

ASX RELEASE

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TRAFFICGUARD WINS CONTRACT WITH HIGH GROWTH SUPER-APP, GO-JEK

Key Highlights

- Adveritas has signed a significant TrafficGuard contract with Google-backed, GO-JEK
- Starting out as a ride hail app, Indonesia's GO-JEK now offers 18 on-demand services and has rapidly become one of the world's most highly valued tech unicorns with a valuation approaching USD\$10 billion¹
- TrafficGuard licence fee of USD\$17,500 per month (~AUD\$25,000) to be charged for an agreed tier of service and for an initial contract term of 12 months (USD\$210,000, ~AUD\$300,000 annual total) with options to extend
- The execution of the contract with GO-JEK after a competitive process, is a substantial achievement and confirms the Company's strong belief that more material customer contracts will be signed in the near term
- TrafficGuard has seen significant growth in clients entering its free trial program following the recent announcement of the Rappi contract (see ASX announcement dated 11 April 2019)

Adveritas Limited (**Company** or **Adveritas**) (ASX: AV1) is pleased to announce that it has entered into a material contract with Indonesian super-app and Google-backed unicorn, GO-JEK. The 12-month contract attracts fees totalling USD\$210,000 (circa \$300,000 AUD) over the contract term, with options in place to extend.

GO-JEK processes over 100 million transactions a month for more than 25 million monthly users in 18 service categories². With a valuation approaching USD\$10 billion, GO-JEK's most recent backing has come from the likes of Google, Tencent and JD.com.

Before signing the 12 month agreement, GO-JEK evaluated TrafficGuard against other anti-fraud offerings. This contract win represents a major endorsement of TrafficGuard and its industry leading technology. TrafficGuard is now helping protect GO-JEK's advertising campaigns from fraud and thereby delivering a range of task/time efficiencies and clear economic benefits.

¹<https://www.bloomberg.com/news/articles/2019-04-06/indonesia-s-go-jek-joins-decacorn-ranks-with-10b-valuation>

²<https://www.reuters.com/article/us-indonesia-gojek-interview/indonesias-go-jek-close-to-profits-in-all-segments-except-transport-ceo-idUSKBN1L20SI>

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As a result of the GO-JEK contract, the Company's annual recurring revenue (ARR) immediately improves by 33%, and the Company as a whole has achieved a 100% increase in ARR over the last 6 months. On the back of recent announcements including the signing of LATAM super-app Rappi (see ASX announcement dated 11 April 2019) and the launch of TrafficGuard's PPC product (see ASX announcement dated 4 June 2019), we are seeing a sharp increase in the numbers of clients joining our trial program. On this basis, the Company is confident of additional contract wins in the near term.

Adveritas CEO Mathew Ratty said, "Another successful trial conversion demonstrates the superiority of TrafficGuard's fraud prevention against other solutions in the market. We are proud to offer a new form of ad fraud defence, focused on stopping fraud rather than just detecting it, and we are looking forward to collaborating with more leading brands like GO-JEK to grow global revenues and to drive shareholder value.

"We have numerous potential new clients trialling TrafficGuard right now and we are confident of additional new material customers wins in the near term and look forward to updating the market in due course".

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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. TrafficGuard, counts global ad network, ClearPier (<http://clearpier.com/>) and media agency, Omnicom Media Group (MENA) (<https://www.omnicommediagroup.com/>), amongst its early adopters. For more information, see <https://www.adveritas.com.au/>



About GO-JEK

GO-JEK is the largest on-demand service provider that provides a variety of complete services starting from transportation, logistics, payment, food delivery, and other on-demand services, by connecting users to more than 1 million driver partners, more than 200,000 food vendors, and more than 30,000 other service providers. For further information, visit <https://www.go-jek.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. 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>

Forward Looking Statements

This announcement may contain forward-looking statements that involve risks and uncertainties. Indications of, and guidelines or outlook on, future earnings, distributions or financial position or performance and targets, estimates and assumptions in respect of revenue, operating costs, results, capital expenditures, are also forward-looking statements. These statements are based on an assessment of present economic and operating conditions, and on a number of assumptions and estimates regarding future events and actions that, while considered reasonable as at the date of this announcement and are expected to take place, are inherently subject to significant technical, business, economic, competitive, political and social uncertainties and contingencies. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company, the directors and management. We cannot and do not give any assurance that the results, performance or achievements expressed or implied by the forward-looking statements contained in this announcement will actually occur and readers are cautioned not to place undue reliance on these forward-looking statements. These forward-looking statements are subject to various risk factors that could cause actual events or results to differ materially from the events or results estimated, expressed or anticipated in these statements.

For more information, please contact:

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