ASX RELEASE (ASX: AV1)   **25 November 2022**

RESPONSE TO MEDIA SPECULATION

Adveritas Limited (ASX: AV1) (**Adveritas** or **the Company**) notes the media speculation overnight regarding a possible acquisition of its securities. In accordance with continuous disclosure and responding to this article, the Company can confirm it has received a conditional non-binding indicative proposal from NASDAQ listed Integral Ad Science, Inc. (**IAS**), a global leader in digital ad verification, to acquire 100% of the shares in Adveritas for $0.11 cash per share payable in cash and/or shares in IAS (**Proposal**).

The Indicative Proposal is subject to due diligence, regulatory and other conditions, and entry into a Scheme Implementation Agreement (**SIA**), but is not subject to any financing contingencies.

The Board intends to consider the Indicative Proposal from IAS and will proceed to a definitive agreement if it believes a transaction should be put to shareholders for approval.

Adveritas shareholders do not need to take any action in response to the Indicative Proposal. There is no certainty that the Indicative Proposal or any other discussions will result in a transaction.

Adveritas confirms its compliance with the Listing Rules, including Listing Rule 3.1. It will continue to comply with the Company's continuous disclosure obligations.

Adveritas is being advised by Gadens.

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

- ENDS -

For more information, please contact:

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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 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:
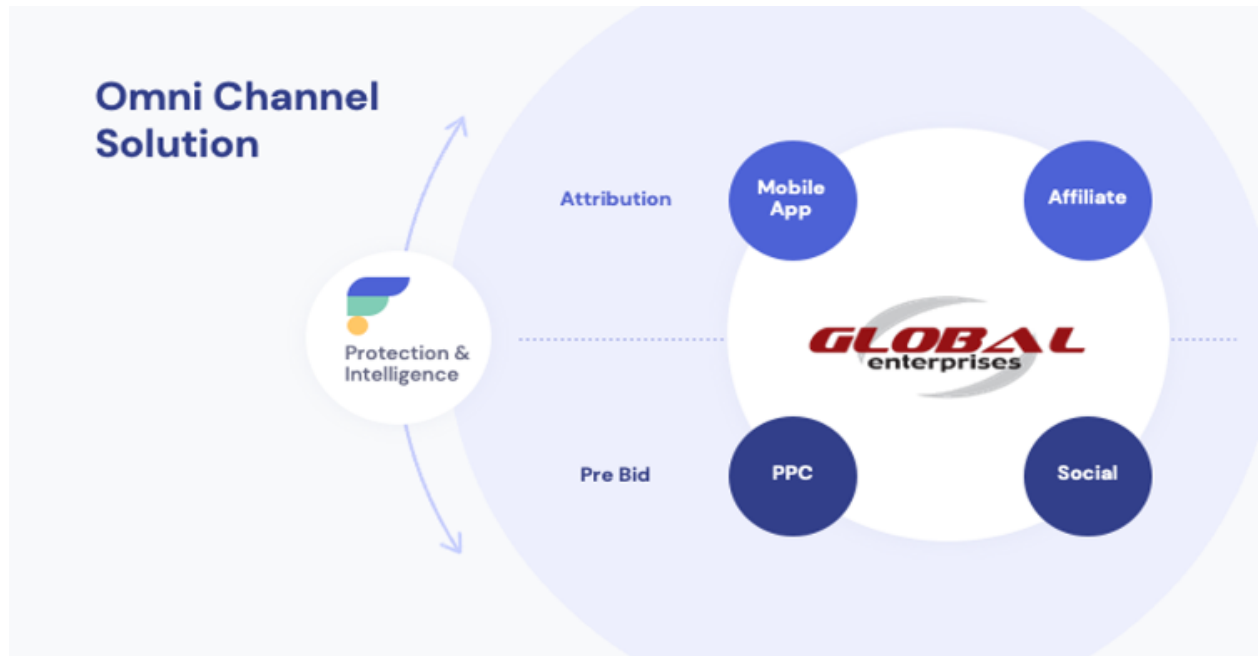
Mobile App install verification: This is the Company's flagship product, with enterprise level clients paying material contract amounts - as high as $180k per annum for significant global clients. This product ensures clients are not paying for misattributed or fake installs of their apps - essentially 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.