

ASX RELEASE**25 MARCH 2019****TRAFFICGUARD PARTNERIZE INTEGRATION, CO-MARKETING TO CLIENTS****Key Highlights**

- Leading venture capital backed campaign management platform, Partnerize, has integrated with TrafficGuard® and become a channel partner, promoting TrafficGuard to their global client base
- Partnerize counts numerous major brands including Emirates, Adidas, Expedia and Nike amongst its 300+ global enterprise clients
- As part of the partnership, Partnerize sales representatives have been trained on functionality and benefits of TrafficGuard to aid the sales initiative
- Partnerize clients can now access TrafficGuard® to protect their marketing campaigns and ensure improved ROI
- The Company is confident the agreement with Partnerize will drive new key customer wins given the channel partner and co-marketing nature of the partnership
- Further commercial revenue share terms to be finalised in due course
- First clients of Partnerize already secured on trials

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AVI**) is pleased to announce the successful integration and partnership between TrafficGuard and global campaign management platform, Partnerize.

A platform partnership such as this allows any business using the platform to easily find and activate TrafficGuard. Many global brands including Emirates, Adidas, Expedia, Nike, use the Partnerize platform to run their affiliate marketing programs. The integration with Partnerize streamlines the time associated with the set up. After receiving training on the TrafficGuard value proposition, the Partnerize sales team are well prepared to promote TrafficGuard to their global client base, incentivised by a revenue share agreement. This initiative compounds our existing marketing efforts and is expected to shorten the sales cycle for Partnerize prospects.

Partnerize co-founder and CEO, Mal Cowley said, "As partner marketing revenues continue to climb, industry experts agree that the rates of fraud are growing significantly. With this new partnership with TrafficGuard, Partnerize can offer its

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many global brand clients an industry-leading fraud protection solution to help safeguard their important partnership revenues.”

In addition to targeting brands and agencies direct, TrafficGuard is in discussions with other advertising technology platforms to pursue partnerships similar to this.

Adveritas CEO Mathew Ratty said, “We are delighted to be integrated with Partnerize to bring our innovative fraud prevention to their clients. Discussions with additional potential partners are also progressing, presenting a great opportunity for our Company. Being chosen as the fraud prevention specialist that Partnerize is putting forward to its clients is a clear validation of our solution and I look forward to announcing first clients from this partnership.”

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About Partnerize

Partnerize helps the world's leading brands build powerful business partnerships that drive extraordinary business growth. The Partnerize Partner Management Platform is an end-to-end, SaaS-based solution for forming, managing, analyzing, and predicting the future results of partner marketing programs using artificial intelligence. Hundreds of the world's largest brands leverage the company's real-time technology to drive and manage more than \$6B in sales across 214 countries and territories worldwide. To learn more about Partnerize, visit partnerize.com.



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.

Learn more about TrafficGuard's comprehensive fraud mitigation at trafficguard.ai

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