Adveritas Limited
U10, 16 Brodie Hall Drive
Bentley 6102 Western Australia
+61 8 9473 2500

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ASX RELEASE **19 June 2025**

$8.5M RAISED IN OVERSUBSCRIBED PLACEMENT

Adveritas Limited (ASX: AV1) (**Adveritas** or **Company**) is pleased to announce that it has successfully completed an institutional placement ("**Placement**"), raising approximately $8.5 million (before costs). The Placement will result in the issuance of approximately 85 million new fully paid ordinary shares ("**Shares**") at an issue price of $0.10 per Share ("**Placement Price**").

The Placement received overwhelming support from both existing shareholders and a number of new institutional investors, with demand to participate resulting in the Placement being oversubscribed.

The Placement Price of 10 cents per Share is at a discount of 4.8% to the closing price of the Company's shares on 17 June 2025 of 10.5 cents per Share and is at a 67% premium to price of capital raised in May 2024 of 6 cents per share.

The Shares will be issued under the Company's available ASX Listing Rule 7.1 placement capacity. Settlement of the Placement is expected to occur on Wednesday, 25 June 2025 with issue and quotation of the Shares expected to occur on Thursday, 26 June 2025.

The strengthened cash balance following the Placement allows the Company to focus on its strategic objectives and will support growth activities including:

- Expansion into the USA;
- Expansion into new verticals including e-commerce;
- Ongoing product development; and
- Additional integrations with affiliate platforms to increase cross selling opportunities with the existing client base.

Bell Potter Securities Limited have acted as the sole lead manager to the Placement.

CEO Commentary:

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

"I would like to thank our long-term shareholders for their continued strong support and welcome our new investors to the share register.

Our strengthened cash balance will support us in achieving our strategic objectives which, in turn, will lead us to consistently generating positive operating cash flows."

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

- ENDS -

For more information, please contact:

Mathew Ratty
Co-founder & CEO, Adveritas
08 9473 2500
investor.enquiry@adveritas.com.au

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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

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