

**ASX RELEASE (ASX: AV1)**

**12 December 2023**

## **ADVERTITAS RAISES \$2.5 MILLION VIA STRONGLY SUPPORTED PLACEMENT**

### **Highlights:**

- **Adveritas has secured \$2.5 million through a placement to long term existing shareholders and new investors**
- **The strengthened cash balance following the placement allows the Company to focus on its key objective of achieving profitability and will support:**
  - **continued global growth, with specific focus on the US gaming and betting market;**
  - **key product enhancements;**
  - **development of client driven features; and**
  - **streamlining the onboarding process to shorten the sales cycle for the Company's significant pipeline of enterprise clients**

Adveritas Limited (ASX: AV1) (**Adveritas** or the **Company**) is pleased to announce that it has received firm commitments to successfully raise \$2.5 million via a strongly supported share placement (**Placement**) to existing long-term shareholders and new investors who are sophisticated and professional investors.

Under the Placement, Adveritas is issuing 50,000,000 new fully paid ordinary shares (**Shares**) at 5 cents per Share in two tranches:

- Tranche 1 is unconditional and comprises the issue of 44,500,000 Shares in accordance with ASX LR 7.1 to raise \$2,225,000 (**Tranche 1**)
- Tranche 2 is conditional and comprises the issue of 5,500,000 Shares to raise \$275,000 subject to shareholder approval being obtained at a General Meeting of Shareholders (**EGM**) to be held in March 2024 (**Tranche 2**). This tranche comprises \$275,000 committed by Non-Executive Chairman, Joshua Lowcock, and Non-Executive Director, Mark McConnell.

Proceeds from the Placement will be used to fund:

- Sales and marketing initiatives to further grow the Company's presence in the USA, specifically within the gaming and betting industry;
- Key enhancements to the Company's suite of TrafficGuard products;
- Development of new product features and capabilities; and
- Processes to further streamline onboarding the Company's significant pipeline of enterprise customers.

### **Comments on the successful Placement**

Mr Mathew Ratty, Co-founder & CEO, said *"I would like to thank our long-term cornerstone shareholders for their strong support and welcome our new investors to the share register.*

*"Our strengthened cash balance, our focus on the US gaming and betting market, and our commitment to financial discipline, including reducing overheads, will enable Adveritas to continue its growth trajectory and move closer to our main objective of achieving profitability."*

Mr Joshua Lowcock, Non-Executive Chairman, added: *"This capital raise is coupled with a requirement by the board that management implement additional cost control and financial discipline measures so that the Company can drive profitable growth from US based clients in key strategic verticals where there is a proven history of client success".*

### **Placement details**

Adveritas has received firm commitments to raise \$2,500,000 via a strongly supported Placement priced at 5 cents per share, which is equal to the closing share price on Thursday, 7 December 2023.

The Placement will be undertaken in two tranches. Tranche 1 will raise \$2,225,000 through the issue of 44,500,000 Shares, and Tranche 2 will raise \$275,000 through the issue of 5,500,000 Shares, subject to shareholder approval.

Settlement of Tranche 1 is expected to occur on or about 15 December 2023 and settlement Tranche 2 is expected to occur in April 2024 following shareholder approval being obtained at a shareholder meeting to be held in late March 2024.



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

- ENDS -

**For more information, please contact:**

Mathew Ratty

Co-founder & CEO, Adveritas

+61-8 9473 2500

[investor.enquiry@adveritas.com.au](mailto:investor.enquiry@adveritas.com.au)

**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 an omnichannel ad verification platform helping enterprises and SMBs combat fraud across Google PPC, Mobile app user acquisition campaigns, Affiliate platforms and Social Media. TrafficGuard drives superior advertising performance by verifying advertising engagement as they occur, proactively blocking invalid traffic from infiltrating search campaigns – helping ad spend to reach more real users and protecting the integrity of data that marketers, agencies,

designers and developers rely on day in, day out to drive performance improvements.

Trusted by global brands TrafficGuard is a multiple award winning fraud prevention product recognised by The Drum, the Martech Breakthrough Awards, voted the Most effective anti-fraud solution by Mobile Marketing and is the only PPC verification vendor admitted to the Google Cloud Marketplace globally.

For more information, find us at [www.trafficguard.ai](http://www.trafficguard.ai)

**More on TrafficGuard's omni channel solution:**

**Mobile App install verification:** This is the Company's flagship product, with enterprise level clients paying material contract amounts - as high as \$180k per annum for significant global clients. This product ensures clients are not paying for misattributed or fake installs of their apps - essentially allowing them to scale with confidence across digital media and advertising partners.

**Google PPC verification:** This service is scaling quickly since the Company first launched the offering in late 2020 and now has over 4,500 sign ups to this offering. Any company using Google Ad words is a target customer, with USD \$147 billion spent globally on Google ads per annum.

**Affiliate Verification:** This service is designed to mitigate affiliate misattribution and ensure clients are paying for real conversions to their website.

**Social Verification:** A new channel offering, starting with Meta's Facebook, with a planned product pipeline to rollout to Tik Tok, Reddit, LinkedIn and other channels due to increasing demand from both current and prospective clients.