

**ASX RELEASE**

**12 December 2019**

## **ADVERTITAS COMPLETES \$3.5 MILLION PLACEMENT TO FUND CONTINUED GROWTH**

### **Key Highlights**

- Adveritas completes over \$3.5 million placement at 17c per share
- Cornerstone investors include the largest shareholders, Mark McConnell (Non-Executive Director) and Mathew Ratty (Managing Director and CEO) and other existing large shareholders.
- The capital raising demonstrates strong capital markets support and positions the Company for continued revenue growth.

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to announce that it has received firm commitments to raise over \$3.5 million (before issue costs) through a placement to new and existing institutional and sophisticated investors of 20,706,759 fully paid ordinary shares (**Shares**) at an issue price of 17c per Share. New Shares issued under the placement will rank equally with the Company's existing Shares. Funds raised from the placement will be used to expand the Company's North American sales team, which is a strategic priority for the Company, for increased marketing efforts as well as for general working capital requirements.

The Company advises that Directors Messrs Mark McConnell and Mathew Ratty have committed to participate in the Placement for a total of \$500,000. This will be subject to shareholder approval at the Company's next General Meeting of Shareholders which will be held as soon as possible.

The placement is being undertaken under the Company's existing ASX Listing Rule 7.1 placement capacity. Settlement of the placement and issue of the new Shares is currently scheduled to take place on or about 17 December 2019, with quotation of the new Shares expected to occur on or about 18 December 2019.

This announcement has been approved for release by the Board of Directors.

- 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. Early adopters of TrafficGuard include LATAM super-app, Rappi and APAC super-app, GO-JEK along with MUV (a wholly owned subsidiary of WPP). Both super-apps are well funded with valuations reaching \$2 billion and \$10 billion respectively and conducting aggressive user acquisition advertising for fast growth. In all 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 Machine Learning technology built from a proprietary big data set that has been accumulated over the past 10 years. This big data set coupled with machine learning ensures our clients budgets are protected against ad fraud.

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

For more information, please contact:

### Investor Enquiries

Mathew Ratty  
Chief Executive Officer  
Adveritas Limited  
(08) 9473 2500  
[investor.enquiry@adveritas.com.au](mailto:investor.enquiry@adveritas.com.au)

George Gabriel, CFA  
Managing Director  
BLETCHLEY Park Capital  
(03) 8686 9144  
[investors@bletchleyparkcapital.com.au](mailto:investors@bletchleyparkcapital.com.au)