

ASX RELEASE

9 APRIL 2019

OVERSUBSCRIBED \$2 MILLION PLACEMENT

Key Highlights

- Adveritas raises \$2 million in an oversubscribed placement
- The Company is pleased to welcome new sophisticated investors to the register
- Strengthened cash balance to facilitate sales and marketing efforts

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to announce it has successfully raised \$2 million via an oversubscribed placement to professional and sophisticated investors.

The issue price is \$0.165 per share, representing the 14 day VWAP price and an 8.3% discount to last traded price of \$0.18 per share.

The Company will issue a total of approximately 12.12 million new fully paid ordinary shares under the placement. Settlement and issue of the new fully paid ordinary shares is expected to occur on or about Friday, 12 April 2019. The placement shares will be issued under the Company's available ASX Listing Rule 7.1 placement capacity and the placement does not require shareholder approval.

Adveritas CEO Mathew Ratty said, "The additional funding will allow us to pursue our sales and marketing efforts which should see a strong adoption of the TrafficGuard SaaS product."

- ENDS -

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. TrafficGuard, counts global ad network, ClearPier (<http://clearpier.com/>) and media agency, Omnicom Media Group (MENA) (<https://www.omnicommediagroup.com/>), amongst its early adopters. 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:

Investor Enquiries

George Gabriel
Managing Director
Bletchley Park Capital
03 8686 9144
investors@bletchleyparkcapital.com.au

Mathew Ratty
Chief Executive Officer
Adveritas Limited
08 9473 2500
investor.enquiry@adveritas.com.au