

**ASX RELEASE (ASX: AV1)**

**24 October 2022**

**ADVERTITAS RAISES \$3.0 MILLION AT 25% PREMIUM  
TO SUPPORT FURTHER RAPID GROWTH**

**Highlights:**

- **\$3 million raised via a placement to professional and sophisticated investors at \$0.10 per share, a premium of 25% to Adveritas' closing price on 21 October and a 34% premium to the 15 day VWAP**
- **The placement was supported by several existing top 10 shareholders, including major shareholder Mark McConnell, and new shareholders, who are attracted to the Company's technology and rapid growth**
- **Funds raised will support further rapid growth given the success of recent sales and go-to-market initiatives that have underpinned circa 87% growth in annualised revenue to over \$3.1 million since the start of 2022**

Adveritas Limited (ASX: AV1) (Adveritas or the Company) is pleased to announce that it has raised \$3 million through a placement at \$0.10 per share, a 25% premium to Adveritas' closing price of \$0.08 on 21 October and a premium of 34% to the 15 day VWAP.

The placement was supported by professional and sophisticated investors, including major shareholder Mark McConnell, a Non-Executive Director of the Company, several existing top 10 shareholders as well as new shareholders that have been attracted to the Company's technology, total addressable market and rapid growth.

The Company has invested heavily in its sales and marketing capabilities, resulting in increased global market awareness of TrafficGuard's solutions to clients across all 4 quadrants – Google PPC, Mobile app download, Affiliate and Social. Annualised revenue has grown by approximately 87% to over \$3.1 million since the start of 2022. This rapid growth has been underpinned by an increasing number of new client

wins as more companies experience the increasing return on investment from digital marketing protected by TrafficGuard, and existing clients who have seen the benefits from TrafficGuard now utilising additional services in line with the Company's "land and expand" growth initiative.

Funds raised from the Placement will support further rapid growth given the success of recent sales and go-to-market initiatives, and build upon the Company's growing client base. Specifically:

- Hiring of additional personnel to manage the integration of potential customers, which is the phase preceding trial activation. There are currently over 60 companies in this phase;
- Hiring of additional personnel to support customers throughout their engagement with TrafficGuard and cross sell other products to them;
- Hiring of additional personnel to strengthen the Company's TrafficGuard products including a Chief Product Officer to drive feature upsells;
- Commercialising the Company's Freemium subscribers to paying customers; and
- Growing channel partnerships.

### **Settlement and issue of shares**

Issue of the 30,000,000 fully paid ordinary shares at \$0.10 per share to raise \$3 million is expected to occur on or around Friday 28 October 2022.

The placement includes 5,000,000 shares to be issued to Adveritas Non-Executive Director Mark McConnell which is subject to shareholder approval pursuant to ASX Listing Rule 10.11. A general meeting of shareholders to approve the placement of shares to Mr McConnell is expected to be held in early 2023. The remaining 25,000,000 placement shares will be issued under the Company's existing ASX Listing Rule 7.1A 10% placement capacity.

**Commenting on the capital raising, Adveritas Co-founder & Chief Executive Officer Mat Ratty said:**

"We are proud to see the continued support from our major shareholders as we deliver on our growth strategy and ramp up our already rapid growth. Our strengthened balance sheet supports continued growth in annualised revenue, which has already increased by 87% this year and we have a clear path ahead of us to profitability in the future.

"With our go-to-market channels including our direct sales force, marketing agencies, Google Cloud Marketplace and other channel partners such as RavenTrack, we are well placed to continue our growth trajectory across enterprise and SME clients. Our Company is in a strong position to grow market share across the key regions through a combination of new clients and cross selling to existing clients. We are excited by the potential we see for our software to improve the digital advertising and marketing performance of our clients by eliminating ad fraud at such a critical time for many organisations across the globe."

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

- ENDS -

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## About Adveritas



Adveritas Ltd (ASX:AVI) creates innovative software solutions that leverage big data and behavioural science to drive business performance. Adveritas' ad fraud prevention software, TrafficGuard, is its first available software as a service. Adopters of TrafficGuard include major companies from a number of verticals including Gaming, Betting, Fintech, Retail, On demand services as well as many more. These Businesses are conducting aggressive user acquisition advertising for fast growth. In all cases, TrafficGuard was chosen after rigorous procurement processes that saw the effectiveness of our solution evaluated against a range of competing solutions.

For more information, see <https://www.adveritas.com.au/>



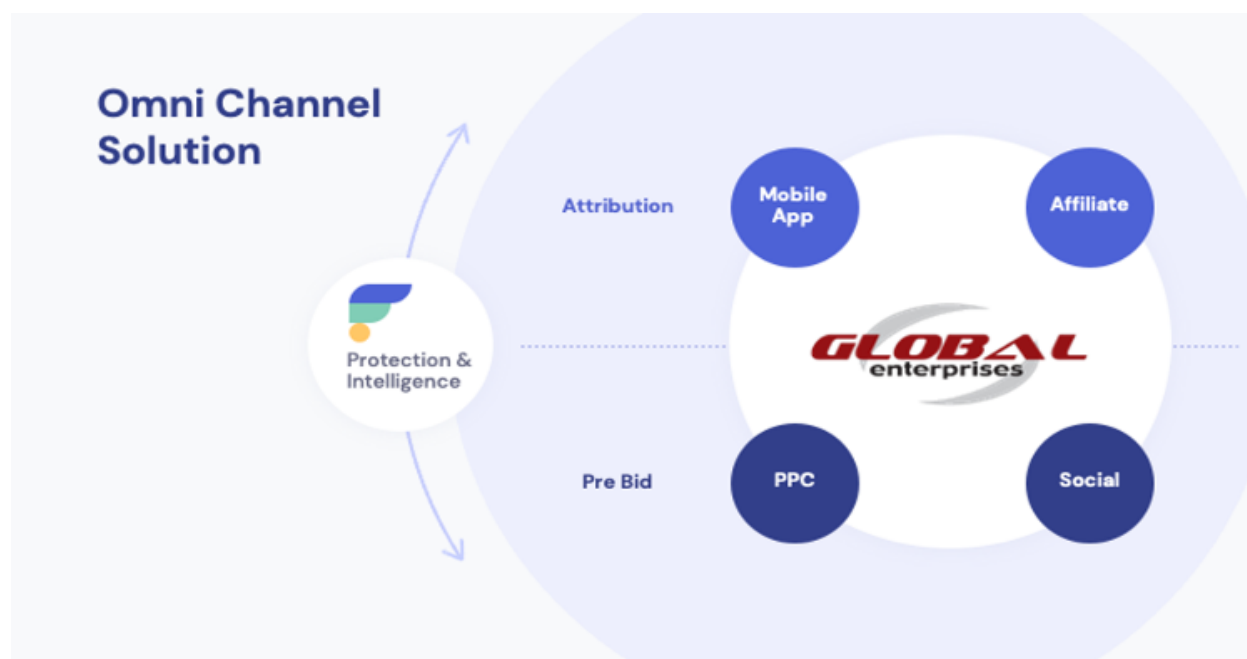
## About TrafficGuard

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 such as Disney, William Hill, Singtel, Smarkets, Lux group and other major companies, 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 in 2023 due to increasing demand from both current and prospective clients.