

ASX RELEASE**30 June 2020****OVERSUBSCRIBED SHARE PURCHASE PLAN RESULTS IN RECORD BALANCE SHEET STRENGTH**

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to advise that its Share Purchase Plan (**SPP**) has closed 50% oversubscribed, raising a total of approximately \$3,000,000. The SPP will result in 40,928,222 new fully paid ordinary shares (**Shares**) being issued at an issue price of \$0.075 per Share. All Shares subscribed for under the Company's SPP will be issued today, 30 June 2020 with quotation of the new Shares on ASX expected tomorrow, 1 July 2020.

Record Balance Sheet Strength

The Company's balance sheet is the strongest it has ever been in the Company's history, with approximately \$9.5 million in cash which includes the proceeds of the SPP and \$4.5 million in placement funds from institutional and strategic investors (\$2 million of which is subject to shareholder approval to be sought in August 2020).

Furthermore, the Company has 55.5 million ASX-listed options (ASX: AV1O) with an exercise price of \$0.10 per share and an expiry date of 21 October 2021.

Use of Funds

The capital raisings will support accelerated customer acquisition through increased marketing initiatives including advertising, media, public relations, additional sales and marketing personnel.

Strong Traction

The Company is pleased to announce that it is achieving key growth milestones.

In April 2020, the Company successfully launched all elements of its Three by Three Sales Model.

Customer take-up of the Freemium offering has been strong, with over 400+ freemium users on the TrafficGuard platform, including a number of well-known ASX-listed companies and other enterprise-level clients across multiple verticals, currently in trial.

There continues to be strong interest in TrafficGuard's Google Pay-Per-Click (PPC) digital marketing anti-fraud offering, which will drive a new revenue growth line for the Company and also introduce customers to TrafficGuard's broader anti-fraud offering.



The Company continues to see a significant opportunity to accelerate customer acquisition through the Freemium offering of its unique TrafficGuard™ digital marketing anti-fraud software-as-a-service (SaaS) solution.

CEO Commentary

CEO Mathew Ratty said, *“We are delighted that shareholders have strongly supported our growth strategy through an oversubscribed SPP. Our record balance sheet strength enables us to focus on accelerating our customer acquisition and revenue growth across the United States and Europe, which is our top priority.*

The timing is right for our Company as businesses globally accelerate their transition to online commerce and we provide the world’s leading digital market ad fraud prevention SaaS TrafficGuard™ to ensure that our clients can optimise their return on ad spend and maximise their profitability. On behalf of the Board of Directors, I wish to thank all shareholders for your continued support”.

This announcement has been approved for release by the Board of Adveritas Limited.

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 along with MUV (a wholly owned subsidiary of WPP). Both super-apps are well funded with valuations reaching \$2 billion and \$10 billion respectively and conducting aggressive user acquisition advertising for fast growth. In all 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 digital ad fraud before it hits your advertising budget. Sitting within the advertising journey, TrafficGuard analyses impressions, clicks, conversions and events to mitigate ad fraud at its earliest reliable detection. Our proactive approach keeps your performance data clean, and helps you scale and optimise your advertising confidently.

No more aggressive blacklists hidden in black boxes. TrafficGuard is surgical by nature, relying on statistical invalidation rather than blanket blocking. Our surgical approach mitigates false positives and protects your valid traffic. Transparency is at the heart of our platform, giving you clear reasons for every invalidated engagement; and also enabling you to give agencies and traffic sources access to reporting on their traffic. This drives your advertising performance by helping your supply chain to optimise campaigns in real time rather than wasting time sending spreadsheets and manually reconciling media volumes.

TrafficGuard is trusted to protect ad spend of leading global businesses including super-apps Rappi and GoJek; major game developer, Glu Mobile; mobile ad agency, MUV; and eCommerce giants Bukalapak and Centauro.



Founded in 2015, TrafficGuard is a subsidiary of Australian Securities Exchange listed, Adveritas Limited (ASX: AV1) with global operations.

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

For more information, please contact:

Investor Enquiries

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