**Adveritas Limited**
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**ASX RELEASE** **10 December 2021**

# Issue of Incentive Securities

Adveritas Limited (**Adveritas** or **Company**) (**ASX: AV1**) has issued 20,500,000 performance rights to key management personnel, including Chief Executive Officer, Mathew Ratty and Chief Operating Officer, Luke Taylor.

The performance rights issued to Mathew Ratty and Luke Taylor vest as follows:

| | **Mathew Ratty** | **Luke Taylor** |
|---|---|---|
| Upon achievement of annualised revenue of US$5 million by 31 March 2023 **(First Milestone)** [1] | 8,000,000 | 6,000,000 |
| Upon achievement of annualised revenue over US$7 million by 31 March 2023 **(Second Milestone)** | 2,000,000 | 1,500,000 |
| | 10,000,000 | 7,500,000 |

[1] In the event that at least 70% of the First Milestone is achieved, a pro rata amount of the associated performance rights will vest.

The issue of performance rights to Mathew Ratty was approved by shareholders at the Company's AGM on 23 November 2021.

The Company has also issued 2,000,000 shares on the conversion of 2,000,000 performance rights which vested on the Company achieving over 3,000 clients signing up to its Freemium offering which provides the Company a large base to convert to paying customers. This was the final tranche of performance rights relating to the Company's Freemium offering.

Of the total shares issued, 1,000,000 shares have been issued to Mathew Ratty and 1,000,000 shares to Luke Taylor.

To demonstrate his long-term commitment to the Company, Mr Ratty has entered into twelve-month Voluntary Restriction Deed in relation to these shares.

This announcement has been approved by the Board of Adveritas Limited.

ENDS

**For more information, please contact:**


**Investor Enquiries**

| | |
|---|---|
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Adveritas Ltd (ASX:AV1) 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/

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/