ASX RELEASE   **21 August 2025**

META APPROVES INTEGRATION WITH TRAFFICGUARD

Adveritas Limited (ASX: AV1) (**Adveritas** or **Company**) is pleased to announce that it has received approval from Meta Platforms Inc (**Meta**) for the integration of its social media platforms with TrafficGuard, the Company's ad verification product.

This is a significant milestone because it enables the Company to extend TrafficGuard's real-time protection to those advertisers that are running campaigns across Meta's suite of social channels, including Facebook and Instagram.

TrafficGuard's Meta product has been through multiple beta trials with select partners and early feedback and results have been highly encouraging. It offers seamless fraud protection across Meta's properties, enabling marketers to safeguard their performance campaigns, reduce wastage, and maintain greater confidence in media buying decisions.

The integration with Meta aligns with the Company's mission to provide transparent, always-on protection across all major ad channels.

As the adoption of TrafficGuard's Meta product progresses, there is an opportunity to expand the scope of protection within existing client accounts. This cross-channel coverage strengthens TrafficGuard's value proposition and positions the Company to capture a greater share of digital ad spend from both current and prospective customers.

CEO Commentary:

Mr Mathew Ratty, Co-founder and CEO, said:

"This approval marks a pivotal step in expanding the reach of our proactive invalid traffic protection. With the Meta integration now live, we can help both existing and new customers maximise the effectiveness of their digital ad spend, ensuring every dollar works as intended."

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

- ENDS -

Adveritas

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ABOUT US

Adveritas

Adveritas Ltd (ASX: AV1) 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