

ASX RELEASE

10 October 2022

Annualised revenue exceeds \$3 million following new contract wins

Key highlights

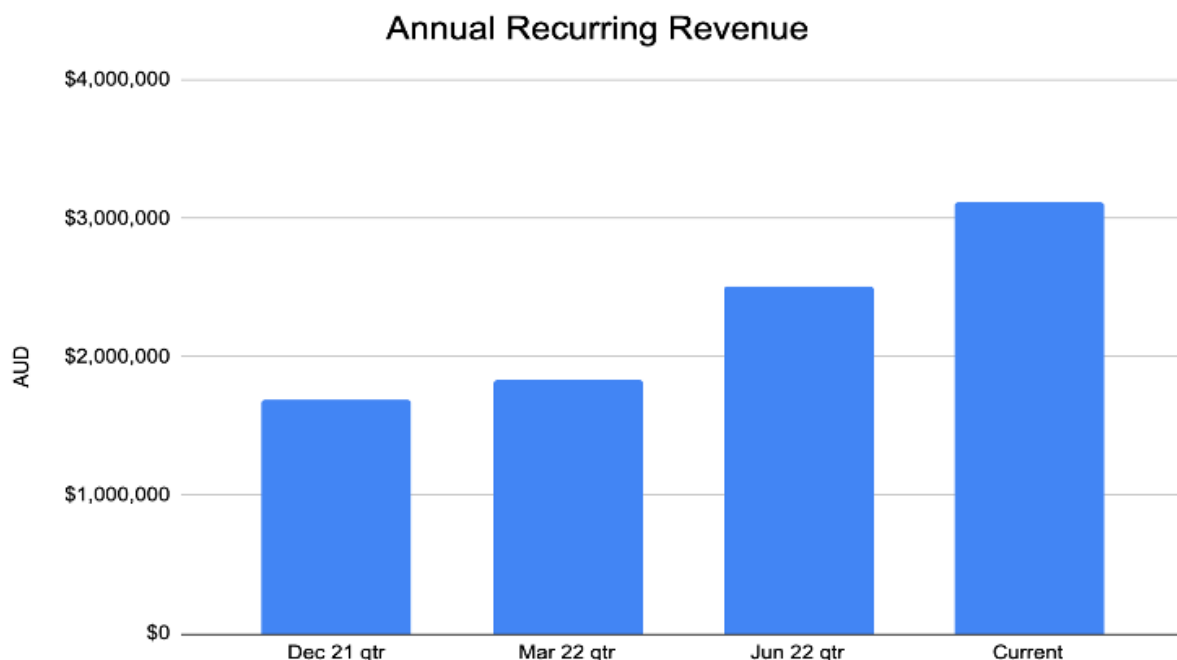
- **Annualised Revenue up 78% YTD** to over \$3 million (1 January 2022: \$1.68 million)
- **Several new enterprise contracts** across both Mobile/affiliate and Pay per click (PPC) products
- **Several contract upgrades by existing customers**, with significant potential for further upsell across the customer portfolio
- **Strong revenue growth driven by both direct sales and Google Cloud Marketplace** contracts, including accelerated Google Marketplace renewal rate
- **Beta trials for TrafficGuard's new 'social' product initially offered for Meta's Facebook** fully subscribed within the first week of launch. Further social channels to be launched in 2023
- **Scalable gaming sector growth opportunity** through partnership with European affiliate platform, RavenTrack, commencing first trials, complementing existing gaming sector customer base
- **Strong outlook across all 4 sales channels** – mobile app install, Google PPC, affiliate verification and social media.

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AVI**) is pleased to announce continued revenue growth underpinned by new customer contracts, and strong momentum in revenue leading indicators.

1. Strong sales momentum across all go-to-market channels

Annualised revenue now exceeds \$3 million, up 78% since the start of the 2022 calendar year, reflecting the signing of several new clients across both PPC and mobile/affiliate solutions and upsells to existing clients.

While revenue from the recent signings of new enterprise clients across both PPC and mobile/affiliate solutions are not individually material, the momentum across all go to market channels is, especially as these new clients have expressed interest in other channels.



The Company has invested heavily in its sales and marketing capabilities, resulting in increased global market awareness of TrafficGuard solutions to clients across all 4 quadrants – Google PPC, Mobile app download, Affiliate and Social. Importantly, Adveritas continues to succeed in winning new clients over its billion dollar competitors across all of these channels.

2. RavenTrack Partnership

As part of Adveritas' global roll out, TrafficGuard has been successfully integrated onto RavenTrack, a leading online gaming affiliate tracking platform. RavenTrack helps brands and advertisers maximise the return on ad spend on their affiliate marketing with invalid traffic reduction and ad fraud prevention. First customer trials from this channel partnership have already begun with a strong number of inbound enquiries received by the Company's sales force in recent weeks.

James Booth, Head of Acquisition at MrQ, which is currently trialing the TrafficGuard solution through RavenTrack, said:

"Affiliate advertising is a large and essential part of our performance marketing strategy, but we are all of course aware of the hidden cost of fraud and the complexity of dealing with partners and managing compliance in our programme. MrQ is committed to tackling this fraud and managing compliance using technology to grow as efficiently as possible.

"RavenTrack's commitment to partnerships for value added functionality in the affiliate space is one of the many reasons we chose them and this partnership with a world class fraud detection and prevention software like TrafficGuard is testament to that."

3. Outlook for continued growth

With strong revenue leading indicators and strong sales momentum across all 4 quadrants of its omni channel solution, Adveritas is well positioned for continued growth.

Over 60 companies are in the integration phase, which precedes the trial activation. Due to the rapid increase in trial demand, the Company has hired additional personnel to manage these clients through to trial and then conversion into paying contracts.

With TrafficGuard's marketing efforts set to scale in the current quarter and through 2023, Adveritas will continue to drive increased prospects, meetings, trials and revenue across all products it offers.

The Company has over 50 paying clients at the enterprise level ranging from Disney Streaming, Lux Group, Better Collective, GoJek, Banco Santander, Singtel, Smarkets, William Hill and many others following the investment in its sales team over the last 9 months. The current trial pipeline alone has the ability to potentially double the revenue line and that is before more are added in the current quarter.

Channel Partnership Opportunity:

Leveraging the initial success of the affiliate product partnership with RavenTrack, Adveritas plans to onboard and activate further channels that will enable supported access to the brands and advertisers of these businesses and/or platforms.

With TrafficGuard's full-funnel protection, affiliate platforms like RavenTrack and others can deliver positive business outcomes to their customers. This offers significant commercial benefits in terms of differentiation, client satisfaction and campaign efficacy for such operators.

To support, grow and enable the success of these channel partnerships, TrafficGuard is deploying a structured team of affiliate experts led by Kalen Bushe, VP of Affiliate Partnerships. Kalen is based in Singapore and joined the business in September 2022.

Activating Freemium Users:

Throughout Q4 FY22 and Q1 FY23, TrafficGuard's user journey and user interface have been redesigned to allow for stronger in-platform upgrade paths for Freemium users. This includes the installation of new learning and self-support features.

The next evolution to be deployed will also include revised commercial packages with advanced service features that unlock as users scale their package tier.

This deployment is forecast to be released in Q2 FY23 with marketing set to commence very soon after the release. This is an important focus as there are over 4,500 sign ups to TrafficGuard's Freemium product that can be commercialised.

Google Cloud Marketplace:

As previously announced to the ASX, TrafficGuard was accepted into the Google Cloud Platform (GCP) Marketplace last financial year. Initially, this was limited to its PPC product offering but due to demand, subsequently was expanded to its mobile and affiliate product lines in Q1 FY23.

Since then, both TrafficGuard and Google Cloud have been co-marketing to clients, and a number of these clients are going through the trial process. In many cases, when a trial converts to a contract, the annual contract value may be prepaid to TrafficGuard if the client is not fully utilising their Google Cloud spend commitment.

Recently, GoJek renewed their contract for a further two years at a higher annual contract value and there are now several other enterprise customers that are looking to renew their TrafficGuard contracts through the marketplace. The Company also expects a number of new clients to be signed through this channel in Q2 FY23.

4. CEO Commentary

Co-Founder and Chief Executive Officer Mathew Ratty said:

"With our enterprise level sales growing through a well-developed marketing and sales process, the key leading indicators are pointing to stronger growth in each quarter ahead.

"Up until now, our growth has primarily come from new clients signing with TrafficGuard on one product. However, in addition to growth from new customers, we are now also seeing existing customers being upsold and cross sold to other products. This is resulting in higher annual contract values when it comes time to renewing.

Cross selling and upselling will be an essential part of our growth journey over the next few years as we have built out this omni channel offering.

“During the current quarter our focus is to begin to monetise the TrafficGuard self-serve product whilst continuing to support our enterprise strategy through key channel partnerships like RavenTrack and Google Cloud Marketplace.

“Our self serve product has over 4,500 customers signed to the Freemium model and, through a marketing led approach, we are confident that not only will we grow the amount of Freemium users on the platform but also convert a large number of those to paying clients. With SME and mid-market representing a large prospective cohort of millions of businesses, it has become a key priority for the Company to enable rapid growth through the high margin low touch point product.”

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 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 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

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.

Forward Looking Statements

This announcement contains 'forward-looking information' that is based on the Company's expectations, estimates and projections as of the date on which the statements were made. This forward-looking information includes, among other things, statements with respect to the Company's business strategy, plans, development, objectives, performance, outlook, growth, cash flow, projections, targets and expectations and sales. Generally, this forward-looking information can be identified by the use of forward-looking terminology such as 'outlook', 'anticipate', 'project', 'target', 'potential', 'likely', 'believe', 'estimate', 'expect', 'intend', 'may', 'would', 'could', 'should', 'scheduled', 'will', 'plan', 'forecast', 'evolve' and similar expressions. Persons reading this announcement are cautioned that such statements are only predictions, and that the Company's actual future results or performance may be materially different. Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the Company's actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking information.