

ASX RELEASE

5 October 2021

ADVERTITAS' ANNUALISED REVENUE GROWTH TRAJECTORY CONTINUES

Key highlights

- **New clients:** Indonesian Unicorn ecommerce platform JD.ID (a JD.com subsidiary), Australian betting agency Palmerbet, and Asia's leading communications group Singtel.
- **Annualised revenue growth:** Annualised revenue now circa \$1.6 million, up 55% since 30 June 2021, and up 150% since 31 March 2021.
- **Growing number of paying clients:** JD.ID is TrafficGuard's third unicorn client in Indonesia (others being Go-Jek and Bukalapak), Palmerbet joins the growing list of betting companies supported by TrafficGuard, and Singtel represents TrafficGuard's first client in the telecommunications vertical.
- **Growing pipeline:** Increasing number of companies on trial in sports betting and gaming, on demand, retail and finance verticals across Asia, Europe, India and Australia.
- **Growing number of paying clients looking to utilise additional products:** Increasing number of paying clients are trialling additional TrafficGuard services, increasing their revenue potential to Adveritas.

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AVI**) is pleased to announce that the momentum behind its recent annualised revenue growth has continued, signing 12-month contracts with several well-known companies, including:

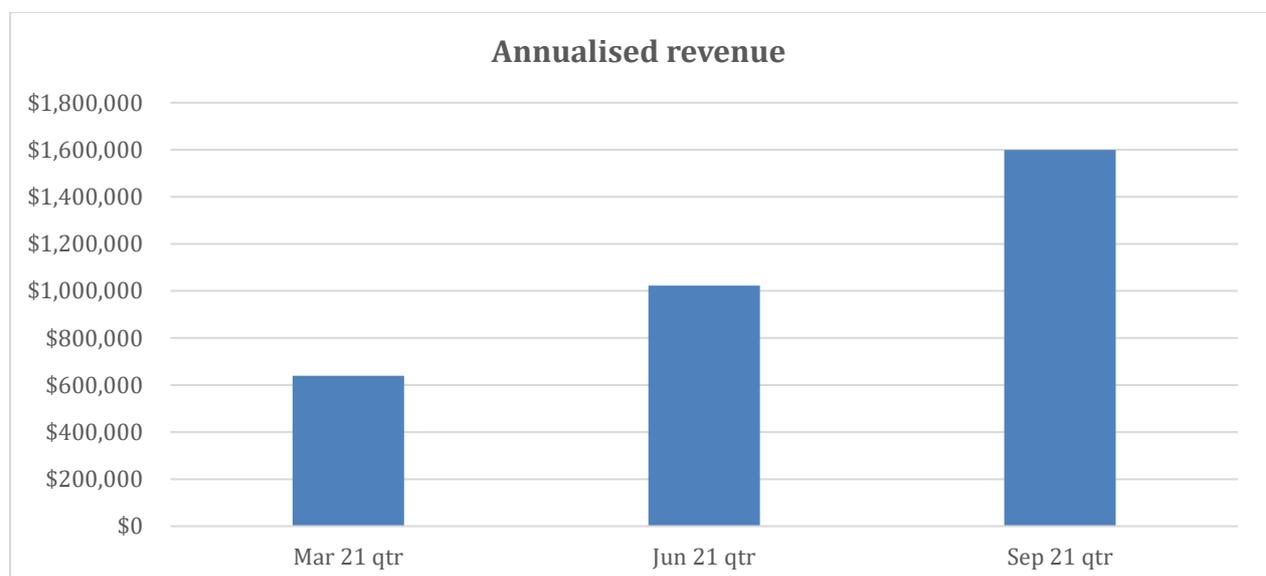
- Indonesian Unicorn JD.ID (owned by JD.Com)
- Australian sports betting company, Palmerbet
- Asia's leading communications group Singtel (parent company of Optus).

These new enterprise client contracts follow on the heels of recent ASX announcements regarding new client wins and annualised revenue growth momentum on 24 June 2021, 30 July 2021, 2 August 2021 and 24 August 2021.

The new client contracts each run for 12 months and are for TrafficGuard’s mobile app install and Google PPC ad-fraud protection SaaS solutions.

JD.ID, one of Indonesia’s largest eCommerce platforms, is a subsidiary of JD.Com, one of China’s largest listed eCommerce businesses with a market capitalisation equivalent to A\$150 billion. Importantly, JD.ID has agreed to be named in a case study to support the marketing of TrafficGuard around the world.

The new contracts will add a minimum of \$156k in annualised revenue, increasing Adveritas’ total annualised revenue to approx. \$1.6 million, up 55% since 30 June 2021 and up 150% since 31 March 2021. While the revenue from each new contract is not individually material, their combined annualised revenue of \$156k is, and highlights the continued rapid progress and successful execution of the Company’s growth strategy.



Commenting on the new agreements, Adveritas Co-Founder and CEO Mat Ratty

said: “Adding more high profile clients like JD.ID, Palmerbet and Singtel to TrafficGuard’s ever growing client list of well-known companies, reinforces that our digital advertising anti-fraud solution is world class. The investment we made in redesigning our customer onboarding experience and enhancing our sales force over the March quarter is bearing fruit.



“Our growth momentum from the June quarter of FY21 has continued into FY22, with a strong start to the new financial year. Our sales force is focused on maintaining that growth momentum as we continue to grow our pipeline and convert Freemium subscribers and trial customers into paying customers. TrafficGuard has several contracts that are currently being negotiated across fintech, gaming, retail and on demand verticals, and I look forward to providing further updates as new contracts are signed.”

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

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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 is the world's first full funnel measurement, verification and fraud prevention solution for digital advertising. Operating in real time across all digital channels, TrafficGuard targets invalid traffic before it reaches your ad budget. Using TrafficGuard, marketers, agencies and ad networks can both detect and prevent invalid traffic in real time in order to maximise the return on their advertising and scale their business using real data. Trusted by global brands, TrafficGuard is a multiple award winning fraud prevention product recognised by The Drum, the Martech Breakthrough Awards 2020 and voted the Most effective anti-fraud solution by Mobile Marketing 2020.

For more information about TrafficGuard's comprehensive fraud mitigation, see <https://www.trafficguard.ai/>