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NEW CONTRACT SIGNED WITH USA CLIENT

Key Highlights

- Adveritas signs a 15-month contract with mobile agency, MUV
- MUV is a subsidiary of the world's largest global agency holding group, WPP PLC (LON: WPP), and has offices in Sao Paulo, Brazil and Miami, USA
- MUV originally signed a 12-month subscription in August (see ASX announcement 20 August 2019), to allow it to offer TrafficGuard to its key clients
- Increased demand for TrafficGuard from its clients has led MUV to both increase its minimum TrafficGuard volume and extend its contract term
- In its new agreement, MUV increases the subscription term from 12 months to 15 months and over the course of the contract will also increase its minimum monthly subscription from US$2,000 to US$10,000 (~A$14,500)
- Minimum contract value for the term is US$130,500 (~A$190,000) with further revenue potential if advertising volumes exceed the contract data usage allocation
- Adveritas is working closely with MUV to introduce TrafficGuard fraud prevention to additional MUV clients directly

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to announce a revised contract has been signed with WPP mobile agency, MUV. Increased demand for TrafficGuard from its clients has led MUV to both increase its traffic volume and extend its contract term to 15 months. The new agreement is structured such that the monthly subscription fee increases to US$10,000 (~A$14,500) over the course of the contract, representing an uplift of approximately 400% on its initial TrafficGuard subscription.

With operations in Brazil and the US, MUV is owned by the world's largest global agency holding group, WPP PLC (LON: WPP, GBP£12.0 billion market capitalisation). TrafficGuard is a strategic part of MUV's go to market strategy, helping differentiate the agency through its proactive ad fraud reduction efforts. Since signing its first TrafficGuard contract in August, TrafficGuard has been working closely with MUV to extend protection to a greater number of the agency's clients. This effort has resulted in the increased requirements of the agency, driving the significant increase in contract value and longer commitment.

Among its clients, MUV counts Unilever, Royal Dutch Shell, Amazon as well as online food delivery giant, iFood. For many of MUV's clients, using TrafficGuard through MUV will be their first encounter with the Company's innovative fraud prevention software-as-a-service product, TrafficGuard. The TrafficGuard team will work closely with MUV to protect their client's budgets from ad fraud and also pursue opportunities for direct engagements with MUV clients.

To increase monthly spend by 400% from $2,000 to $10,000 per month is a substantial endorsement of the fraud capturing capabilities of the TrafficGuard product and we expect monthly/annual spend to increase as MUV roll out this capability to their extended client base.

"I am very pleased to sign our first material US-based contract" said Mat Ratty, "having only opened our US office in the last 3 months it is very gratifying to witness a high level of enquiry from a significant number of tier 1 clients. Many of these clients are currently in our trial program and we remain confident of announcing more US-based contracts shortly."

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About Adveritas

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 $10 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 detects, mitigates and reports on ad fraud before it impacts digital advertising budgets. Three formidable layers of protection block both general invalid traffic (GIVT) and sophisticated invalid traffic (SIVT) to ensure that digital advertising results in legitimate advertising engagement. TrafficGuard uses patent-pending technology and proprietary big data accumulated by the performance advertising business previously operated by the Company.

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

For more information, please contact:

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