

**ASX RELEASE****14 June 2023****ADVERTITAS SHARE PURCHASE PLAN**

**Adveritas Limited (Company or Adveritas) (ASX: AVI)** advises that its Share Purchase Plan (**SPP**) closed on Friday 9 June 2023. The Company was pleased to have been able to offer its shareholders the opportunity to purchase shares up to the value of \$30,000 at the same price as the placement announced on 15 May 2023 (**Placement**), irrespective of the size of their shareholding and without incurring brokerage or transaction costs. The SPP raised \$257,000 and will result in the issue of 5,354,155 new fully paid ordinary shares (**Shares**) at an issue price of 4.8 cents per Share. All Shares subscribed for under the Company's SPP will be issued on Friday, 16 June 2023.

**Strong balance sheet strength**

The Company's balance sheet is in a strong position. Cash at the end of Q3 FY23 was \$3.1 million and has been bolstered by the cash raised under the SPP and funds of \$3.7 million received under Tranche 1 of the Placement. A further \$2.8 million will be received under Tranche 2 of the Placement following the Company obtaining shareholder approval at a general meeting to be held on 26 June 2023.

**Use of funds**

The capital raised will support processes to further streamline the onboarding of the Company's significant pipeline of enterprise customers, key product enhancements to the TrafficGuard suite of products, development of new product features and capabilities, and sales and marketing initiatives to further grow the Company's customer base, including self-serve customers.

**Commenting on the capital raisings, Founder & CEO Mathew Ratty said:**

*"We are thankful for the continued support of our shareholders that enabled the recent placement and SPP. Our strong balance sheet underpins the attractive growth paths we are progressing as Adveritas rapidly scales. As we approach \$4 million in annualised revenue, our growth trajectory is accelerating, and with a number of new product enhancements in development, and a growing pipeline of*

*sales opportunities, we are well placed to rapidly scale and grow shareholder value.”*

*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 <https://www.adveritas.com.au/>

## About TrafficGuard

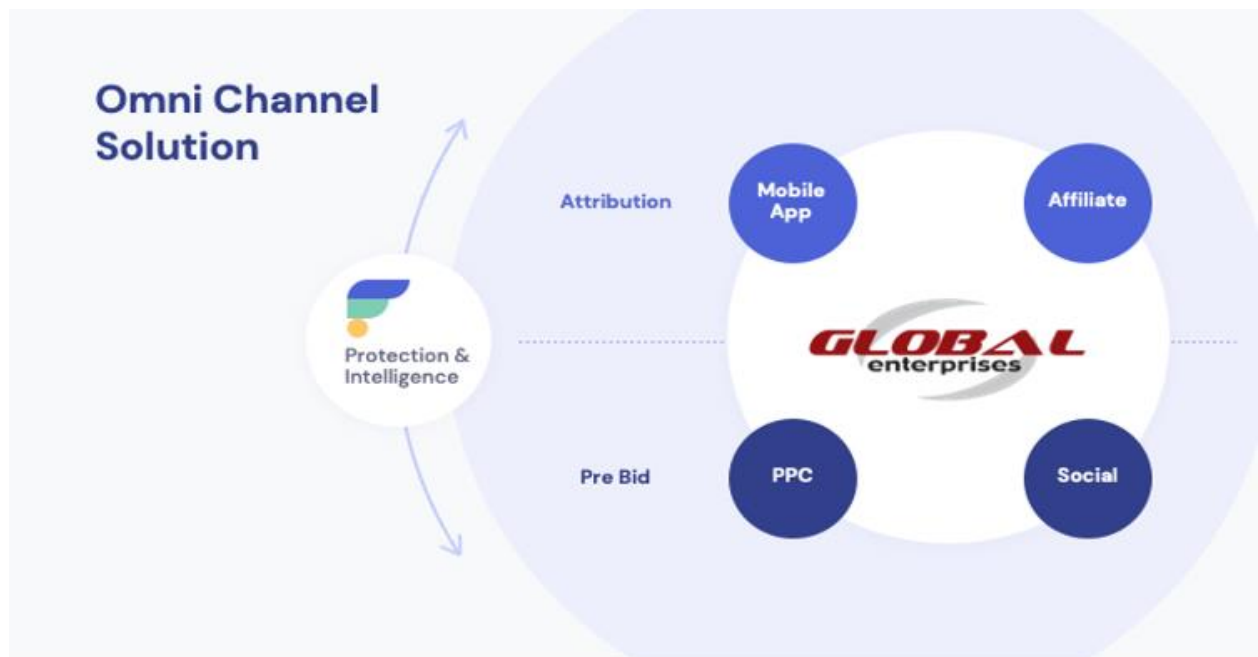


TrafficGuard is an omnichannel ad verification platform helping enterprises and SMBs combat fraud across Google PPC, Mobile app user acquisition campaigns, Affiliate platforms and Social Media. TrafficGuard drives superior advertising performance by verifying advertising engagement as they occur, proactively 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.