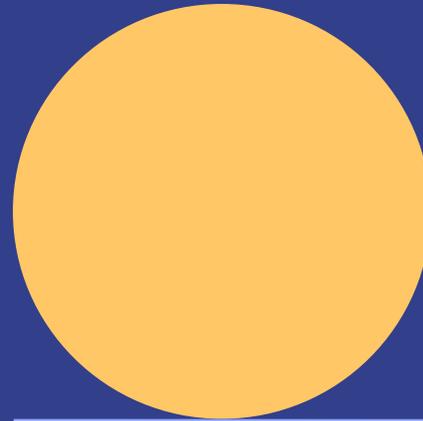


# 2023 Annual General Meeting

14 November 2023

trafficguard 

 **Adveritas**



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14 November

## 2023 Annual General Meeting – *CEO address*

Mat Ratty – TrafficGuard  
Global Chief Executive Officer

We help **our partners** advertise **with confidence**  
through **full-funnel ad fraud prevention**



**\$678b**

Size of digital advertising market  
*Statista* <sup>(1)</sup>

**28%**

of digital traffic is non-human  
*Adobe* <sup>(2)</sup>

**\$190b**

Lost to non-human traffic

**2.87x**

ROI on advertising  
*Nielsen* <sup>(3)</sup>

**\$545b**

Lost revenue

## Global scale and impact of invalid traffic and ad fraud

**\$2.7-\$5.4t**

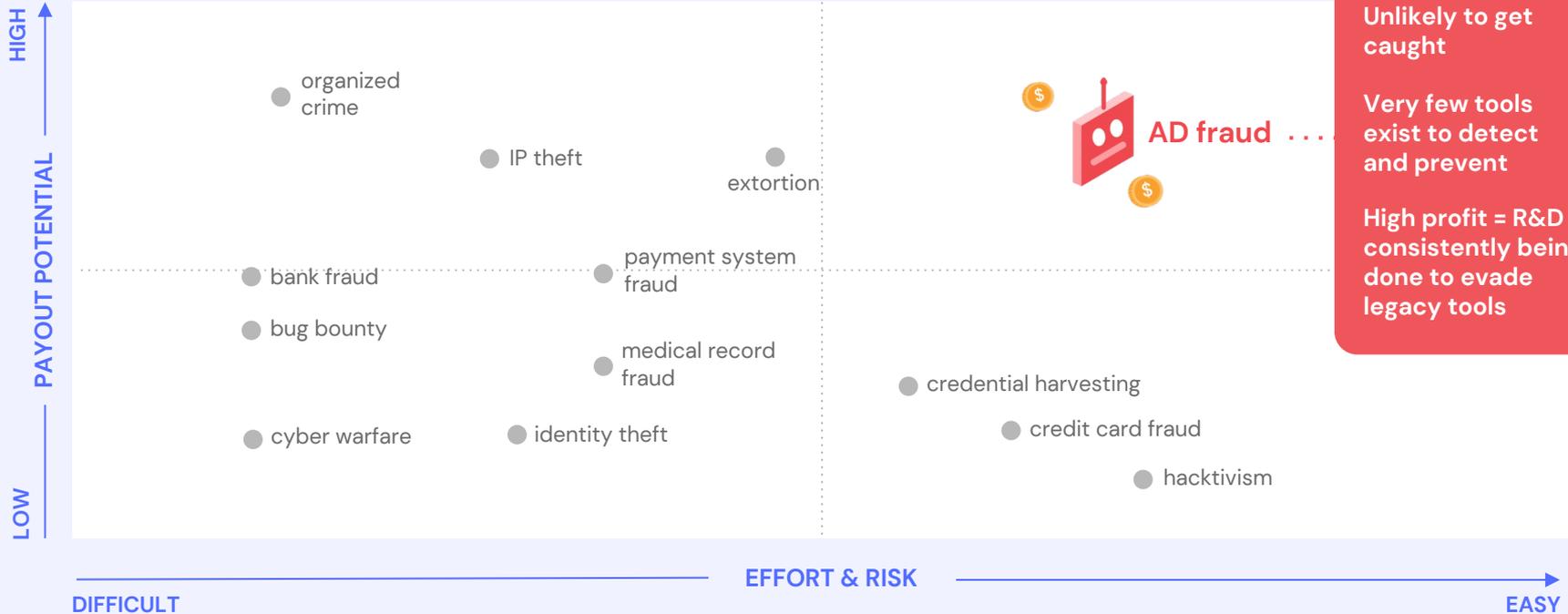
Capital value erosion

<sup>1</sup> <https://www.statista.com/outlook/dmo/digital-advertising/worldwide>

<sup>2</sup> <https://www.wsj.com/articles/fraudulent-web-traffic-continues-to-plague-advertisers-other-businesses-1522234801>

<sup>3</sup> <https://www.nielsen.com/us/en/insights/article/2016/benchmarking-return-on-ad-spend-media-type-brand-size-matter/>

# Why commit Ad Fraud



Large addressable market

Unlikely to get caught

Very few tools exist to detect and prevent

High profit = R&D is consistently being done to evade legacy tools

## Cybercrime Landscape

Figure 1: Attractiveness of hacking based on financial gain effort  
Source: HP Enterprise Solutions. The Business of Hacking. May 2016

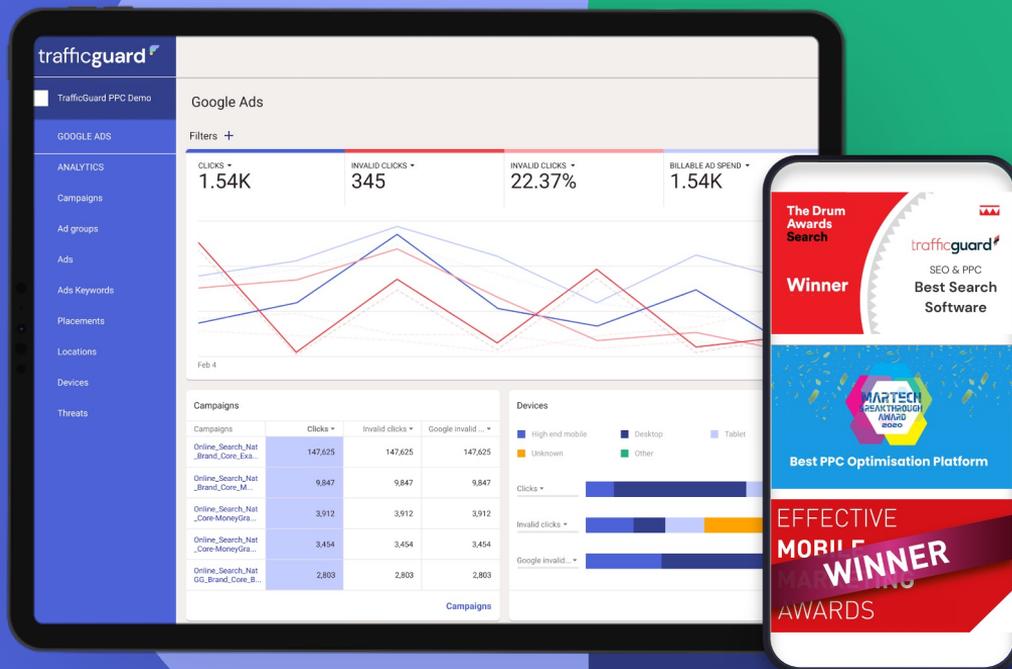
trafficguard

## Full Funnel. Full Protection.

TrafficGuard is the world's first full funnel measurement, verification and fraud prevention solution for digital advertising.

Unlike legacy anti fraud vendors who analyse a single point in the user journey, TrafficGuard analyses every single point of engagement to determine anomalous behaviour consistent with fraud.

Using TrafficGuard, marketers, agencies and ad networks unlock the best advertising performance and protect the integrity of their data used for optimisation.



# Omni Channel Solution

## Mobile App

- Prevent invalid clicks reaching the MMP to solve for misattribution of installs and events – a key negative effect of click fraud
- Verify and invalidate installs and events not caught by the MMP
- Leverage features to control the quality of paid for installs and events
- Ensure the networks optimise to valid activity. Valid clicks replace invalid clicks unlock even more growth
- Empowers advertisers and their supply partners with data in real time, down to the Site ID level, so there is no manual reconciliation and they can optimise out of invalid traffic

## PPC

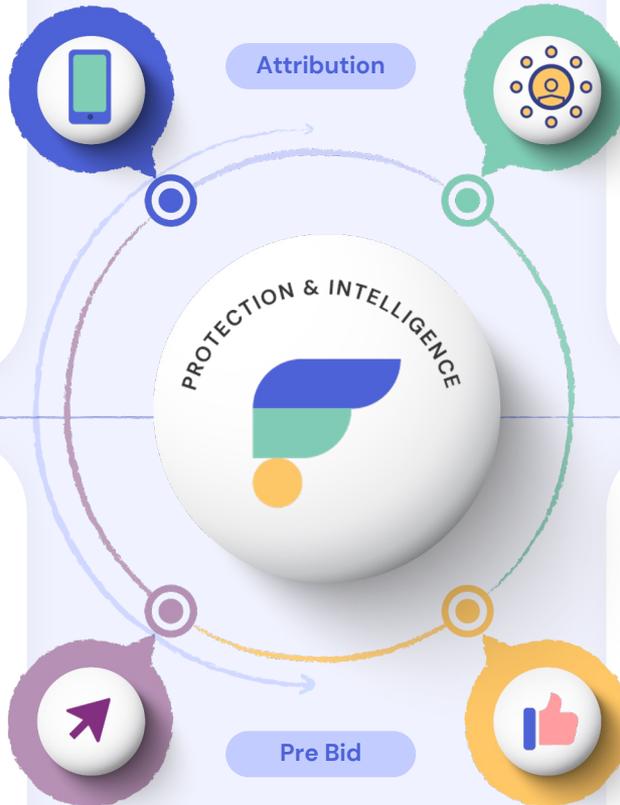
- Track and measure invalid traffic beyond what Google identifies
- Verify every click to understand what invalid traffic is in the activity
- Optimise and mitigate for invalid traffic using real data, in real time
- Remove preventable threats on an automated pre-bid basis
- Have always on detection and analysis

## Affiliate

- Full funnel and multipoint solution that is not just looking at the conversion in isolation
- Instream prevention allows real time decisions in addition to near-real time and post conversion detection
- Behaviour analysis measuring end-users engagement, intent and propensity to convert

## Social

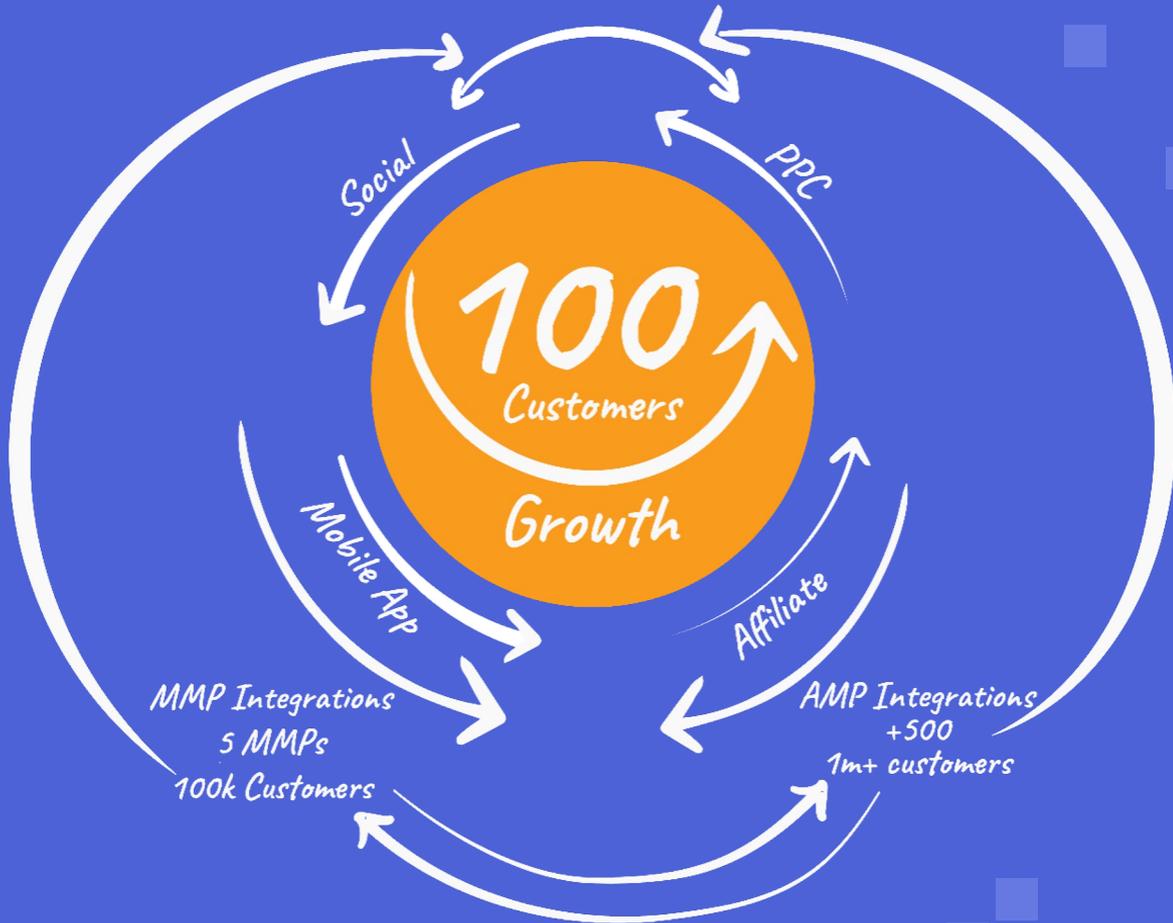
- Track and measure invalid traffic beyond what Facebook identifies
- Verify every click to understand what invalid traffic is in the activity
- Optimise and mitigate for invalid traffic using real data, in real time
- Remove preventable threats through custom audiences
- Have always on detection and analysis



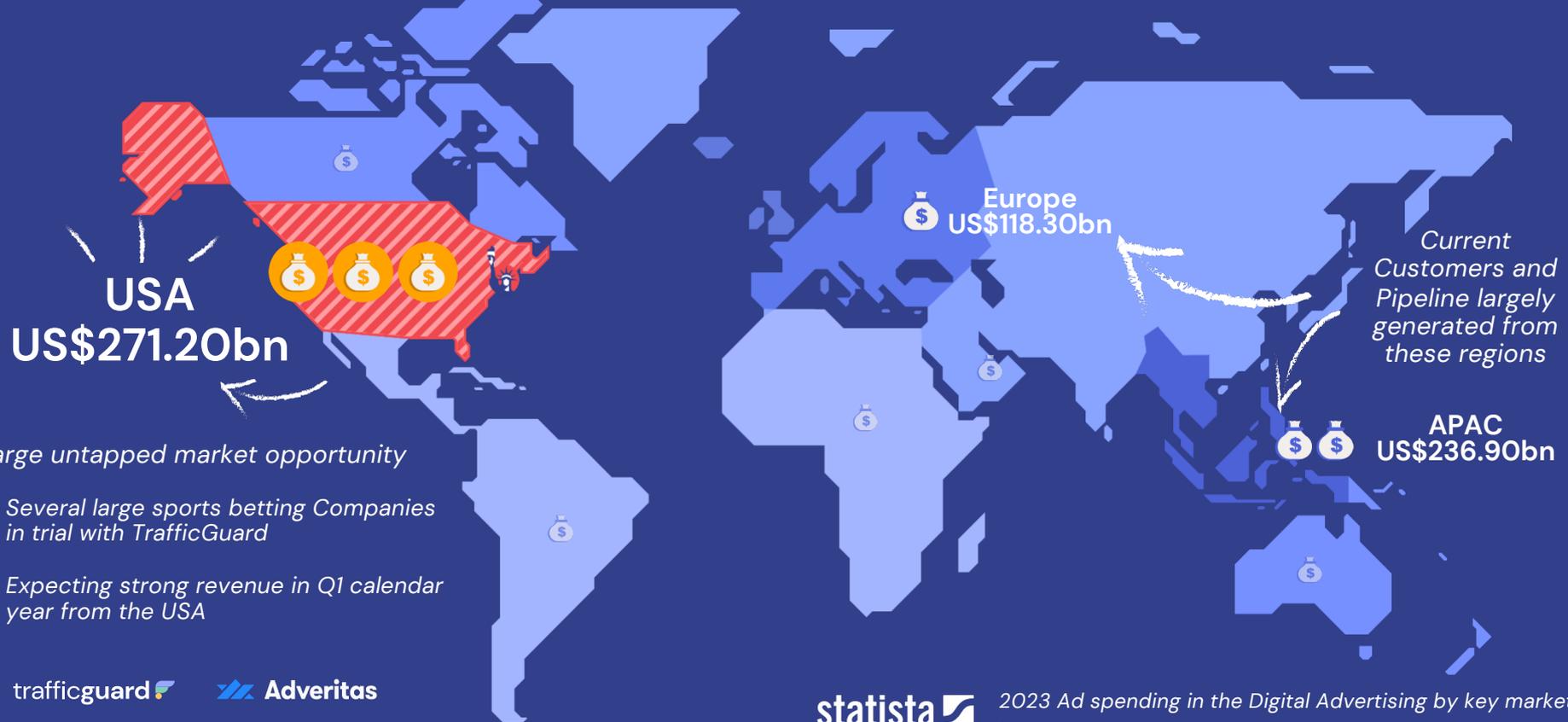
# TrafficGuard flywheel

## A virtuous growth cycle

- Increase ARPU
- Increase barrier to entry
- Increase TAM
- Increase LTV:CAC



# Imminent USA Launch: The Untapped Greenfield of Digital Ad Spending in the **United States**



# Trusted by top global enterprise advertisers across PPC, Mobile app and Affiliate

smarkets

Singtel

Disney+

Ladbrokes

ESPN

traveloka

William HILL

LATAM  
AIRLINES



BETTER  
COLLECTIVE

play  
ojo

CIRCLES.LIFE

igp.com

ClubMed

AARKI

Alison

LUXURY ESCAPES

edamama

neds

U  
inc  
ome

MyRepublic

بنك أبوظبي التجاري  
ADCB

skillz

NOW  
FINANCE

happ  
fares

Customers

# What our clients say

★★★★★ Apr 13, 2023

**"Great product  
and onboarding  
experience"**

g2.com

★★★★★ Apr 14, 2023

**"Helpful and  
Ease to use"**

g2.com

★★★★★ Apr 26, 2023

**"TrafficGuard is a  
great product and  
an even better  
team"**

g2.com

[Read more](#)

## Case Study and Testimony

### The Battle With Bots and Returning Users

William Hill was struggling with a range of different bot types and non-human traffic that was programmed to claim bonuses. Money was being directly stolen from the company by fraudsters, without any positive return or conversion to a paying customer.

Another challenge for the organisation in addition to bots was abnormal levels of ad engagements from single devices. Although initially this was taken as a positive metric, it was ultimately from users repeatedly clicking on its paid search ads rather than using organic search results to reach its website.

### Results

4.5X

ROI

80%

Decrease in  
invalid traffic

18.6%

Marketing budget  
unlocked

||

*We loved the detail that TrafficGuard went into to validate the high volume of detected 'bot' traffic. Not only did we see a big percentage of basic bots that were there to mimic human behaviour, but we also saw bots that were programmed to claim sign-up bonuses.*

*TrafficGuard's sophisticated tool detected over 43% of invalid traffic in our PPC funnel. This was significantly higher than other rival companies that we spoke to.*

*The value in TrafficGuard is not only to unlock real-time insights into what type of bots are attacking. They also helped us eliminate invalid traffic by using dynamic exclusion lists that can transgress from over 30 thousand IP addresses versus the 500 IP industry average.*

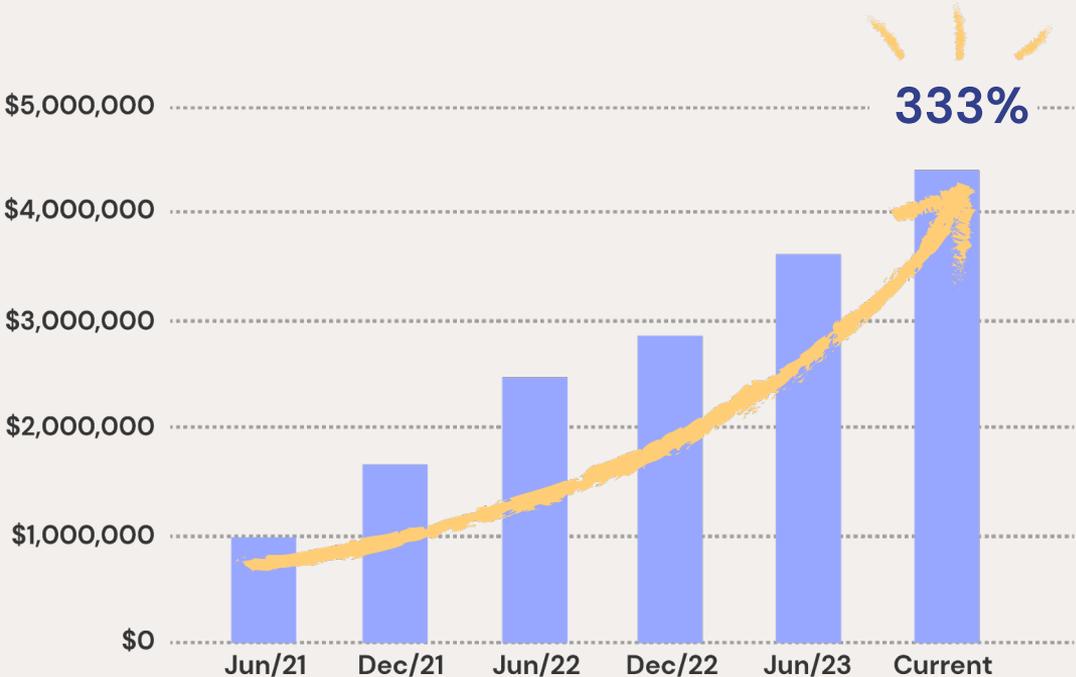


Joe Tobin  
Head of PPC, SEO  
& ASO, William Hill

# Recognised in the Industry



# Strong annualised revenue growth trajectory (\$AUD)



# Growth Strategy for 2024

1  
Immediate focus on entering **US market** based on strong and growing demand

2  
**Cost control** measures implemented across the business

3  
Sales and Marketing efforts targeted towards **sports betting and gaming** with higher ACV

6  
Innovate through the **continued use of AI and ML** to detect and prevent ever evolving fraud techniques

4  
Continue to work **closely with Google Cloud sales reps** to target high value accounts

7  
Strategic partnerships and global agreements with **media agencies and resellers** for hyperscale

5  
Continue to upsell and cross sell through existing client base to **increase ACV**

8  
Refreshed User interface: Focus on upselling through the **self-serve portal**



# Positive outlook for continued growth in FY24

Efficiently targeting lucrative contracts, backed by a substantial trial pipeline that, if successfully converted, promises a significant acceleration toward profitability.



Annualised revenue up circa 21% from June year end to \$4.4m and growing

- USA entrance with several prominent companies in trial and expected to sign
- Growing numbers of clients renewing by way of annual prepayment done in Q2

- New reporting user interface prompting upsells and cross sells
- Strong revenue leading indicators and strong sales momentum across all 4 quadrants of our omni channel solution

- New enterprise client wins across targeted verticals with large
- Largest pipeline of highly profitable deals in the Company's history

This presentation has been approved by the Board of Directors of Adveritas Limited.

For more information, please contact:

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