

**ASX RELEASE**

**10 January 2022**

## **ADVERTITAS' ANNUALISED REVENUE GROWTH TRAJECTORY CONTINUES**

### **Key highlights**

- **New clients added:** Several new clients added including one of the largest bookmakers in the world, William Hill, telecommunications company, MyRepublic, and others across the legal and retail industries.
- **Annualised revenue up 80%:** Annualised revenue now circa \$1.85 million, up 80% since 30 June 2021.
- **Growing pipeline:** Increasing number of companies on trial in sports betting and gaming, on demand streaming services, retail and finance verticals across Asia, Europe, India and North America.
- **Growing number of paying clients looking to utilise additional products:** Several paying clients now 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 growth trajectory has continued, with the Company starting the new year with strong traction.

These new 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, 24 August 2021 and the 5 October 2021.

William Hill has joined global betting Companies BetFred, Betbull and Palmerbet, to select TrafficGuard over other suppliers to protect against ad fraud and to use the TrafficGuard platform to optimise their digital ad spend. MyRepublic is the second telecommunications company in Asia to implement TrafficGuard, after Singtel (parent Company of Optus) signed up in September 2021 (refer to the ASX announcement released on the 5 October 2021). A number of other companies

within the legal and retail verticals have also joined TrafficGuard's growing customer base.

The new contracts signed will add a minimum of \$315k in annualised revenue, increasing Adveritas' total annualised revenue to approx. \$1.85 million, up 80% since 30 June 2021. While the revenue from each new contract is not individually material, their combined annualised revenue of circa \$315k is, and highlights the continued rapid progress and successful execution of the Company's growth strategy. Importantly, these new contracts have the ability to increase the monthly minimum revenue through either increased usage or cross sell of another product.

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

"As we continue TrafficGuard's enterprise roll out strategy through our direct sales force, we are attracting top tier clients in their respective verticals. With several well known, multi-billion dollar enterprises now using TrafficGuard, more in our pipeline, and the recent addition of a Chief Marketing Officer, we are very focused on the necessary growth levers to achieve rapid growth this year."

*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/>