

**ASX RELEASE**

**1 April 2026**

## **Transformational Expansion of Total Addressable Market Through SME Self-Serve Offering**

Adveritas Limited (**Company** or **Adveritas**) (ASX: AVI), global digital marketing anti-fraud software specialists, is pleased to announce the launch of its upgraded, fully automated self-serve TrafficGuard™ platform for non-enterprise customers. This launch opens an estimated market of over 200 million small to medium (SME) digital advertisers globally, representing a step-change in the Company's growth trajectory and revenue potential.

### **Key Highlights**

- **Transformational increase in total addressable market (TAM)** through new offer tailored to SME customers.
- **Phased commercial launch strategy** with an initial US\$49 per month package designed to accelerate customer acquisition.
- **Existing strong product-market fit** evidenced by growing revenue from the Company's current SME customer base, and increasing customer reverse enquiries.
- **Highly scalable** given its self-serve nature and short integration time of around 10 minutes.
- **High margin, high operating leverage** given it is fully automated and does not require enterprise level support.
- **Strategic agency partnerships** to be formed, providing both access to partners' SME customer bases and white label opportunities.
- **Product functionality to be expanded** with Meta self-serve protection to be added to existing Google Ads protection, further increasing TAM.

### **Substantial Total Addressable Market Expansion**

The Company is pleased to announce the launch of its enhanced self-serve TrafficGuard™ platform for non-enterprise customers.

The upgraded self-serve platform provides an opportunity for the transformational expansion of the Company's TAM. The Company estimates that there are over 200 million SMEs actively spending on digital advertising (see footnotes (1) and (2)). Even modest

penetration of this vast addressable market represents a transformational revenue opportunity for the Company. For example, capturing just 0.01% of the estimated 200 million SME digital advertisers at the initial package of US\$49 per month would generate revenue of approximately US\$11.8 million on an annualised basis.

### **Launch of enhanced self-serve SME platform follows proven customer demand**

TrafficGuard's existing self-serve platform has proven to have a strong product-market fit. Growing demand for ad-fraud protection solutions among SME users has resulted in the Company's revenue from self-serve customers increasing by 59% in the last 12 months.

Importantly, the strong performance of the existing SME platform occurred with minimal marketing and internal support, and with only Google Search protection being provided.

The launch of the enhanced self-serve platform with dedicated marketing investment, sales enablement, and expanded product functionality is expected to materially accelerate revenue growth from SME customers.

The upgraded self-serve portal provides SMEs with a substantially enhanced offering, including the following features:

- single pane of glass view of advertising performance and invalid traffic (IVT).
- analytics covering both Google and Meta platforms (once Meta feature released).
- user friendly self-sign up, credit-card billing and minimal sales and support requirements.

### **Highly scalable and high margin SME offering**

The SME offering is highly scalable, with 3 main revenue growth levers:

- **Automated self-sign up** - Unlike enterprise sales models requiring dedicated account management, the SME self-serve model is fully automated.
- **Strategic partnerships** - Strategic partnerships can provide scalable access to large numbers of SME customers and opportunities for white label functionality.
- **Tier 3 and 4 agencies** - The new SME platform enables Tier 3 and 4 agencies to adopt TrafficGuard on behalf of their non-enterprise clients.

The Company is actively pursuing potential strategic partners and agencies with substantial SME customer numbers.

The SME offering will provide high gross margins, given the capital-light distribution model that requires limited administrative and sales and marketing support. In addition,

incremental growth costs will be limited as fixed technology and development costs are distributed across an expanding customer base.

### Self-serve pricing structure

The Company is adopting a deliberate, phased approach to pricing which is designed to maximise initial customer acquisition velocity and optimise long-term revenue per customer.

- **Phase 1 (launch):** A single US\$49 per month package providing Google Ads protection, designed to minimise friction and accelerate conversion from free trial to paid subscriber. This simplified entry point removes decision complexity for SME advertisers and is expected to drive rapid initial adoption.
- **Phase 2 (anticipated in the June 2026 quarter):** Introduction of a three-tier monthly pricing structure (US\$29.99, US\$49 and US\$79) to segment the SME market by advertiser spend profile, increase average revenue per user (ARPU) through upsell pathways, and extend the platform's addressable market from solo advertisers through to mid-market teams.

This SME pricing model contrasts with enterprise-level pricing, which involves tailored solutions for large teams and organisations, often over an extended period of time.

### Near-term objectives to further TAM expansion

The Company's key near-term objectives to drive growth in the coming quarters are:

- **Release of Meta (Facebook and Instagram) ad fraud protection** in the June 2026 quarter. Meta is the world's second-largest digital advertising platform by revenue. The addition of Meta protection to the self-serve platform materially increases the Company's TAM by extending coverage to SMEs who advertise primarily or exclusively on Meta's platforms. It also increases the value proposition for existing Google Ads subscribers, creating an upsell opportunity and reducing churn.
- **Secure strategic channel partnership** to provide access to large, established SME customer bases and accelerate subscriber growth beyond organic acquisition.

Collectively, these near-term objectives are expected to progressively expand the Company's TAM, increase revenue per customer, and accelerate the growth trajectory of the self-serve business.

**Commentary from Co-founder and CEO, Mathew Ratty**

*"The launch of our upgraded self-serve platform is transformational. We have successfully grown our Company to date through servicing the enterprise customer market and we are excited to provide a new offering to the even larger addressable market of small to medium enterprises. We are now focused on providing our unique, proprietary TrafficGuard™ service to all types of businesses to protect the ecosystem from invalid traffic and fraud".*

**Footnotes**

1. There are approximately 358 million SMEs worldwide (source: "Estimated number of small and medium sized enterprises (SMEs) worldwide from 2000 to 2023", Statista).
2. Approximately 58% of small businesses now rely on digital channels for customer acquisition (source: "158 Digital Marketing Statistics 2026", demandsage, 8 January 2026).

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

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**For more information, please contact:**

Mathew Ratty

Co-founder & CEO, Adveritas

+61-8 9473 2500

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

George Gabriel

Investor Relations

+61 421 630 435

[gg@bletchleyparkcapital.com.au](mailto:gg@bletchleyparkcapital.com.au)

## ABOUT US

### **Adveritas**

Adveritas Ltd (ASX: AVI) is a pioneering technology company that is revolutionising the advertising technology space. 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 ad verification platform from Adveritas, is transforming how businesses protect their digital advertising spend from fraud and optimise campaign performance. TrafficGuard provides real-time protection across Google PPC, mobile app user acquisition campaigns, affiliate networks, and social media platforms.

TrafficGuard's 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)

## 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.