![Adveritas logo]

NEW TRAFFICGUARD FEATURES TO DRIVE FURTHER GROWTH

- **New TrafficGuard features released** to support compressed sales cycle, agency adoption, revenue growth, new customer acquisition and price increases
- **New TrafficGuard Invalid Traffic Dashboard** provides enhanced customer insights into anti-fraud and invalid traffic savings from using TrafficGuard
- **40% improvement in fraud detection by TrafficGuard** since December 2023 through sustained research and development

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to announce significant product enhancements that are expected to expand its customer value proposition and support continued significant growth.

New Invalid Traffic Dashboard

Rollout of TrafficGuard's new Invalid Traffic (**IVT**) dashboard will commence in June 2024 to the Company's enterprise customers.
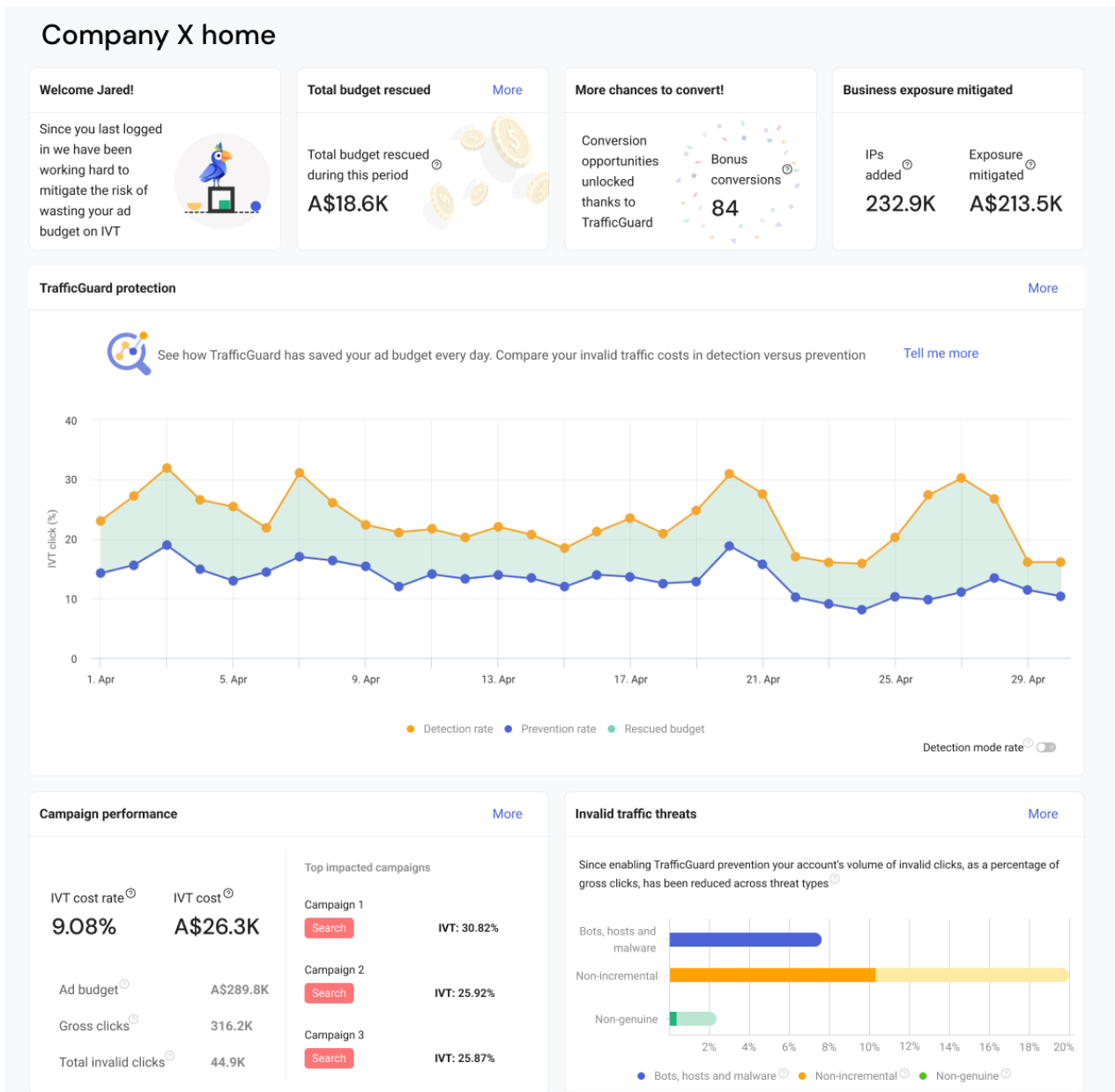
Benefits of the TrafficGuard IVT dashboard include:

- Consumer journey insights
- Incrementality analysis
- Quantified ad spend savings from using TrafficGuard
- Quantified reduced customer acquisition costs and increased lifetime customer value.

The new IVT dashboard will enable easy identification of IVT savings, through display of a "with" and "without" TrafficGuard prevention rate, with the difference between these rates being the IVT blocked and ad spend saved.

The new IVT dashboard leverages innovative models developed by the Company's Data Science and Engineering team.

IMAGE 1: NEW TRAFFICGUARD IVT DASHBOARD

Company X home

Welcome Jared!

Since you last logged in we have been working hard to mitigate the risk of wasting your ad budget on IVT

Total budget rescued | More

Total budget rescued during this period

A$18.6K

More chances to convert!

Conversion opportunities unlocked thanks to TrafficGuard

Bonus conversions

84

Business exposure mitigated

IPs added

232.9K

Exposure mitigated

A$213.5K

TrafficGuard protection | More

See how TrafficGuard has saved your ad budget every day. Compare your invalid traffic costs in detection versus prevention — Tell me more

● Detection rate ● Prevention rate ● Rescued budget

Detection mode rate

Campaign performance | More

IVT cost rate: **9.08%**

IVT cost: **A$26.3K**

Ad budget: A$289.8K

Gross clicks: 316.2K

Total invalid clicks: 44.9K

Top impacted campaigns

Campaign 1 — Search — IVT: 30.82%

Campaign 2 — Search — IVT: 25.92%

Campaign 3 — Search — IVT: 25.87%

Invalid traffic threats | More

Since enabling TrafficGuard prevention your account's volume of invalid clicks, as a percentage of gross clicks, has been reduced across threat types

Bots, hosts and malware
Non-incremental
Non-genuine

● Bots, hosts and malware ● Non-incremental ● Non-genuine

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40% improvement in fraud detection

TrafficGuard's Data Science and Engineering team is continuously focused on enhancing the Company's customer value proposition, and has been optimising the approach for identifying and preventing IVT. This has resulted in an increase of circa 40% in IVT detected and blocked since December 2023.

The increase in IVT blocked by TrafficGuard provides an even greater return on investment for its customers.

Further product enhancements pending

TrafficGuard's new IVT dashboard is a significant milestone, creating a baseline for future iterations.

Further product enhancements are in the pipeline with each new feature designed to enhance the customer value proposition, making the TrafficGuard platform easier to use, driving product-led growth and customer acquisition at scale.

Co-founder and CEO Mat Ratty said:

"TrafficGuard's new IVT dashboard is an exciting and significant milestone, made possible by the Company's incredible Product, Data Science and Engineering teams and the data now available to TrafficGuard as a leader in fraud prevention. It will propel the Company's growth and make it easier for customers to see their ad budget saved by using TrafficGuard.

The significant increase in invalid traffic detected and prevented is a direct result of investing into our core value proposition: finding and blocking bad ad traffic for our customers and saving them money. True to our belief, it is not only the money being saved from preventing this invalid traffic that creates value, but the fact that the unlocked budget can be reinvested into the marketing funnel to drive net new users that were previously not available to the client."

– ENDS –

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

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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

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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 2024 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.