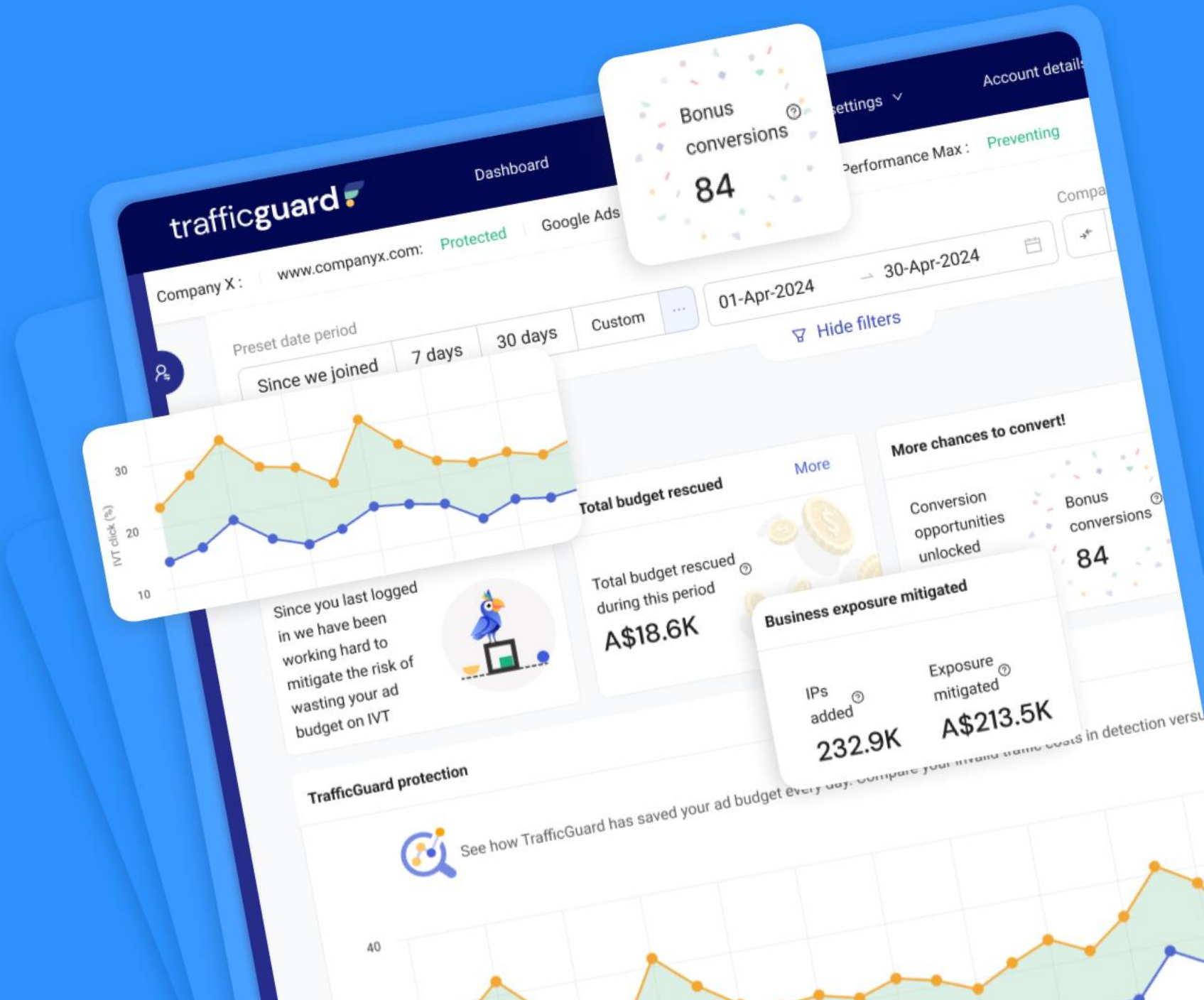


# Investor Presentation

**Mat Ratty**

Chief Executive Officer  
Adveritas Limited (ASX: AV1)

October 2024



- 3** **Global ad fraud problem**
- 4** **About TrafficGuard**
- 5** **Record growth momentum**
- 6** **Record ACV and ARR growth**
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# Global ad fraud problem



## GLOBAL DIGITAL AD FRAUD

- Total digital advertising worldwide is US\$740.3 billion (2024) <sup>(1)</sup>
- Digital advertising growing at 15% per annum <sup>(2)</sup>
- Estimated annual ad fraud: US\$207 billion (28% of all digital advertising) <sup>(3)</sup>
- Fraudsters get paid from advertisers for fake ad engagements
- Average individual ad fraudster steals \$5-20m per annum <sup>(4)</sup>



## UBER v FETCH

- In 2021, Uber wins lawsuit against ad agency Fetch
- Uber lost US\$100m to ad fraud (66% of total ad spend) <sup>(5,6)</sup>

### Sources

1. "Digital Advertising – Worldwide", Statista, November 2023
2. Juniper Research, September 2023
3. "Fraudulent web traffic continues to plague advertisers", WSJ quoting Adobe, 28 March 2018
4. "More Money Than Drugs: A deep Dive Into Ad Fraud", Forbes, 23 February 2020
5. "One Of Uber's Lawsuits Against Ad Fraud Comes Full Circle—They Won", Veracity Trust Network, 19 January 2021
6. "How could Uber cut its spend by \$100m and see no drop in conversion?", Veracity Trust Network, 7 January 2021

Uber

# About trafficguard

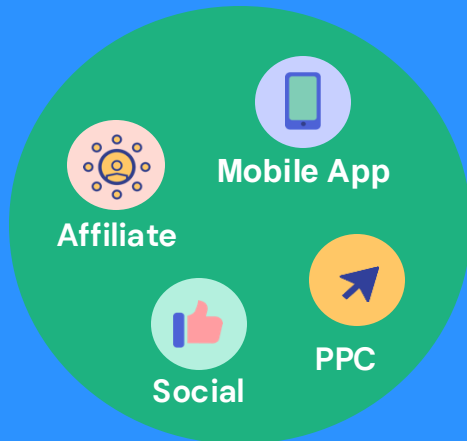
## Software-as-a-Service



## Proprietary big data



## Omni-channel



## Certified Google Premier Ads & Google Cloud Partner

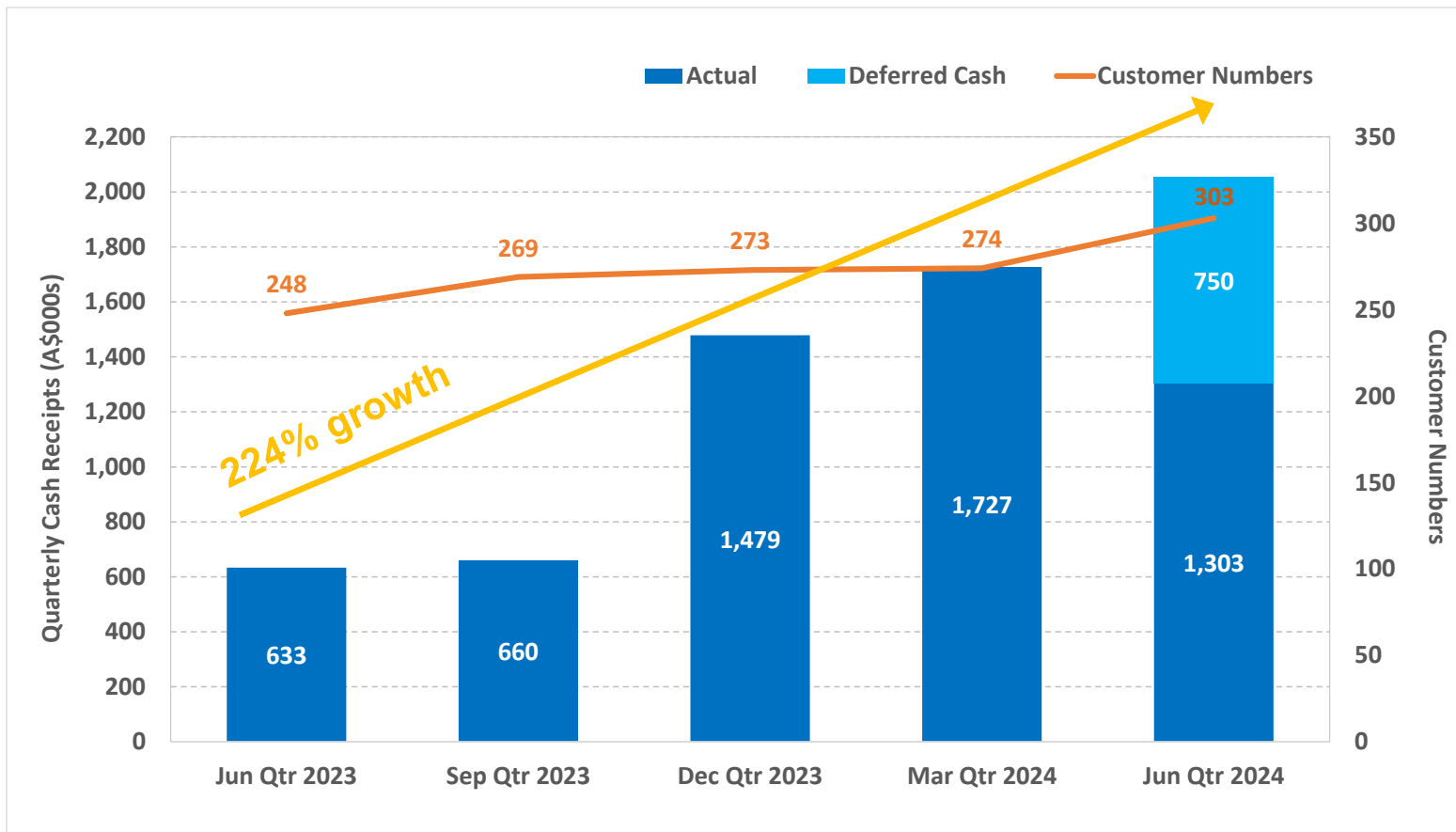


## COMPETITIVE ADVANTAGES

- **Proprietary big data** - 100+ billion data points across more than 5,000 advertisers
- **Artificial Intelligence/Machine Learning** technology
- **Increases customer return** on ad spend by circa 4.5x
- **Holistic solution** - across ad fraud, mobile ad fraud, PPC fraud, bot management and ad verification
- **Leading PPC ad verification on Google Cloud Marketplace** – opens access to potentially thousands of customers
- **Data science focus** - 55% staff are data scientists & software engineers

# Record growth in cash receipts

## QUARTERLY CASH RECEIPTS

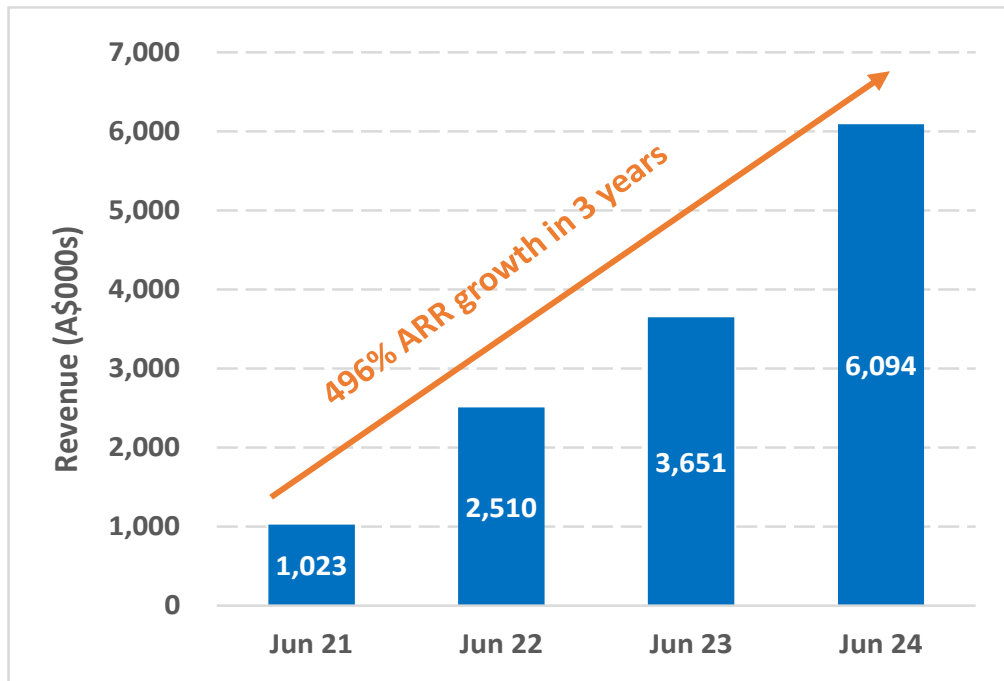


- 224% growth over 12 months to June Quarter 2024 cash receipts to \$2.05m <sup>(1)</sup>
- Customer numbers increased from 248 to 303 over the same period, up 22%
- Commenced sports betting focus December 2023
- 3X price increase implemented in Dec Quarter 2023

Note: 1. Adjusted cash receipts comprises contract signed June Qtr but cash received 2 July 2024

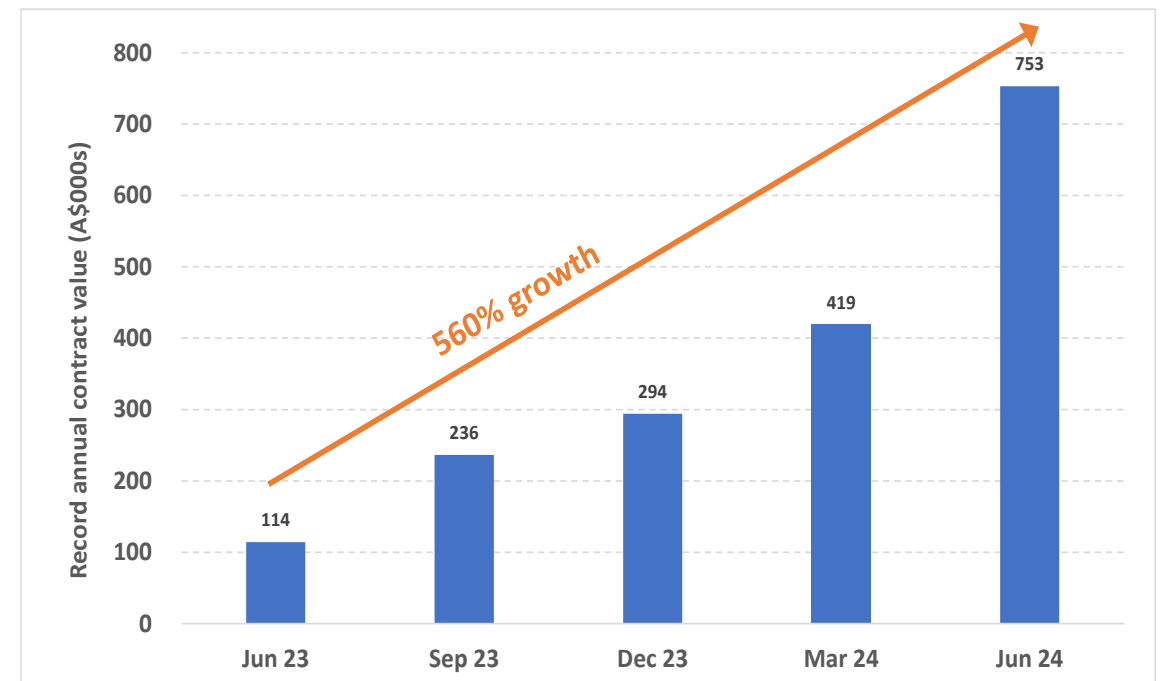
# Record ACV and ARR growth

## ANNUALISED RECURRING REVENUES



- 496% Annualised Recurring Revenue (ARR) growth to over \$6m in 3 years

## RECORD ANNUAL CONTRACT VALUE

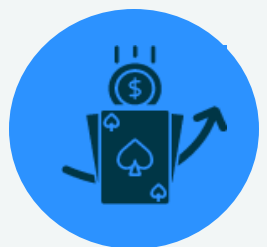


- 560% growth in record (single contract) annual contract value (ACV) to A\$753k per annum from single enterprise client
- **Highlights substantial upsell potential**



## PATH TO POSITIVE CASHFLOW

- Positive cashflow achievable through online gaming & sports betting segment alone



## STRONG TRACTION

- ~1,300 target clients in this segment
- Currently servicing ~40
- Servicing and running trials with the Top 10 sports betting companies globally

**Tabcorp**

*William***HILL**

**L** *Ladbrokes*

**DRAFT**  
**KINGS**

 **NAPOLEON**  
SPORTS & CASINO

**neds**

**BETFRED**

**SUPERBET**

 **BETCITY**

 **betfair**

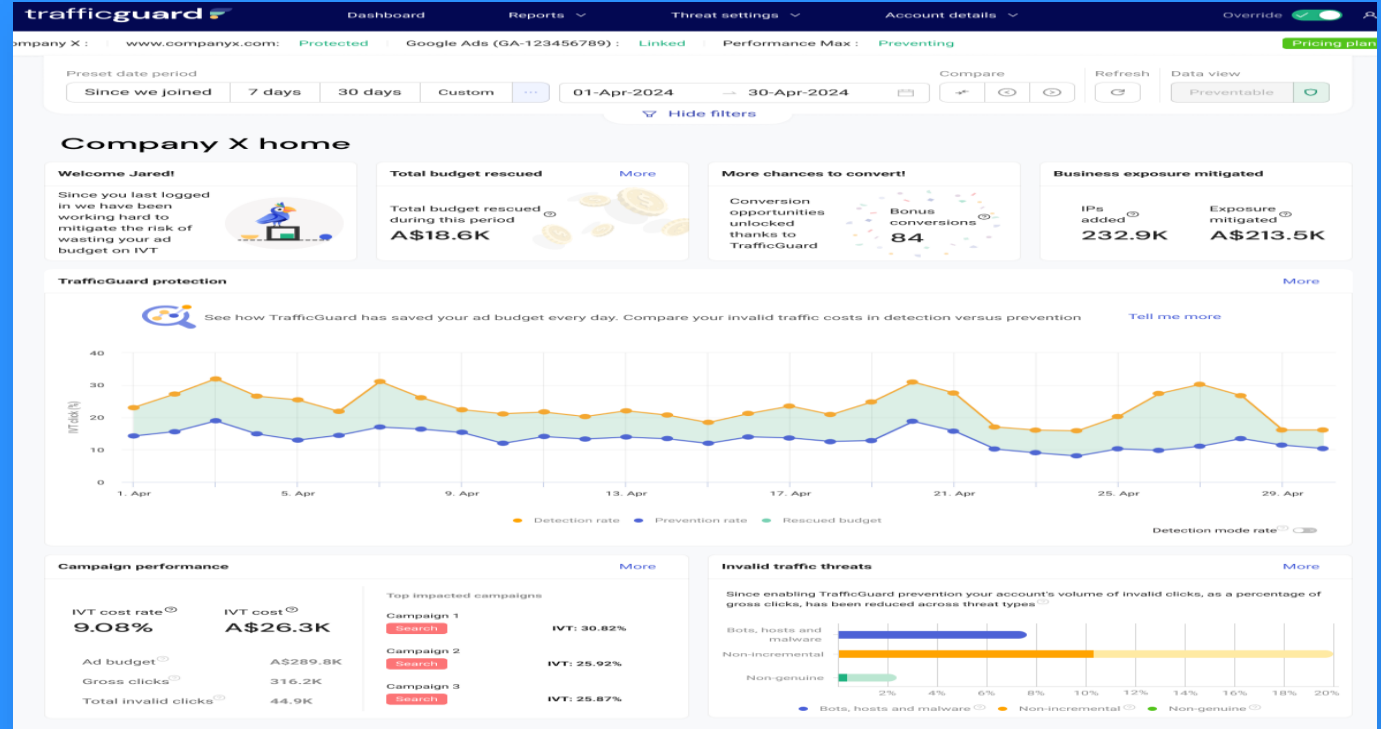
**Online gaming & sports betting traction**

# PRICING REVIEWS

- Recent pricing review resulted in enterprise client price increase of 3X, commencing 1 January 2024 and being rolled out progressively through to December 2024 (1)
- Ongoing pricing reviews supported by continuous product enhancements including:
  - New invalid traffic (IVT) dashboard (2)
  - Smart Ranges (3)
- Price inelastic customer base, with no rate-increase related churn
- Recent price increases combined with shift to annual contracts (previously monthly) are driving increased cash receipts and annual contract values.

Source 1. ASX release 17 January 2024  
2. ASX release 30 May 2024  
3. ASX release 19 Feb 2024

# NEW IVT DASHBOARD



# BENEFITS

- Consumer journey insights
- Incrementality analysis
- Quantified ad spend savings from using TrafficGuard
- Quantified reduced customer acquisition costs and increased customer lifetime value (2)



# Agency Partnerships

- Potentially transformational partnerships to accelerate sales cycle
- Agencies manage ad budgets for thousands of enterprise clients (including Fortune 500)
- Trials underway with large agencies with TrafficGuard PPC and PMax products
- First revenues expected in Q4 CY24

# Holding Company Agency Landscape

## HAVAS



## WPP



## dentsu



## OMG



## IPG



## PUBLICIS GROUPE



# Multiple growth drivers

## Price increases



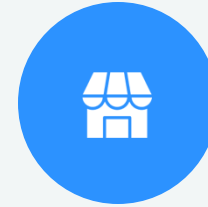
Price inelastic customer base, with no price related churn experienced following 3X price increases

## Agency Partnerships



Potentially transformational access to thousands of new clients

## Google Cloud Marketplace



Leading PPC advertising verification platform on GCMP

## Clear market fit



Clear path to positive cashflow in online gaming & sports betting segment alone

## Cross & Upsell



- Cross-sell potential, with over 90% customers using only 1 product
- Record Annual Contract Value of A\$753k in FY 24 highlights upsell potential

## Demand for additional services



- TrafficGuard Social (Facebook activity measurement and verification) requested by almost half the client base
- Plan to monetize Dec Qtr 2024

# Upcoming milestones

trafficguard 



1

Potential partnerships

**Agency Partnerships**



2

Continued traction: 1,300 target clients, currently servicing ~40

**Online gaming & sports betting**



3

- Social media product extension set to monetise Q4 calendar year
- Allows for significant cross sells

**Product Extensions**



4

Record A\$753k ACV points to substantial upsell potential

**Record ACV**



5

Ongoing pricing reviews

**Price increases**



6

Clear opportunity with existing clients:

- entertainment (Disney Streaming)
- telco (Singtel)
- Ecommerce companies

**New segment growth options**

# Corporate Overview

## Stock Overview

Ticker	ASX: AV1
Cash + Receivables at 30 June 2024	\$5.7 million
Convertible Note (1)	\$3.6m
Shares on issue	788.7 million
Market Capitalisation at 8.0c	\$63.1 million
Top 20 (excluding Directors & Management)	~ 53%
Directors and Management Holding	~ 17%

Note 1: Convertible Note of \$3m plus capitalised interest at 30 June 2024

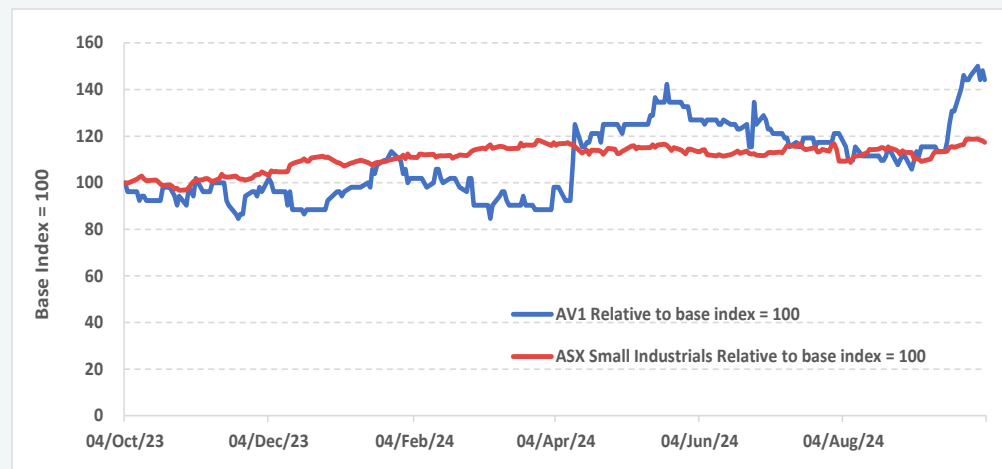
## Share Price Performance to 3 October 2024



## Top Shareholders

Mark McConnell (Non-executive Director)	13.4%
Carrington Capital	12.9%
Daws & sons	11.0%
Shanahan Freight Holdings	8.6%
Adman Lanes	5.3%
Surf Coast Capital	3.8%
Mathew Ratty (Chief Executive Officer)	3.5%

## Share Price Relative to ASX Small Industrials Index




# Board with extensive technology and media sector experience, supporting USA growth and gaming/sports betting sector penetration


## CHAIRMAN, JOSHUA LOWCOCK

- 
- NY-based senior media & advertising executive. Recognized advertising industry expert (AdWeek 50, 2018) and sought by governments and regulators on issues relating to advertising, data, transparency, and competition.
  - President of Media for Quad (NYSE.QUAD) a leading marketing experience company, leading media agency and data capability.
  - Previously, Global Chief Media Officer of UM, part of Interpublic Group (NYSE.IPG).
  - NED of Cashrewards Limited. Previously NED of Accent Group Limited (ASX.AX1) and Prime Media Group Limited (ASX.PRT) during the successful acquisition by Seven West Media (ASX.SWM).
  - BA (Comms) from Western Sydney University; MBA (Executive), AGSM. MAICD.

## CHIEF EXECUTIVE OFFICER, MATHEW RATTY

- 
- Co-Founder and current Chief Executive Officer of Adveritas and TrafficGuard since 2018.
  - Over 9 years experience in digital acquisition and ad verification in the advertising industry.
  - Prior to this Mr Ratty Co-founded MC Management Group Pty Ltd, a venture capital firm operating in domestic and international debt and equity markets with multiple acquisition exits.
  - He holds a degree from Curtin University where he majored in Finance and Property with first class honours in finance.

## NON-EXECUTIVE DIRECTOR, MARK McCONNELL

- 
- Founder and Executive Chairman of Magentus (formerly Citadel Group, ASX:CGL).
  - Extensive experience across global and Australian technology companies.
  - Holds several directorships in other companies, sporting organisations and charities.

# Board with extensive technology and media sector experience, supporting USA growth and gaming/sports betting sector penetration



## MARC PHILLIPS

- Founded Sportbets.com.au in 2004, a real time odds affiliate platform (acquired by SportsBet in 2011).
- Founded Bets.com.au, a sports betting & racing tips portal (acquired in 2016).
- Since 2011, Mr Phillips has been a venture capitalist investing in early stage B2B software as a service (SaaS) technology companies.



## ANDREW STOTT

- Former APAC managing partner of a global law firm.
- Founded a growth advisory firm operating in the tech sector in 2018.
- Founder of/investor in/advisor to multiple technology companies.
- Exit specialist advising on over US\$20bn of M&A for listed and unlisted companies across US, Europe and APAC.
- Several advisory board positions and not-for-profit roles.



## SCOTT THOMSON

- Previously Google - Head of Innovation, Customer Engineering.
- Worked for Google from 2015 through 2024 in the Ads Data Platforms, Analytics and Google Cloud product areas across Australasia.
- Before Google, Scott worked with Adobe across Asia-Pacific on digital strategy and digital transformation.
- Previously worked for Telstra/Sensis as Development Manager, Digital Marketing and CTO of an Australian startup focused on personalised video advertising for mobiles.

# Key investment highlights



## RECORD GROWTH MOMENTUM

Record quarterly cash receipts growth  
 Record customer numbers  
 Record ARR



## LARGE HIGH-GROWTH MARKET

US\$207 billion estimated annual ad fraud (28% of all digital advertising) (source: Statista, November 2023)  
 Digital advertising growing at 15% per annum (source: Juniper Research, 2023)



## MULTIPLE GROWTH DRIVERS

Transformational agency partnerships could drive business to operating cashflow positive  
**Strong growth in record Annual Contract Value (ACV) to AUD\$753k**  
 Social media anti-fraud product (requested by more than half of existing clients)



## BLUE-CHIP CUSTOMERS

Entertainment - Disney Streaming  
 Telco - Singtel, Zain,  
 Travel - Lux Group  
 Sports Betting – Ladbrokes, William Hill, Tabcorp  
 Ecommerce – MPB.com



## PRICE REVIEWS

**3X price** increases supported by product enhancements – new IVT Dashboard and Smart Ranges  
 Price inelastic customer base, with no rate increase related churn experienced



## ONLINE GAMING & SPORTS BETTING

Path to positive cashflow through this segment alone





**Mathew Ratty**

Chief Executive Officer

[Investor.enquiry@adveritas.com.au](mailto:Investor.enquiry@adveritas.com.au)

**George Gabriel, CFA**

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