

ASX RELEASE

20 AUGUST 2019

TRAFFICGUARD SALES TEAM EXPANDS IN PURSUIT OF AGGRESSIVE GROWTH

Key Highlights

- TrafficGuard sales team expands with four industry experienced personnel appointments in the US and Brazil
- Growth funded partly by the \$2.8 million placement completed by Adveritas on August 14
- As the most active region for digital advertising, the US has been a strategic priority for TrafficGuard's sales efforts
- A significant opportunity exists in Latin America (**LATAM**) as TrafficGuard builds on recent sales traction in the region
- Recent contracts in LATAM include super-app Rappi, ecommerce giant Centauro, and mobile advertising agency of the WPP holding group, MUV
- Intensified marketing in the US in H2 FY19 has delivered a strong pipeline of opportunities, many in ongoing trials
- Sales opportunities in both the US and Brazil will benefit from localised sales support in the region as well as conversing in local languages

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AVI**) is pleased to announce the continued expansion of the TrafficGuard sales team with four appointments in the US and Brazil. Sales recruitment follows the completion of the Company's \$2.8 million placement on 14 August, to build on early traction in the region.

Continued USA expansion

The US is the biggest and most mature digital advertising market with total digital ad spend for the country forecast to reach \$129 billion this year¹. The maturity of

¹ eMarketer, 2019

For personal use only

this market is reflected in its growing awareness of ad fraud and its appetite to find proactive mitigation, representing a significant opportunity for TrafficGuard. The cost of ad fraud globally is forecast to exceed \$42 billion this year, with the US bearing the biggest burden².

On the back of recent success in the emerging markets and late stage trials in the US, the Company is now scaling up the sales force in order to take advantage of recent key marketing initiatives and trade events coming up in the next quarter. The US expansion has been a key priority and the Company is pleased with the calibre of sales people coming onboard. Covering 3 main cities in the US will see ongoing trials and active pre-trial opportunities benefit from localised sales support, responses in local time as well as having more customer face time – all of which assists the customer experience. TrafficGuard representatives are now active across New York, San Francisco and Los Angeles.

Emerging markets expansion

The Company has experienced strong initial traction in Brazil with clients including the region's highest valued tech start up, Rappi; ecommerce giant, Centauro; as well as recently won mobile advertising agency, MUV.

With operations in Brazil and the US, MUV is a subsidiary of the worlds largest global agency holding group, WPP PLC (LON: WPP). MUV will licence TrafficGuard on a client by client basis and has already signed a 12 month contract for the first client. Having been in operation for over 15 years, there is a significant opportunity for growth of this agency account. TrafficGuard is working closely with MUV to extend fraud prevention to further clients.

The new sales person appointed in Brazil will be focused on leveraging these initial wins, expanding the MUV account value by adding more of their clients as well as attracting new clients in the region. Additional headcount in emerging markets will begin once the initial sales force demonstrates clear return on investment.

² Juniper Research, 2019

For personal use only

Adveritas Chief Executive Officer, Mathew Ratty said, “Winning 3 unicorns after rigorous competitive evaluation, demonstrates TrafficGuard’s superiority over the competition. To further endorse this, case studies on each client are being produced to assist in the sales and marketing process to reinforce the strong return on investment for the client. Recent funding supports the Company’s next phase of growth as we scale our sales personnel, build on our early success and leverage the endorsement of our marquee clients, to strengthen our sales pipeline and compress the sales cycle. As a company, we can now service North America, South America, Europe and Asian time zones. Each new sales representative is highly incentivised via sales commissions as opposed to heavy base salaries which further aligns them to shareholder interests.”

- ENDS -

About Adveritas

Adveritas Ltd (ASX:AVI) 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. Early adopters of TrafficGuard include LATAM super-app, Rappi and APAC super-app, GO-JEK. Both businesses are well funded with \$2 billion and \$10 billion valuations respectively, and conducting aggressive user acquisition advertising for fast growth. In both cases, TrafficGuard was chosen after a rigorous procurement process that saw the effectiveness of our solution evaluated against a range of competing solutions.

For more information, see <https://www.adveritas.com.au/>



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>

For more information, please contact:

Investor Enquiries

Mathew Ratty
Chief Executive Officer
Adveritas Limited
08 9473 2500
investor.enquiry@adveritas.com.au

For personal use only