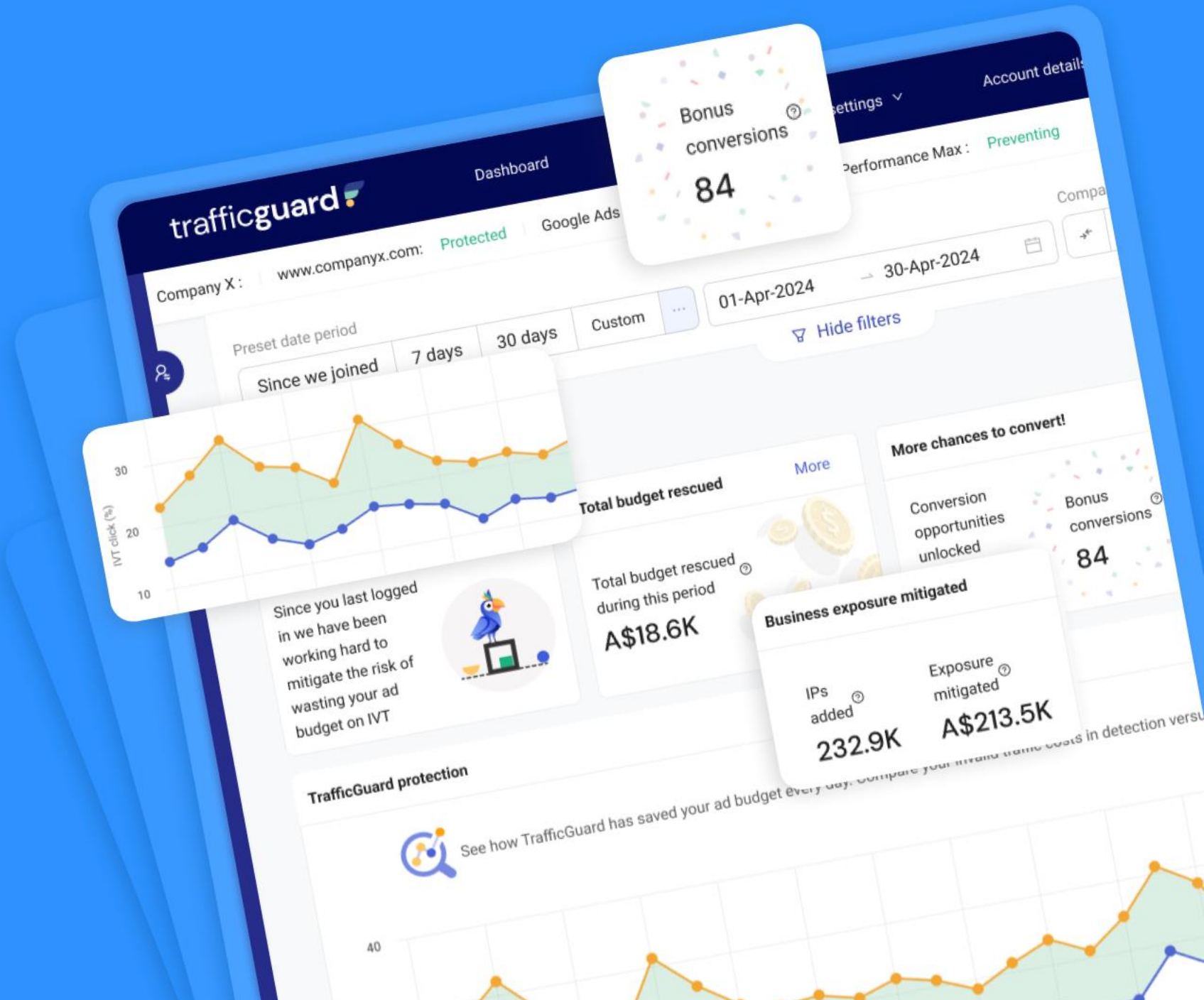
Adveritas Limited (ASX: AV1)

October 2024

 **Adveritas**

trafficguard

An Adveritas Company



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Global ad fraud problem



GLOBAL DIGITAL AD FRAUD

- Total digital advertising worldwide is US\$740.3 billion (2024) ⁽¹⁾
- Digital advertising growing at 15% per annum ⁽²⁾
- Estimated annual ad fraud: US\$207 billion (28% of all digital advertising) ⁽³⁾
- Fraudsters get paid from advertisers for fake ad engagements
- Average individual ad fraudster steals \$5-20m per annum ⁽⁴⁾



UBER v FETCH

- In 2021, Uber wins lawsuit against ad agency Fetch
- Uber lost US\$100m to ad fraud (66% of total ad spend) ^(5,6)

Sources

1. "Digital Advertising – Worldwide", Statista, November 2023
2. Juniper Research, September 2023
3. "Fraudulent web traffic continues to plague advertisers", WSJ quoting Adobe, 28 March 2018
4. "More Money Than Drugs: A deep Dive Into Ad Fraud", Forbes, 23 February 2020
5. "One Of Uber's Lawsuits Against Ad Fraud Comes Full Circle—They Won", Veracity Trust Network, 19 January 2021
6. "How could Uber cut its spend by \$100m and see no drop in conversion?", Veracity Trust Network, 7 January 2021

About trafficguard

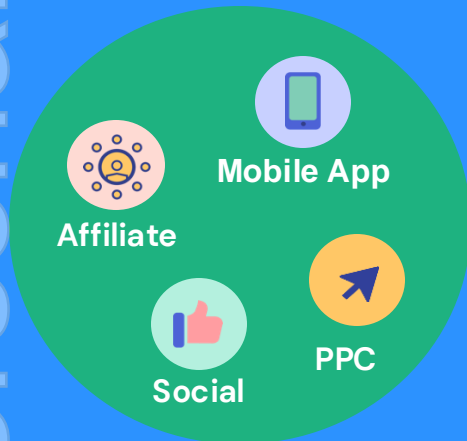
Software-as-a-Service

Proprietary big data



Omni-channel

Certified Google Premier Ads & Google Cloud Partner

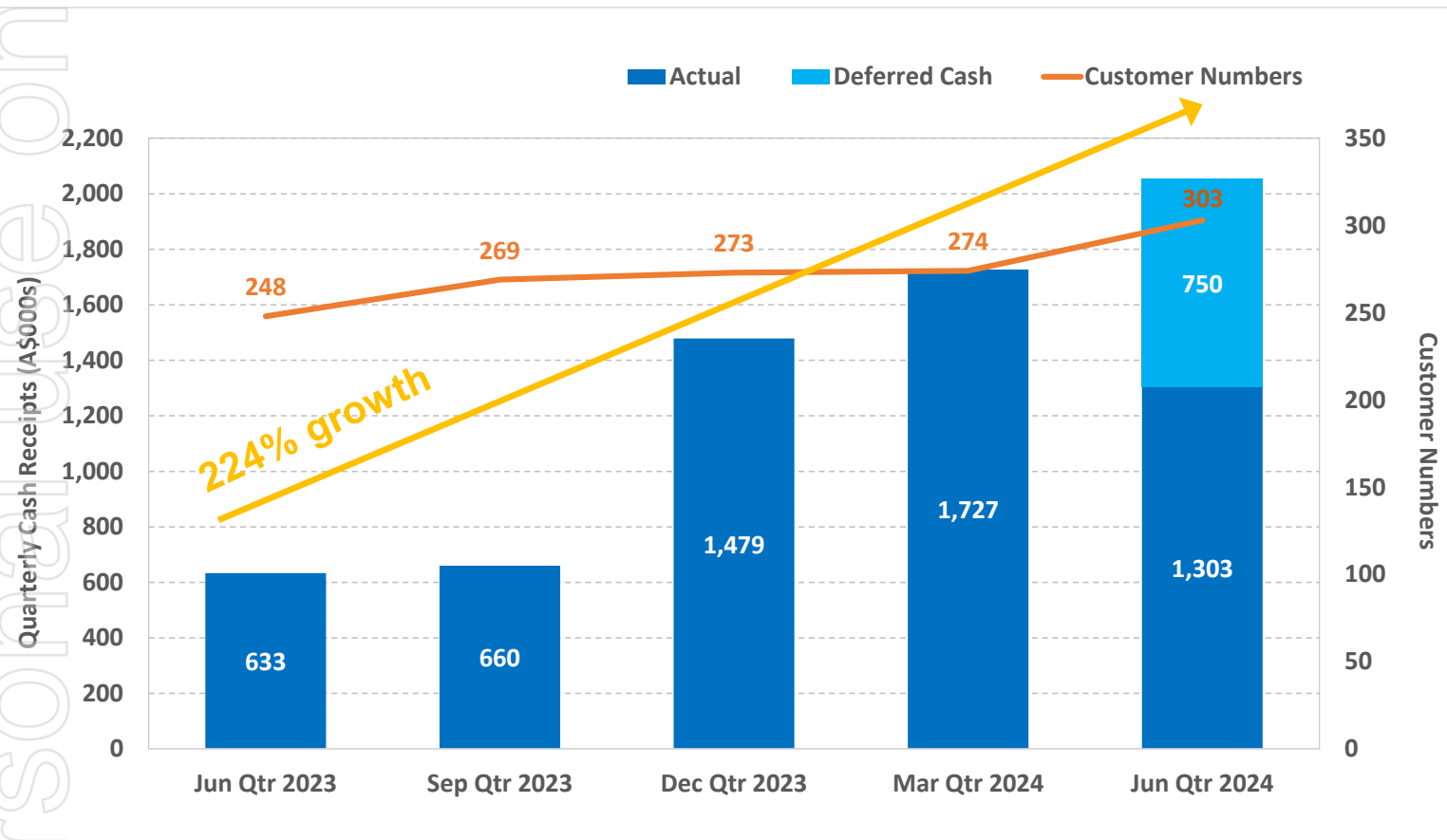


COMPETITIVE ADVANTAGES

- **Proprietary big data** - 100+ billion data points across more than 5,000 advertisers
- **Artificial Intelligence/Machine Learning** technology
- **Increases customer return** on ad spend by circa 4.5x
- **Holistic solution** - across ad fraud, mobile ad fraud, PPC fraud, bot management and ad verification
- **Leading PPC ad verification on Google Cloud Marketplace** – opens access to potentially thousands of customers
- **Data science focus** - 55% staff are data scientists & software engineers

Record growth in cash receipts

QUARTERLY CASH RECEIPTS

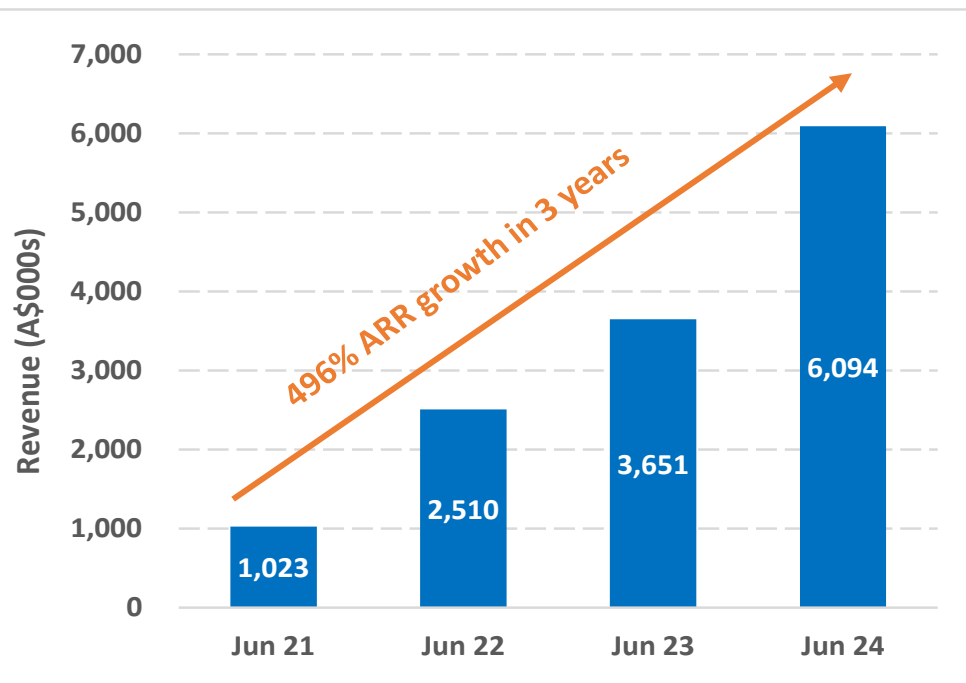


- 224% growth over 12 months to June Quarter 2024 cash receipts to \$2.05m ⁽¹⁾
- Customer numbers increased from 248 to 303 over the same period, up 22%
- Commenced sports betting focus December 2023
- 3X price increase implemented in Dec Quarter 2023

Note: 1. Adjusted cash receipts comprises contract signed June Qtr but cash received 2 July 2024

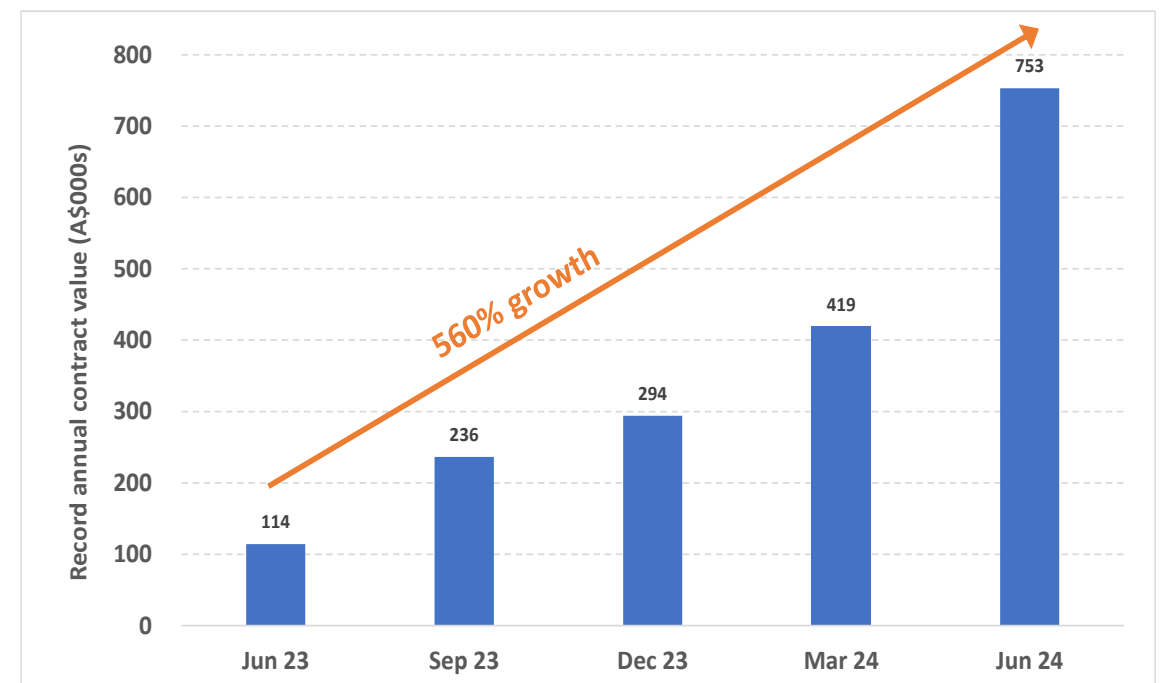
Record ACV and ARR growth

ANNUALISED RECURRING REVENUES



- 496% Annualised Recurring Revenue (ARR) growth to over \$6m in 3 years

RECORD ANNUAL CONTRACT VALUE

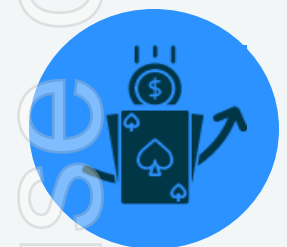


- 560% growth in record (single contract) annual contract value (ACV) to A\$753k per annum from single enterprise client
- **Highlights substantial upsell potential**



PATH TO POSITIVE CASHFLOW

- Positive cashflow achievable through online gaming & sports betting segment alone



STRONG TRACTION

- ~1,300 target clients in this segment
- Currently servicing ~40
- Servicing and running trials with the Top 10 sports betting companies globally

Tabcorp

*William***HILL**

L *Ladbrokes*

DRAFT
KINGS

 **NAPOLEON**
SPORTS & CASINO

neds

BETFRED

SUPERBET

 **BETCITY**

 **betfair**

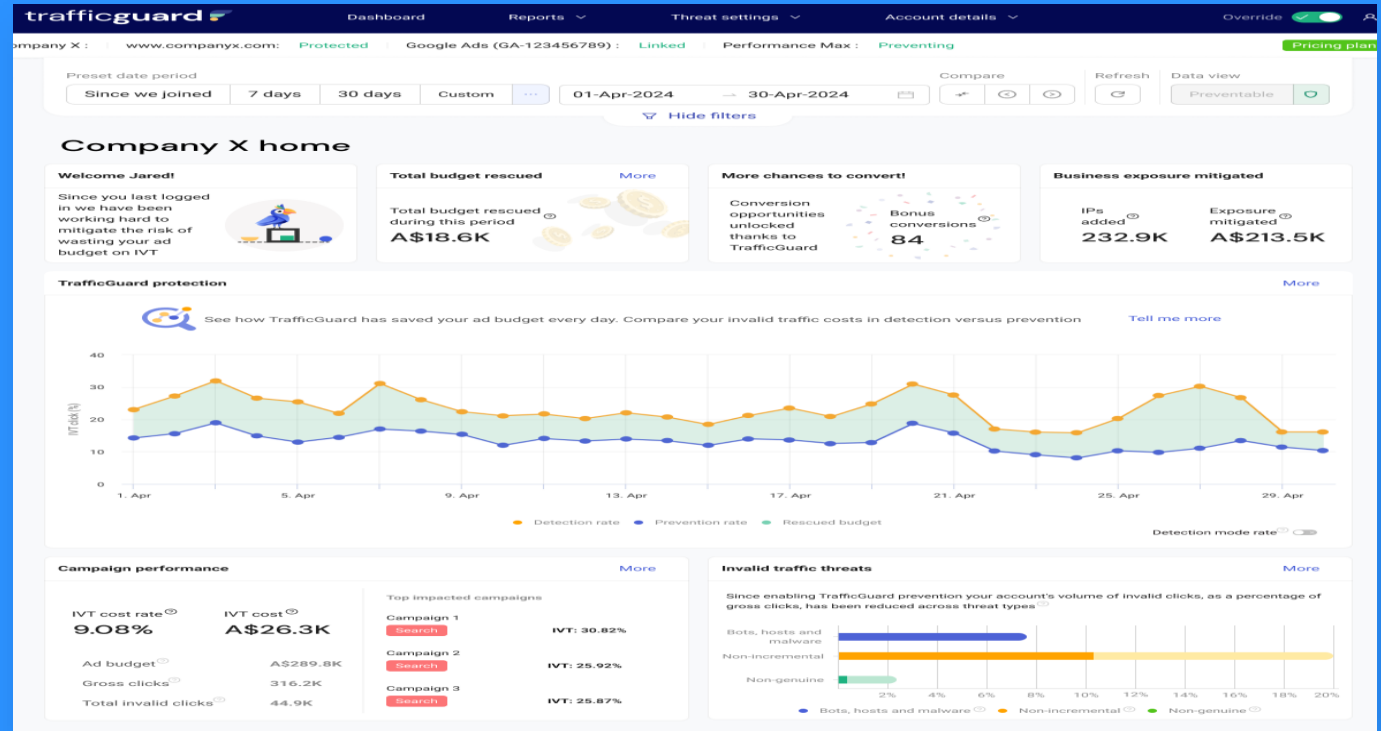
Online gaming & sports betting traction

PRICING REVIEWS

- Recent pricing review resulted in enterprise client price increase of 3X, commencing 1 January 2024 and being rolled out progressively through to December 2024 (1)
- Ongoing pricing reviews supported by continuous product enhancements including:
 - New invalid traffic (IVT) dashboard (2)
 - Smart Ranges (3)
- Price inelastic customer base, with no rate-increase related churn
- Recent price increases combined with shift to annual contracts (previously monthly) are driving increased cash receipts and annual contract values.

Source 1. ASX release 17 January 2024
2. ASX release 30 May 2024
3. ASX release 19 Feb 2024

NEW IVT DASHBOARD



BENEFITS

- Consumer journey insights
- Incrementality analysis
- Quantified ad spend savings from using TrafficGuard
- Quantified reduced customer acquisition costs and increased customer lifetime value (2)

Agency Partnerships

- Potentially transformational partnerships to accelerate sales cycle
- Agencies manage ad budgets for thousands of enterprise clients (including Fortune 500)
- Trials underway with large agencies with TrafficGuard PPC and PMax products
- First revenues expected in Q4 CY24

Holding Company Agency Landscape

HAVAS



WPP



dentsu



OMG



IPG



PUBLICIS GROUPE



Multiple growth drivers

Price increases



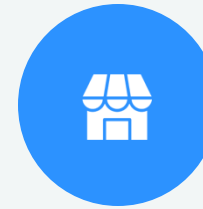
Price inelastic customer base, with no price related churn experienced following 3X price increases

Agency Partnerships



Potentially transformational access to thousands of new clients

Google Cloud Marketplace



Leading PPC advertising verification platform on GCMP

Clear market fit



Clear path to positive cashflow in online gaming & sports betting segment alone

Cross & Upsell



- Cross-sell potential, with over 90% customers using only 1 product
- Record Annual Contract Value of A\$753k in FY 24 highlights upsell potential

Demand for additional services



- TrafficGuard Social (Facebook activity measurement and verification) requested by almost half the client base
- Plan to monetize Dec Qtr 2024

Upcoming milestones

trafficguard 



1

Potential partnerships



2

Continued traction:
1,300 target clients,
currently servicing ~40



3

- Social media product extension set to monetise Q4 calendar year
- Allows for significant cross sells



4

Record A\$753k
ACV points to
substantial upsell
potential



5

Ongoing pricing
reviews



6

Clear opportunity
with existing clients:

- entertainment (Disney Streaming)
- telco (Singtel)
- Ecommerce companies

Agency
Partnerships

Online gaming &
sports betting

Product
Extensions

Record ACV

Price increases

New segment
growth options

Corporate Overview

Stock Overview

Ticker	ASX: AV1
Cash + Receivables at 30 June 2024	\$5.7 million
Convertible Note (1)	\$3.6m
Shares on issue	788.7 million
Market Capitalisation at 8.0c	\$63.1 million
Top 20 (excluding Directors & Management)	~ 53%
Directors and Management Holding	~ 17%

Note 1: Convertible Note of \$3m plus capitalised interest at 30 June 2024

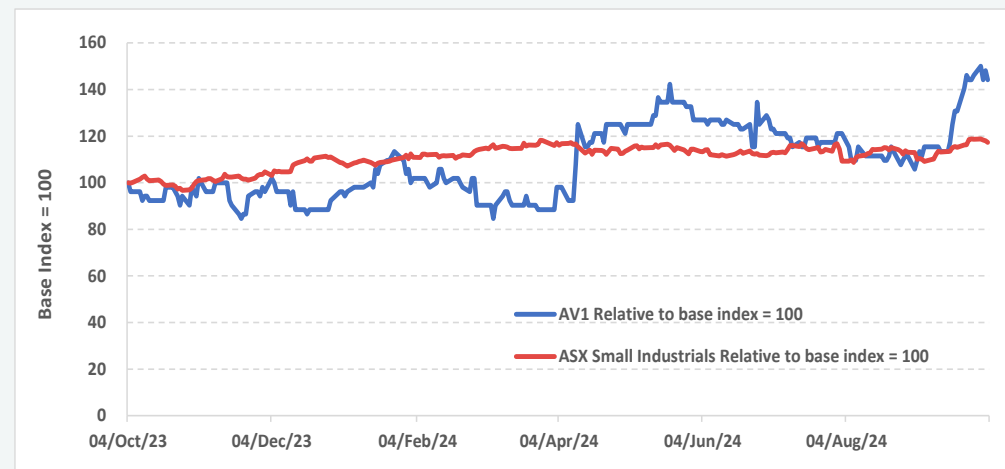
Share Price Performance to 3 October 2024



Top Shareholders

Mark McConnell (Non-executive Director)	13.4%
Carrington Capital	12.9%
Daws & sons	11.0%
Shanahan Freight Holdings	8.6%
Adman Lanes	5.3%
Surf Coast Capital	3.8%
Mathew Ratty (Chief Executive Officer)	3.5%

Share Price Relative to ASX Small Industrials Index



Board with extensive technology and media sector experience, supporting USA growth and gaming/sports betting sector penetration

CHAIRMAN, JOSHUA LOWCOCK

- NY-based senior media & advertising executive. Recognized advertising industry expert (AdWeek 50, 2018) and sought by governments and regulators on issues relating to advertising, data, transparency, and competition.
- President of Media for Quad (NYSE.QUAD) a leading marketing experience company, leading media agency and data capability.
- Previously, Global Chief Media Officer of UM, part of Interpublic Group (NYSE.IPG).
- NED of Cashrewards Limited. Previously NED of Accent Group Limited (ASX.AX1) and Prime Media Group Limited (ASX.PRT) during the successful acquisition by Seven West Media (ASX.SWM).
- BA (Comms) from Western Sydney University; MBA (Executive), AGSM. MAICD.

CHIEF EXECUTIVE OFFICER, MATHEW RATTY

- Co-Founder and current Chief Executive Officer of Adveritas and TrafficGuard since 2018.
- Over 9 years experience in digital acquisition and ad verification in the advertising industry.
- Prior to this Mr Ratty Co-founded MC Management Group Pty Ltd, a venture capital firm operating in domestic and international debt and equity markets with multiple acquisition exits.
- He holds a degree from Curtin University where he majored in Finance and Property with first class honours in finance.

NON-EXECUTIVE DIRECTOR, MARK McCONNELL

- Founder and Executive Chairman of Magentus (formerly Citadel Group, ASX:CGL).
- Extensive experience across global and Australian technology companies.
- Holds several directorships in other companies, sporting organisations and charities.

Board with extensive technology and media sector experience, supporting USA growth and gaming/sports betting sector penetration



MARC PHILLIPS

- Founded Sportbets.com.au in 2004, a real time odds affiliate platform (acquired by SportsBet in 2011).
- Founded Bets.com.au, a sports betting & racing tips portal (acquired in 2016).
- Since 2011, Mr Phillips has been a venture capitalist investing in early stage B2B software as a service (SaaS) technology companies.



ANDREW STOTT

- Former APAC managing partner of a global law firm.
- Founded a growth advisory firm operating in the tech sector in 2018.
- Founder of/investor in/advisor to multiple technology companies.
- Exit specialist advising on over US\$20bn of M&A for listed and unlisted companies across US, Europe and APAC.
- Several advisory board positions and not-for-profit roles.



SCOTT THOMSON

- Previously Google - Head of Innovation, Customer Engineering.
- Worked for Google from 2015 through 2024 in the Ads Data Platforms, Analytics and Google Cloud product areas across Australasia.
- Before Google, Scott worked with Adobe across Asia-Pacific on digital strategy and digital transformation.
- Previously worked for Telstra/Sensis as Development Manager, Digital Marketing and CTO of an Australian startup focused on personalised video advertising for mobiles.

Key investment highlights



RECORD GROWTH MOMENTUM

Record quarterly cash receipts growth
Record customer numbers
Record ARR



LARGE HIGH-GROWTH MARKET

US\$207 billion estimated annual ad fraud (28% of all digital advertising) (source: Statista, November 2023)
Digital advertising growing at 15% per annum (source: Juniper Research, 2023)



MULTIPLE GROWTH DRIVERS

Transformational agency partnerships could drive business to operating cashflow positive
Strong growth in record Annual Contract Value (ACV) to AUD\$753k
Social media anti-fraud product (requested by more than half of existing clients)



BLUE-CHIP CUSTOMERS

Entertainment - Disney Streaming
Telco - Singtel, Zain,
Travel - Lux Group
Sports Betting – Ladbrokes, William Hill, Tabcorp
Ecommerce – MPB.com



PRICE REVIEWS

3X price increases supported by product enhancements – new IVT Dashboard and Smart Ranges
Price inelastic customer base, with no rate increase related churn experienced



ONLINE GAMING & SPORTS BETTING

Path to positive cashflow through this segment alone





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