

Strategy Update

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The Transformation

- Transformation to a SaaS business
- Adoption of more stable annuity style subscription revenue
- Validation by global companies
- Rights issue completed and balance sheet secured
- Strategic investors Mark McConnell and Adam Schwab welcomed
- Outlook is positive



TrafficGuard Overview

- TrafficGuard provides comprehensive mobile ad fraud protection for brands, agencies and ad networks.
- Three formidable layers block fraud and invalid traffic, protecting budgets and driving advertising performance.
- TrafficGuard technology is **patent-pending**. It has been in development since 2016, leveraging trillions of data points across advertising network, Mpire.

Ad Fraud Problem

- Mobile advertising fraud is a large and growing industry problem and is forecast to cost advertisers US\$87 billion by 2022, rising from \$34 billion in 2018 (Juniper Research).

Strategic Growth Priorities

1. Partnerships with major campaign management platforms to enable TrafficGuard to access advertising networks at scale.
2. Expanding operations into North America to service the world's largest digital advertising market and be able to service businesses in every timezone.
3. Evolution of TrafficGuard to provide impression level fraud prevention for use across programmatic advertising. Two thirds of the world's digital display advertising will be traded programmatically by 2019 (eMarketer).

Top Shareholders	Shares	%
TMP management and board	16m	11
Mera Vale No 4 PL	11.78m	8.1
Top 20 combined	71.67m	49.29

As at 26 November 2018

"Outstanding people have one thing in common: An absolute sense of mission."

Zig Ziglar

Leadership Team



Luke Taylor
Founder / Chief Operations
Officer
11 years at the Company



Raigon Jolly
Head of Data Science
3 years at the Company



David Cox
Regional Managing Director,
Sales APAC
1 year at the Company



James Dutton
Regional Managing Director,
APAC (Corporate)
1 year at the Company



Fiona Muir
Chief Financial Officer
4 years at the Company



Andre Bonkowski
Head of Software
Engineering
9 years at the Company



David Keenan
Product Manager
9 years at the Company



Hannah Wallace
Head of Marketing
3 years at the Company

TrafficGuard at the cutting edge



v1.0 Blacklists



v2.0 Rules-based
logical rules and static thresholds



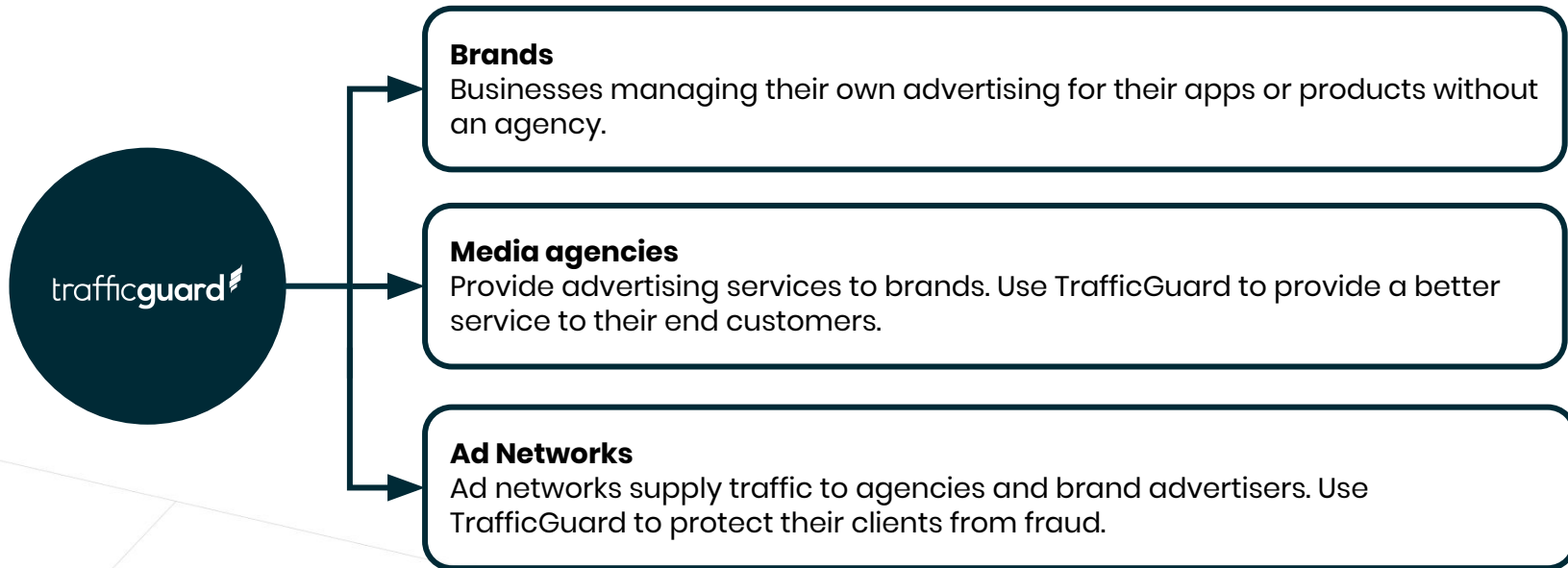
v3.0 Behaviour based
Defined behaviour anomaly detection



v4.0 ML based
Multi-point prevention using ML

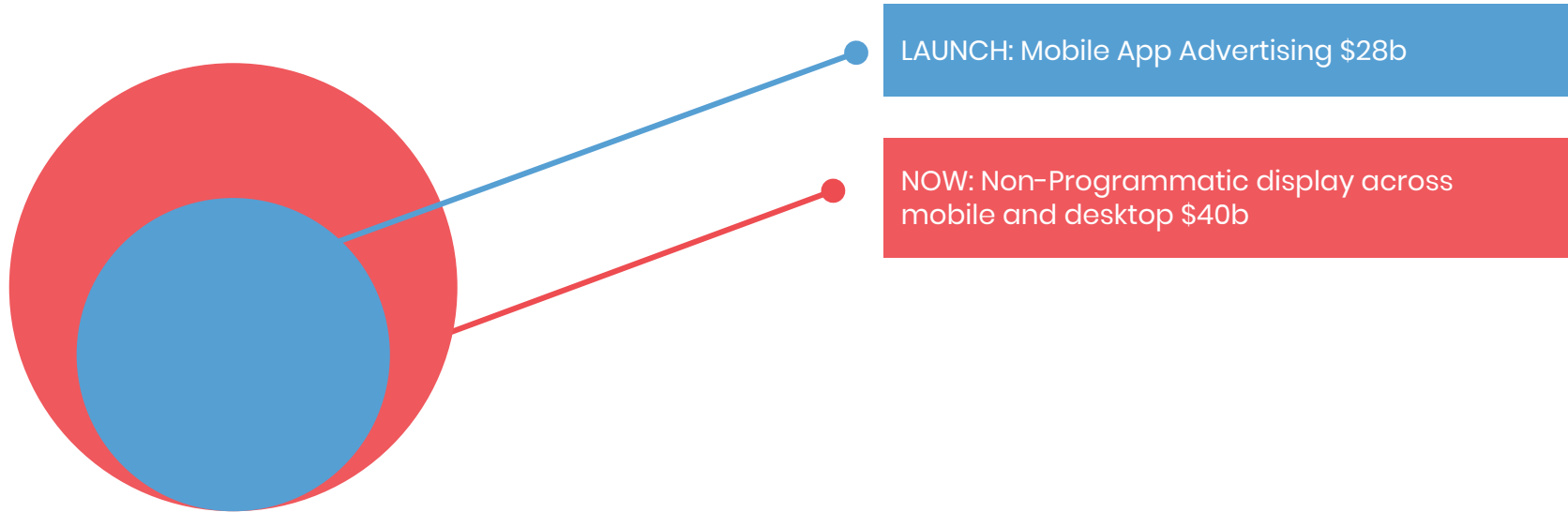


TrafficGuard's Current Targets



Current Addressable Market

TrafficGuard launched as a solution for mobile app advertising. In November, developments to the platform extended its functionality to display advertising on desktop, as well as mobile.



Source: eMarketer 2018

Strategic Growth Priorities

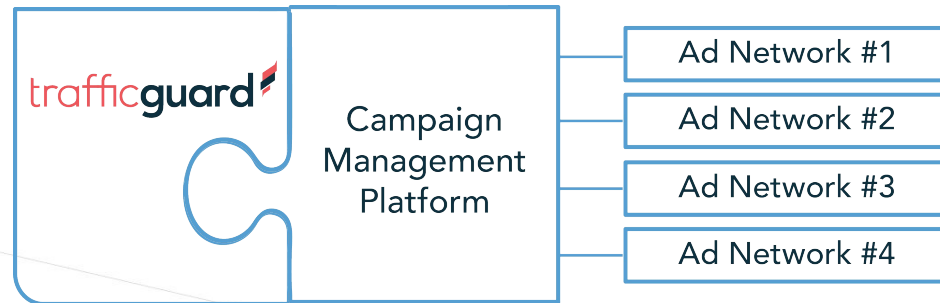
1. Campaign Management Platform Partnerships
2. North American Expansion
3. Programmatic Opportunity

Platform Partnerships

1.

Most advertising networks utilise one of a few major campaign management platforms. TrafficGuard's API¹ plugs directly into these platforms so that their advertising network clients can quickly and easily access TrafficGuard's fraud prevention.

TrafficGuard is in advanced discussions with a number of these platforms and agreements are expected this quarter. **Integration with one third party campaign management platform allows thousands of advertisers to easily find and subscribe to TrafficGuard with no additional set up on their part.**



¹ Application Programming Interface: A means of integrating multiple software platforms for cooperative tasks

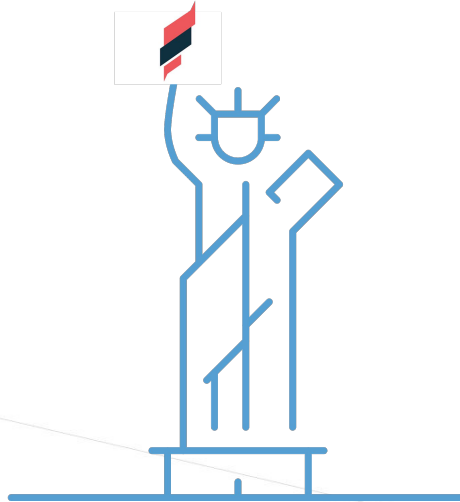
“It’s not about having the right opportunities. It’s about handling the opportunities right.”

Mark Hunter

North American Expansion

2.

As the leader in global digital ad spend, North America has been identified as a target region for TrafficGuard's international expansion. Establishing a sales taskforce in the region will enable TrafficGuard to access this large and growing market, while also ensuring that operations cover every timezone.



40%

**Proportion of global
ad spend from the US**

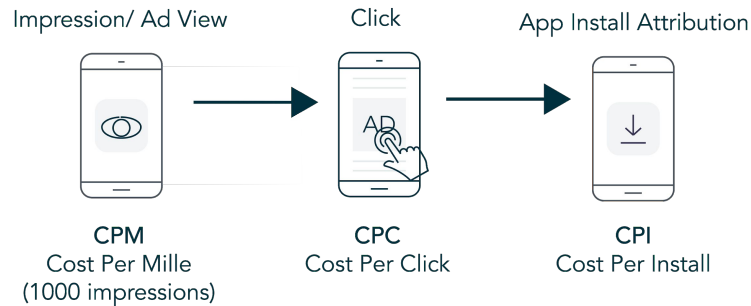
“Only dead fish go with
the flow.”

W.C. Fields

Programmatic Opportunity

3.

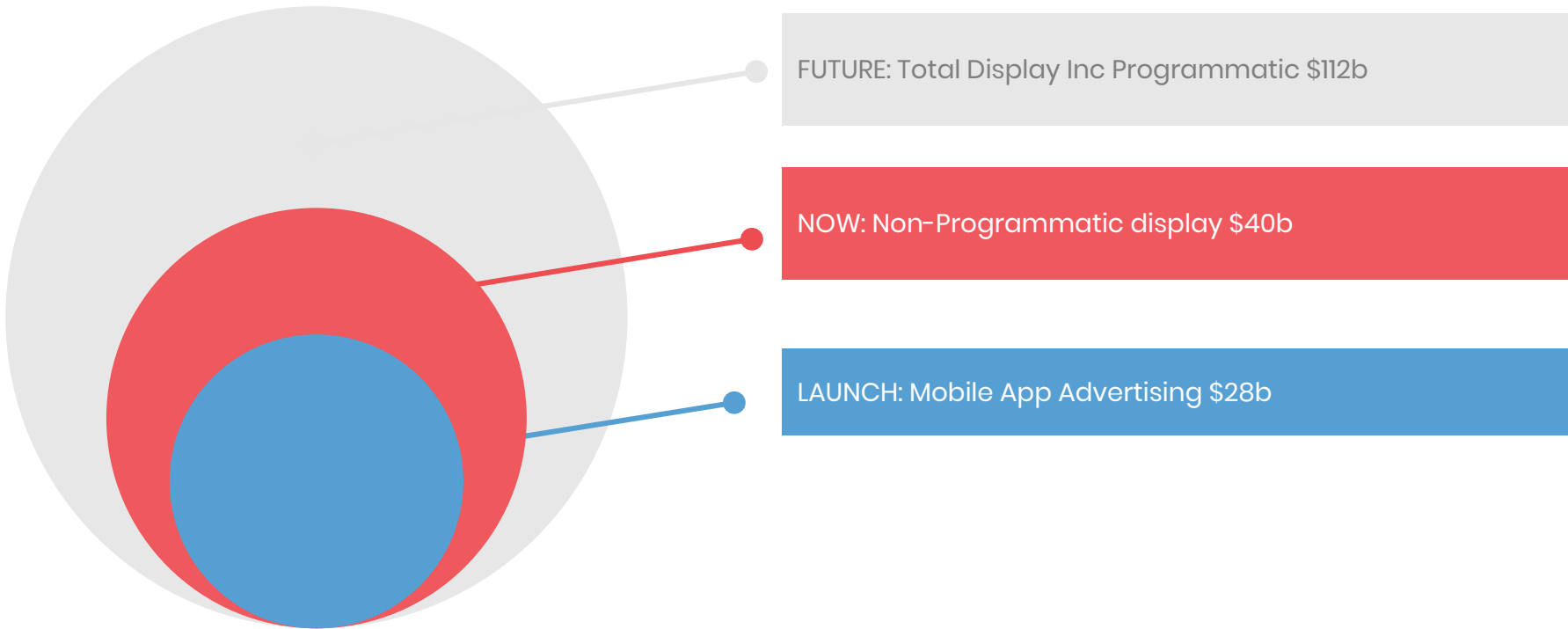
Approximately 64% of total digital advertising is traded programmatically (eMarketer). Most programmatic advertising is traded on impressions – cost per 1000 impressions (CPM).



TrafficGuard considers data collected at the impression level when validating traffic. In keeping with TrafficGuard's philosophy of removing ad fraud as soon as it is reliably detected, a natural evolution of TrafficGuard is to bring fraud mitigation to the impression level. By servicing programmatic sources of supply such as Demand Side Platforms (DSPs), TrafficGuard's addressable market will increase dramatically.

Programmatic Opportunity (continued)

Expansion of Total Addressable Market



Programmatic Opportunity (continued)

TrafficGuard's Fourth Target Market



Upcoming Milestones

- | | | |
|----|--|---------|
| 1. | Reporting of Omnicom Media Group (MENA) revenues | Q2 |
| 2. | Agency level clients signed | Q2/Q3 |
| 3. | Strategic partnerships with first campaign management platforms | Q2 |
| 4. | Initial clients onboarding through the platform partnerships | Q3 |
| 5. | Recruitment of North American sales team | Q3 |
| 6. | Impression level prevention proof of concept | Q4 |
| 7. | Data vault™, Reporting API and BI support | Q3 |
| 8. | Ongoing R&D initiatives <ul style="list-style-type: none">○ Optimising for cost and scale○ Further enhancements of analytics and visualisations in the portal to provide greater insights○ Continued development of our ML algorithms to detect known and unknown fraud at the earliest engagement | Ongoing |

For further information, please visit our website

www.techmpire.com