

ASX RELEASE**15 October 2026****EXISTING SHAREHOLDERS SUPPORT PLACEMENT AT 42.9% PREMIUM**

Adveritas Limited (ASX: AV1) (**Adveritas** or **Company**) is pleased to announce that it has received firm commitments for a share placement (**Placement**) to raise \$2 million (before costs). The Placement will result in the issue of 25 million new fully paid ordinary shares (**New Shares**) at an issue price of \$0.08 per New Share (**Placement Price**).

The Placement was strongly supported by the Company's existing shareholders.

The Placement Price represents a 42.9% premium to the Company's last closing price of \$0.058 per share on 14 October 2026 and a 27.6% premium to the 30-day VWAP.

Placement details

The 25 million New Shares will be issued using the Company's available placement capacity under ASX Listing Rule 7.1 and will rank equally with the Company's existing fully paid ordinary shares on issue.

Settlement of the Placement is expected to occur on or around Friday, 23 October 2026, with issue and quotation of the New Shares expected to occur on Monday, 26 October 2026. An Appendix 2A for the quotation of the New Shares will be lodged with ASX.

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

Use of funds

Proceeds from the Placement will be used for:

- development and commercialisation of new product features;
- marketing initiatives to further diversify the Company's customer base; and
- general working capital.

Operational Update

The Company continues to diversify its customer base beyond its established sports betting and gaming core. As announced on 6 October 2026, a US-based channel partner has delivered a number of new clients across the telecommunications, retail and other sectors.

The expansion of sectors outside sports betting and gaming is a key focus and assists in mitigating the impact on the Company of changes to advertising regulations in the sports betting and gaming industry. The Brazilian government recently implemented measures which significantly curtail the advertising operations of sports betting and gaming organisations in Brazil. While the status of this market is uncertain, payments from TrafficGuard customers with operations in Brazil have been delayed.

The Company is working with these customers to collect outstanding fees and assess whether their advertising budgets can be redirected to other markets.

The Company remains focussed on producing a strong December quarter. Further expansion in the USA is anticipated and there are a number of large brand-name clients outside of the sports betting vertical currently in trial, with trial results looking very positive to date.

CEO Commentary

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

"I would like to thank our existing shareholders for their continued support. Their commitment to the Placement at a premium to the last close reflects their confidence in the business.

We are continuing to diversify beyond sports betting, with new brand-name clients across other verticals and ongoing growth in the US, and we look forward to a strong December quarter."

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

- ENDS -



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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

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.
