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ADVERITAS CONTINUES ITS RAPID CUSTOMER GROWTH

FREEMIUM SUBSCRIBERS AND PAYING CLIENTS SCALING AHEAD OF MANAGEMENT EXPECTATIONS

Key highlights:

- **TrafficGuard's annualised revenue from both enterprise and mid-market customers in the June Qtr has grown by at least $350k which is an increase of circa 132% from the March Qtr**
- **Approx. 190 revenue generating clients now using TrafficGuard**
- **Enterprise pipeline under contract negotiation remains strong**
- **Significant number of potential customers from multiple geographies have been engaged on trial agreements - a key leading indicator of future growth**

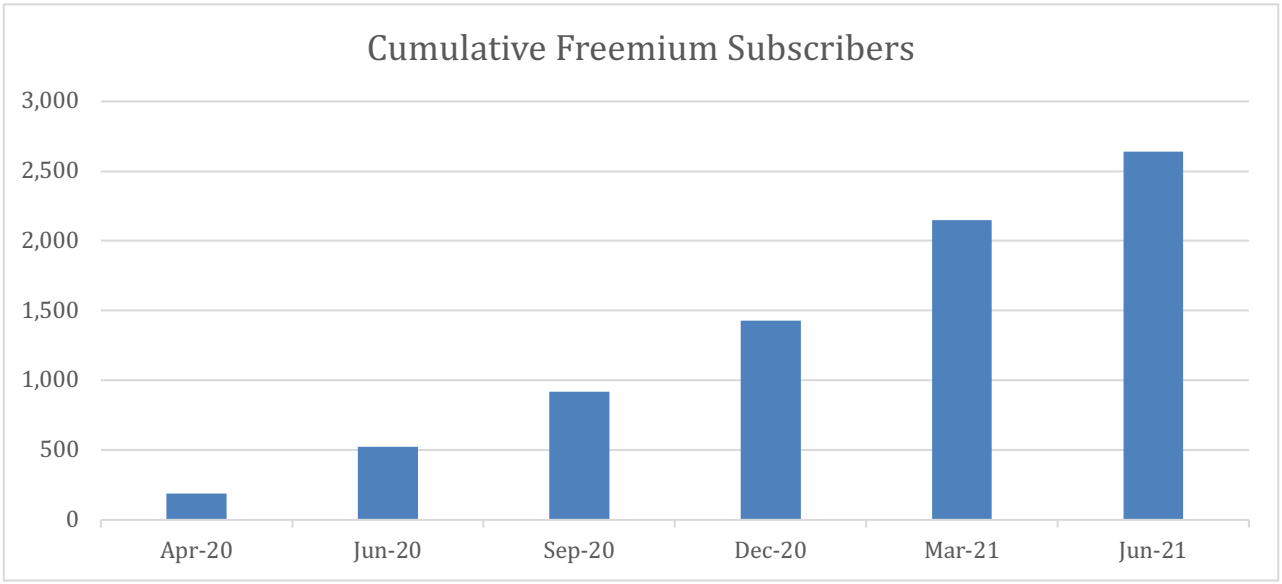
Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to announce that it has signed a number of new contracts with customers during the June Quarter. Several of these contracts are with global companies and represent "land and expand" opportunities for the Company. The combined annualised revenue of these new contracts has added over $350k to the Company's revenue base. This builds significantly on the annualised revenue growth from enterprise and mid-market customers in the March Qtr of circa $150k.

Adveritas currently has a large number of potential customers on trial for TrafficGuard's pay-per-click (PPC) product as well its mobile ad fraud product, with a number of contracts under negotiation. The management team will continue to invest in sales and marketing efforts in order to increase the number of companies entering the trial pipeline and the conversion of companies on trial into fee paying customers.

Freemium subscribers, a lead indicator of future subscriber growth up 23% to over 2,600 (since 31 March)

A key lead indicator of growth in the Company's customer base is the number of Freemium subscribers utilising TrafficGuard. Since 31 March 2021, the number of Freemium subscribers has increased by approximately 23% to now exceed 2,600.

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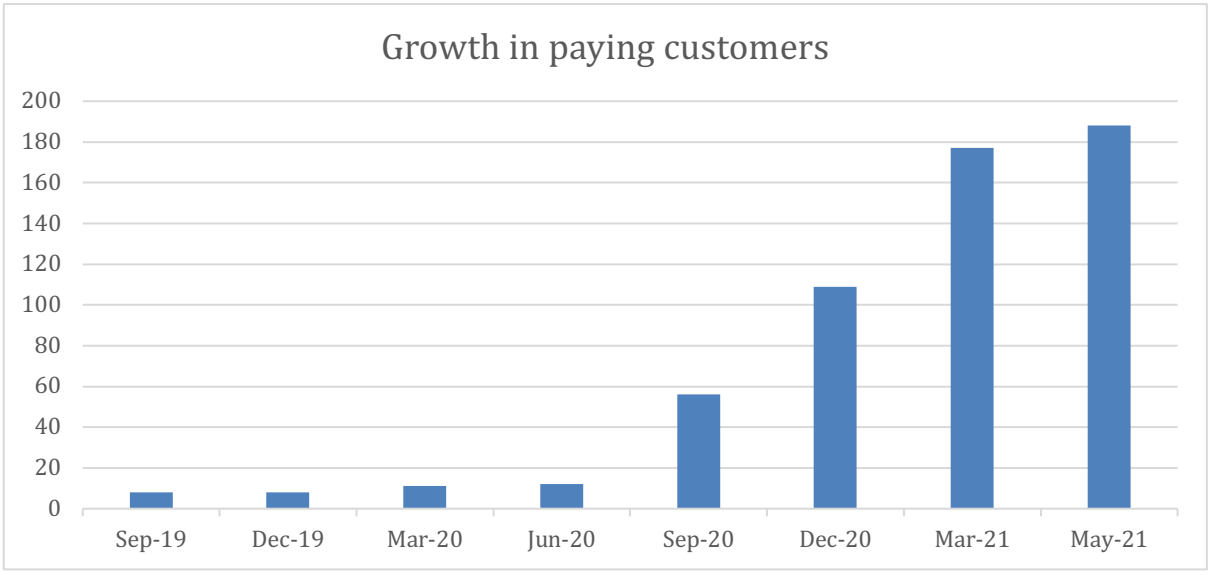


This continued rapid growth has been driven by an increase in marketing channels that has attracted greater awareness of TrafficGuard's ad fraud prevention solutions.

TrafficGuard is monitoring the conversion rate from Freemium subscribers to paying customers, and can scale its marketing initiatives as required. The Freemium model provides Adveritas with:

- a large base of users to which it can upsell other products; and
- data from multiple verticals and multiple countries to further enhance TrafficGuard's anti-fraud product.

Adveritas is now providing TrafficGuard anti-fraud protection to approx. 190 paying clients



Commenting on the recent growth, Adveritas Co-founder & CEO Mat Ratty said:

"The significant value that TrafficGuard's ad fraud prevention technology creates is clearly evident by the continued rapid growth in customers that we are experiencing. The increasing number of companies that are utilising our technology are market leaders in their sectors and countries, and for them digital advertising spend is critical to driving customer growth and engagement.

"TrafficGuard optimises digital advertising spend by ensuring that clients' advertisements reach real people with the potential to become real customers. Securing 'land and expand' contracts with global companies that are rapidly growing underpins our ability to increase revenue over time as we look to expand the range of services we offer."

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

- ENDS -

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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/

trafficguard

About TrafficGuard

TrafficGuard detects, mitigates and reports on ad fraud before it impacts digital advertising budgets. Three formidable layers of protection block both general invalid traffic (GIVT) and sophisticated invalid traffic (SIVT) to ensure that digital advertising results in legitimate advertising engagement. TrafficGuard uses patent-pending technology and proprietary big data accumulated by the performance advertising business previously operated by the Company.

For more information about TrafficGuard's comprehensive fraud mitigation, see https://www.trafficguard.ai