

**ASX RELEASE****02 May 2025**

### Settlement of Convertible Notes

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AVI**) advises that it has settled the convertible notes issued by the Company to strategic, professional and sophisticated investors (see ASX announcement dated 21 April 2022) (**Convertible Notes**).

The Convertible Notes initially had a maturity date of 12 April 2024 which was subsequently extended to 12 April 2025 (see ASX Announcement dated 3 May 2024). It was agreed with the note holders that interest would accrue during the extended period at 8% per annum and would be repayable by the Company in cash. The terms relating to the Convertible Notes and interest accrued to the initial maturity date of 12 April 2024 (**Converting Balance**) remained unchanged: the Converting Balance converts into shares in the Company at a conversion price based on 80% of the Company's 90-day VWAP at the time of conversion, subject to a ceiling price of \$0.17 and a floor price of \$0.08.

The Company advises that an amount of \$288,822 has been paid in cash to the note holders to settle the interest that accrued during the extended period. In addition, the Company has issued 43,797,022 shares to settle the Converting Balance (**Share Issue**). The Share Issue comprises 41,844,976 shares that were approved by shareholders at the Company's Annual General Meeting on 18 November 2022 and 1,952,046 shares issued from the Company's placement capacity under ASX Listing Rule 7.1 to settle interest payments otherwise payable in cash.

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

**For more information, please contact:**

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## ABOUT US

### **Adveritas**

Adveritas Ltd (ASX:AVI) is a pioneering technology company that is revolutionising the advertising technology space with AI-driven solutions. As the parent company of TrafficGuard Pty Ltd Adveritas focuses on leveraging big data and AI to solve some of the most critical challenges in digital advertising, such as ad-fraud prevention and performance optimisation.

The Company is strongly positioned at the intersection of AI and advertising technology, offering cutting-edge software solutions that help businesses optimise their advertising spend and improve campaign performance. With a portfolio of industry-leading products like TrafficGuard, Adveritas is actively capturing a share of the rapidly growing ad tech market, where demand for intelligent, data-driven solutions is skyrocketing.

For more information, visit <https://www.adveritas.com.au/>

### **TrafficGuard**

TrafficGuard, the AI-powered ad verification platform from Adveritas, is transforming how businesses protect their digital advertising spend from fraud and optimise campaign performance. By leveraging advanced artificial intelligence, TrafficGuard provides real-time protection across Google PPC, mobile app user acquisition campaigns, affiliate networks, and social media platforms.

TrafficGuard's AI technology proactively detects and blocks invalid traffic, ensuring that ad spend is directed towards real, high-value users. The platform's ability to safeguard campaign data integrity and deliver actionable insights is trusted by leading global brands, including Disney Streaming, Tabcorp, William Hill, Singtel, and Coinbase.

As the only PPC verification vendor admitted to the Google Cloud Marketplace, TrafficGuard is positioned for significant growth within the rapidly expanding ad tech market.

For more information, visit [www.trafficguard.ai](http://www.trafficguard.ai)