

ASX RELEASE

10 October 2019

SIGNIFICANT UPGRADE TO RAPPÍ'S CONTRACT

Key Highlights

- Latin American super app, Rappi, has signed a new agreement which increases its minimum monthly TrafficGuard subscription fee by 50% from US\$15,000 to US\$22,500 to allow for increased traffic volumes.
- Rappi has also extended its contract duration by committing to a new 24-month contract commencing in October 2019 for a total minimum value of US\$540,000 (circa A\$800,000).
- Annualised Recurring Revenue (ARR) for the Company increases to approximately A\$1.6 million.

Rappi Contract Extension

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to announce a revised contract has been signed with its marquee Latin American client, super-app Rappi. Given increased traffic volumes, Rappi has committed to a higher contract value of US\$22,500 per month, a 50% uplift on its initial monthly subscription of US\$15,000. The potential for excess data usage fees remains a part of the new, upgraded contract providing further fee upside.

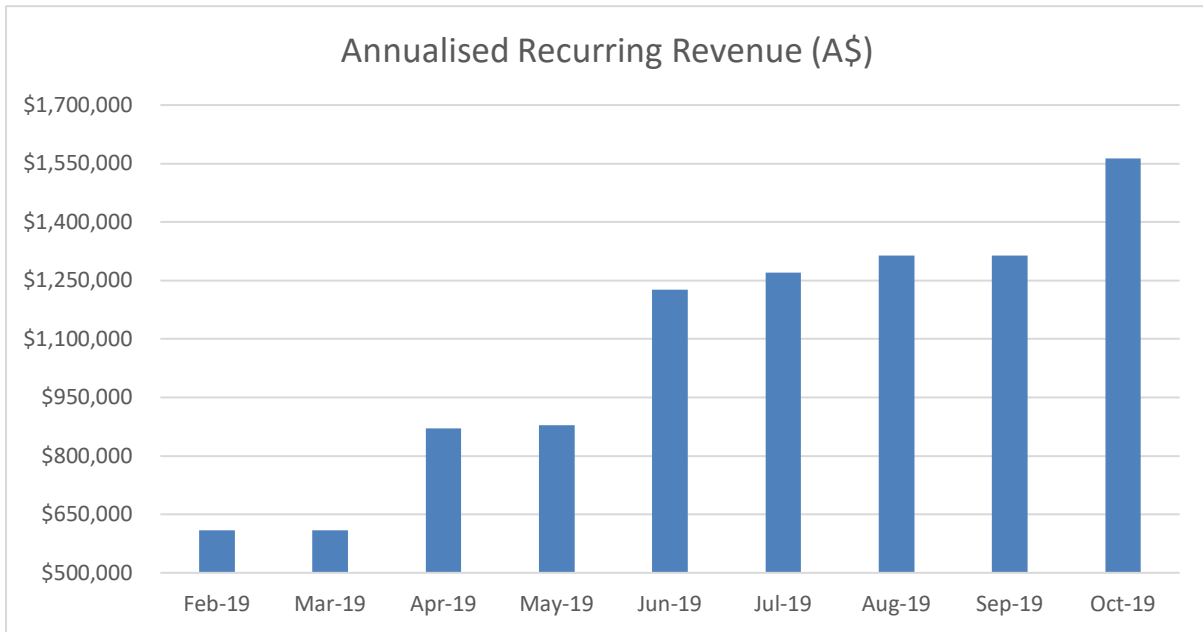
Since signing in April (see ASX announcement dated 11 April), Rappi has been a strong TrafficGuard advocate. Rappi participated in a case study at the Mobile Growth Summit in New York on 18 July 2019, where it highlighted its success from using TrafficGuard to other industry participants. Rappi presented its experience with TrafficGuard, highlighting:

- Average of 25% of clicks invalidated before attribution, with peaks of up to 40%.
- Return on Ad Spend (ROAS) improved by 25%.
- Automation of fraud mitigation removed the burden of manual analysis from growth team – saving 30% of the team's time.

Continued Growth in Annualised Recurring Revenues

Since the commercial launch of TrafficGuard, Adveritas has experienced significant revenue growth momentum. From February 2019 to date, annualised recurring revenue has grown by 2.6x to approximately A\$1.6m and numerous trials are in progress.

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CEO Commentary

Adveritas Chief Executive Officer, Mathew Ratty said, “We are delighted to provide ongoing fraud protection services to Rappi. As well as protecting ad spend, TrafficGuard has helped Rappi to increase its advertising return on investment and confidently scale its advertising initiatives to meet its growth objectives.

Our focus remains on continued growth of our recurring revenue through long-dated SaaS contracts with enterprise level clients and other industry participants. We have built the foundations for further growth through partnerships with ad agencies and campaign management platforms and hiring and training an American sales team. We are now starting to see the benefits of our sales and marketing efforts with increased revenue growth in the month of October of at least 20%. We look forward to updating the market with further material contracts as they occur.”

- ENDS -

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. 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:

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