ASX RELEASE	17 July 2023

ADVERITAS APPOINTS NEW CHAIRMAN

Adveritas Limited (ASX:AV1) (**Company** or **Adveritas**) advises that its current Chairman, Mr Stephen Belben, has decided to retire from the Board effective immediately. During his 8 years on the Board of the Company, Mr Belben oversaw the Company's significant pivot from performance marketing to the detection and prevention of ad fraud, and assisted in steering the Board during the foundational success and commercialisation of the TrafficGuard technology, which is currently being utilised by major Fortune 500 companies.

The Company is pleased to announce that it has appointed Mr Joshua Lowcock as its new independent Non-Executive Chairman.

Mr Lowcock, who resides in New York, currently serves as the Global Chief Media Officer of UM, part of Interpublic Group (NYSE: IPG) which is one of the largest media agencies in the world and trades with a market capitalisation of USD$15b. In that role, Mr Lowcock oversees all omnichannel media and marketing spend for a variety of Fortune 500 clients, as well as partner ad product, advertising technology, and marketing technology innovation. Mr Lowcock has held similar marketing, media, and technology roles in Australia and China. Mr Lowcock currently serves as a non-executive director of Accent Group Limited and as a non-executive director of Cashrewards Limited. He previously served as a non-executive director of Prime Media Group Limited.

"I would like to thank Steve for his governance and guidance during his tenure, and wish him well in his retirement. I am excited to welcome Joshua into the role of Chairman at Adveritas. His appointment complements one of our key focuses, being the scaling of our TrafficGuard technology around the world. The knowledge and expertise that Joshua has in working with verification partners that have partnerships with the world's biggest advertisers, combined with the understanding of the digital ad tech industry is critical at this stage of our journey. I look forward to working together and forming a heavy-hitting team during the most critical stage of our growth journey" said Mathew Ratty, CEO and Co-Founder of Adveritas.

"During the past 12 months the Company has achieved multiple milestones, including rapidly increasing its annual recurring revenue, winning multiple new major clients, the launch of numerous go-to-market channels, and the expansion of its services to existing clients. With the recent capital raise now completed, I feel the time is right for the Company to take the next major step to scale up its activities with the appointment of Joshua Lowcock as its new Non-Executive Chair" said Stephen Belben.

Incoming Non-Executive Chairman Joshua Lowcock commented:

"In my meetings with Mathew Ratty and the Adveritas leadership team, I have been impressed by Adveritas' main product, TrafficGuard, and the potential for the offering to scale internationally. I look forward to providing strong guidance to management on how to ensure TrafficGuard can build on its momentum with advertisers increasingly demanding accountability from performance media."

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

– ENDS –

For more information, please contact:

Mathew Ratty	Ronn Bechler
Co-founder & CEO, Adveritas	Automic Markets
+61-8 9473 2500	+61-400 009 774
investor.enquiry@adveritas.com.au	ronn.bechler@automicgroup.com.au

About Adveritas

Adveritas (ASX:AV1) is an innovative Australian software company revolutionising business performance through advanced data-driven solutions, including advanced machine learning and artificial intelligence. The flagship offering, TrafficGuard, is a cutting-edge ad fraud prevention solution trusted by leading companies worldwide. By harnessing the power of advanced machine learning and artificial intelligence, TrafficGuard empowers businesses to protect their advertising investments, preserve brand reputation, and achieve better performance marketing results. Committed to innovation and excellence, Adveritas continuously shapes the digital advertising landscape by providing scalable and adaptable solutions that drive success. With personalised support and strong partnerships, Adveritas is redefining the possibilities of business performance in the ever-evolving digital world, leveraging the capabilities of advanced machine learning and artificial intelligence to stay at the forefront of the industry.

For more information, see https://www.adveritas.com.au/

About TrafficGuard

TrafficGuard is at the forefront of the digital advertising industry as a leading ad fraud prevention solution, leveraging advanced machine learning and artificial intelligence to drive a transformation in the way businesses operate. By harnessing cutting-edge technology and employing an innovative approach, we empower businesses to effectively combat ad fraud, safeguard their advertising budgets, and maximize their return on investment (ROI). Our commitment to excellence is reflected in our status as the only PPC verification vendor globally admitted to the Google Cloud Marketplace. Recognized by prestigious industry awards such as The Drum, Martech Breakthrough Awards, and Mobile Marketing, our award-winning fraud prevention solution, powered by advanced machine learning and artificial intelligence, has earned the trust and confidence of renowned brands such as Disney Streaming Services, Tab Corp, William Hill, MyDeal, Luxury Escapes and HelloFresh. At TrafficGuard, we are dedicated to

providing superior solutions that ensure transparent and secure digital advertising practices, setting new industry standards along the way.

With headquarters in Perth, Australia, and offices strategically located in Singapore, the UK, Brazil, India, and the US, TrafficGuard proudly serves over 5000 customers worldwide, solidifying our position as a trusted partner in the digital advertising industry.

For more information, find us at www.trafficguard.ai