

**ASX RELEASE (ASX: AV1)**

**30 January 2023**

## **ADVERTITAS RAISES \$4 MILLION AT A PREMIUM TO SUPPORT GROWTH INITIATIVES**

### **Highlights:**

- **\$4 million raised via a placement to professional and sophisticated investors at 8.5 cents per share, a premium of 13% to the Company's closing share price on 25 January 2023**
- **The placement was oversubscribed and strongly supported by existing family offices and new shareholders that wanted to join the register**
- **Funds raised will support growth initiatives given the success of recent sales and go-to-market initiatives that underpinned record cash receipts in Q2 FY23 and growing annualised revenue**

Adveritas Limited (ASX: AV1) (**Adveritas** or the **Company**) is pleased to announce that it has raised \$4 million through a placement of fully paid ordinary shares (**Shares**) at 8.5 cents per share (**Placement**), a 13% premium to the Company's closing share price of 7.5 cents per share on 25 January 2023.

The Placement was strongly supported by professional and sophisticated investors, including existing family offices and new shareholders.

The Company has invested heavily in its sales and marketing capabilities, underpinning rapid growth. Q2 FY23 saw the Company delivering its highest quarterly cash receipts through new client wins as more companies experience the increasing return on investment from utilising TrafficGuard, and from existing clients who have seen the benefits from TrafficGuard and have either upgraded their contracts or are utilising additional services in line with the Company's "land and expand" growth initiative.

Funds raised from the Placement will support growth initiatives 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 strengthen the Company's product team to enable further enhancements of the TrafficGuard products and the development of features requested by customers;
- Hiring of additional personnel to support customers throughout their engagement with TrafficGuard and cross sell other products to them;
- Commercialising the Company's self-serve product to drive the conversion of Freemium subscribers into paying customers; and
- Growing channel partnerships.

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

Non-Executive Director Mark McConnell has committed to participate in the Placement, subject to shareholder approval pursuant to ASX Listing Rule 10.11. The issue of 3,529,412 shares to Mark McConnell will be approved at a General Meeting of shareholders to be held in April 2023.

The remaining 43,647,059 placement shares will be issued under the Company's existing ASX Listing Rule 7.1 15% placement capacity. Settlement of the 43,647,059 fully paid ordinary shares at 8.5 cents per share to raise \$3.71 million, with no material fees payable (other than ASX listing fees and administration costs), is expected to occur on or around 5 February 2023 with the shares being issued on or around 8 February 2023.

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

"We are delighted to see the ongoing strong support from our major shareholders, as well as some new investors, as we continue deliver on our growth strategy. They see and understand the scale of the global opportunity for TrafficGuard. Our strengthened balance sheet supports continued growth in annualised revenue that will underpin a clear path to profitability in the future.

“We are excited by the tremendous growth opportunity ahead, as more companies see how our software can improve their digital advertising and marketing performance 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 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 Unicorn GOTO. Both businesses are well funded with \$5 billion and \$8 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/>



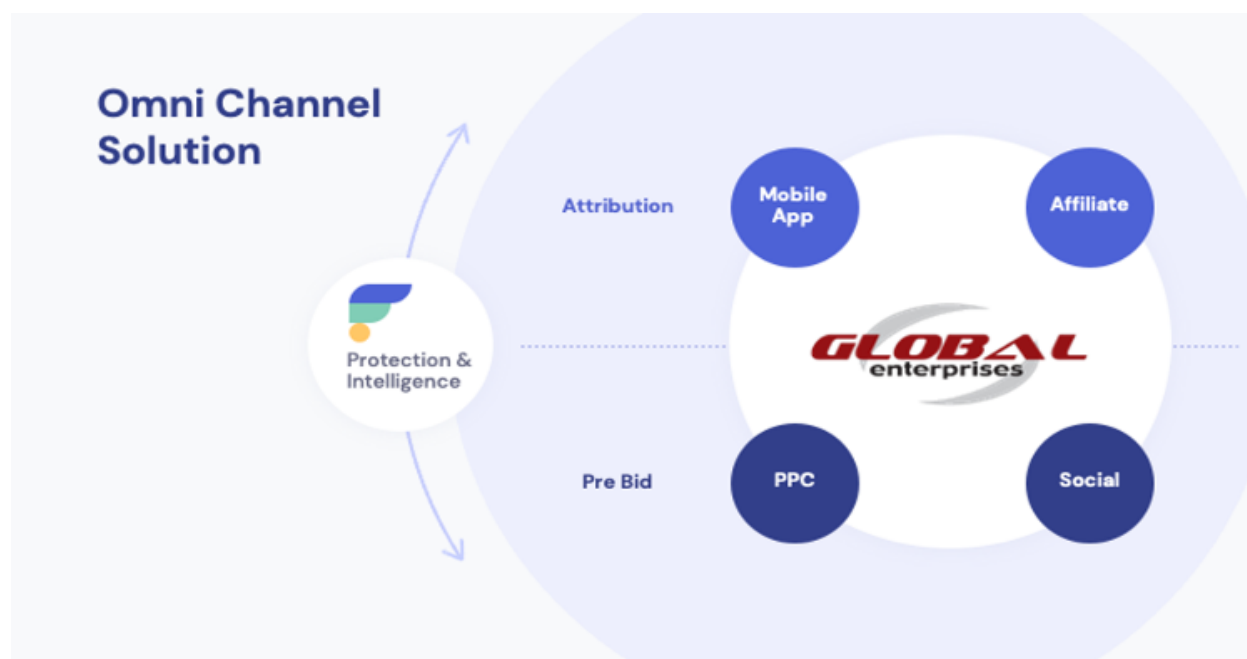
## About TrafficGuard

TrafficGuard 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 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.