

**ASX RELEASE**

**24 September 2020**

### **2020 ANNUAL GENERAL MEETING – KEY DATES**

Adveritas Limited (ASX: AV1) (**Adveritas** or the **Company**) announces that its Annual General Meeting will be held on Tuesday, 24 November 2020 at 10am (WST) at the Technology Park Function Centre, 2 Brodie Hall Drive, Bentley, Western Australia.

In accordance with ASX Listing Rule 3.13.1 and clause 14.3 of the Company's Constitution, a valid nomination for the position of Director must be received by the Company not less than 30 business days before the date of the annual general meeting (being Monday, 12 October 2020).

Further information on the Annual General Meeting will be provided in the Notice of Annual General Meeting which will be released to ASX on or before Friday, 23 October 2020.

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

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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 \$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 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**

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