

ASX RELEASE

14 AUGUST 2019

ADVERTITAS COMPLETES \$2.8 MILLION PLACEMENT TO FUND CONTINUED GROWTH

Key Highlights

- Adveritas completes over \$2.8 million placement at a 13.6% premium to the last traded share price.
- Cornerstone investors include the largest shareholder and Non-Executive director Mark McConnell, the CEO Mathew Ratty and other existing large shareholders.
- The Company is pleased to welcome new institutional funds and sophisticated investors to the register.
- 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 \$2.8 million (before issue costs) through a placement to new and existing institutional and sophisticated investors at an issue price of 10c per fully paid ordinary share (**Share**). New Shares issued under the placement will rank equally with the Company's existing Shares.

The placement issue price represents a premium of 13.6% to the last traded price of Adveritas Shares on the ASX on Friday, 9 August 2019. The proceeds of the placement will be used to expand the Company's sales and marketing efforts and for general working capital purposes.

The Company advises that certain Directors of the Company have also committed to participate in the Placement for a total of \$1,300,000. The issue of these 13,000,000 Shares will be subject to shareholder approval at the Company's next General Meeting which will be held as soon as possible.

This placement is significant for two reasons.

Firstly, the placement further demonstrates to global Tier 1 clients that the Company has strong shareholder and capital markets support.

Secondly, the placement reinforces the Company's balance sheet. Combining the ~\$2.8m of this placement, along with existing cash reserves and an expected \$1m R&D refund, results in a strong cash balance. The strengthened balance sheet further supports the Company's global sales and marketing effort, particularly in the high growth potential USA market, the world's largest market for digital marketing expenditure.



Adveritas CEO Mathew Ratty said, “We are delighted with the strong support of existing shareholders, the Board and new investors. With a strengthened balance sheet, we have scope to expand our sales and marketing efforts. We have chosen to seek global Tier 1 customer validation, which we now have, before expanding our sales and marketing efforts. We have a strong customer pipeline and believe we are well placed to convert these opportunities and continue growing revenues globally through further adoption of our TrafficGuard SaaS digital marketing anti-fraud product.”

The placement is being undertaken under the Company’s existing ASX Listing Rule 7.1 placement capacity. Settlement of the placement is currently scheduled to take place on or about 16 August 2019, with quotation of the new Shares expected to occur on or about 19 August 2019.

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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 \$10 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:

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