

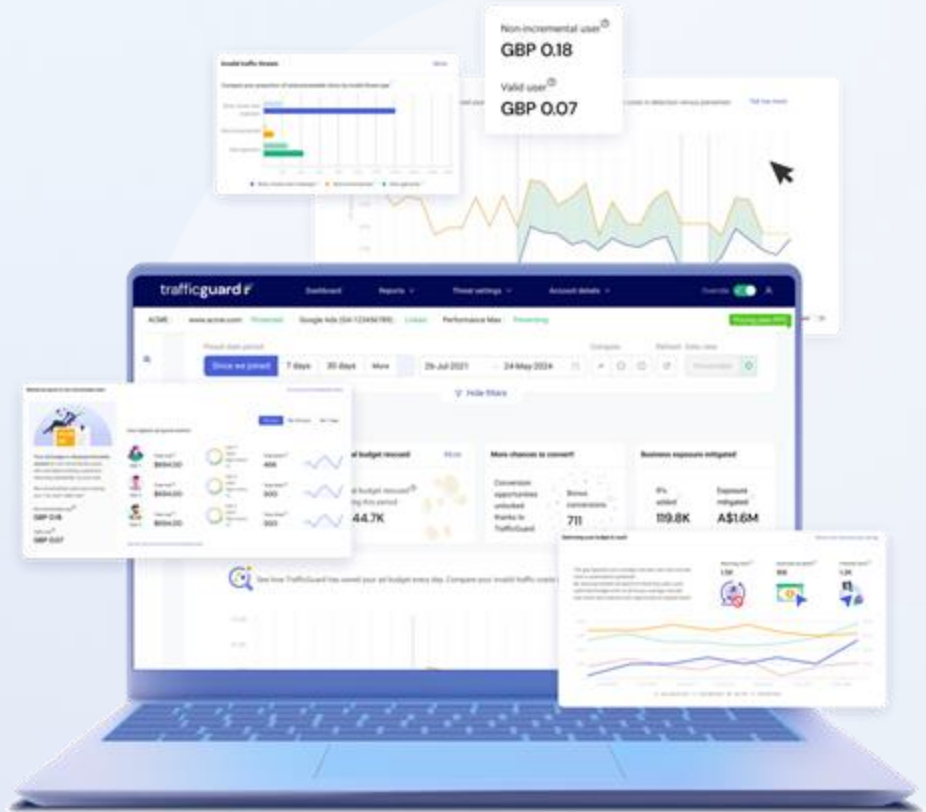
2025 AGM

Investor Presentation

Mat Ratty

Founder and Chief Executive Officer

November 2025



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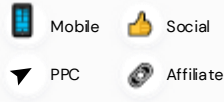
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Board & management

About trafficguard

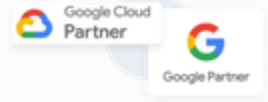
Software-as-a-Service

Omni-channel



Proprietary big data

Certified Google Premier Ads & Google Cloud Partner



ENHANCED PRODUCT SUITE

- Meta integration approved (Facebook + Instagram)
- 17 trials in progress → expected contract conversions in Q2 FY26
- Affiliate expansion with Impact.com & others
- Both channels to expand ARR base

OMNI-CHANNEL

Comprehensive omni-channel solution:

- **PPC fraud** (only PPC verification vendor on Google Cloud Marketplace)
- **Mobile app** (user acquisition campaigns)
- **Affiliate** (commission-based marketing)
- **Social media** (Facebook & Instagram)

BIG DATA AND A.I.

- **Proprietary A.I. and machine learning big data** – 100+ billion data points across more than 8,000 advertisers
- Real-time fraud detection and prevention across channels

Internal use only

Transformational year

Achieving strategic milestones



William HILL Tabcorp Ladbrokes FANDUEL

ONLINE GAMING & SPORTS BETTING

Extended market leadership leadership in this segment, significant growth opportunity remains



AGENCY SCALEUP

First tier-1 agency contract secured, generating first revenues and providing significant scaleup opportunity.



ENHANCED PRODUCT SUITE

Diversified product suite creates multiple revenue growth options



RECORD ACV

Record ACV demonstrates upside potential



DIVERSIFIED CUSTOMERS

Diversified customer base provides multiple growth options

Singtel LUX Disney+ JLR mpb.com



STRONG FINANCIAL PERFORMANCE

Strong balance sheet driven by record results and oversubscribed \$8.5M placement

Internal use only

Record results

Adveritas achieved record ARR and cash receipts, improved operating cash outflow and strengthened balance sheet



CHART 1: RECORD ARR

ARR increased by 72% in FY25 from \$6.1M to \$10.5M. ARR \$12.2m as at 30th Sep

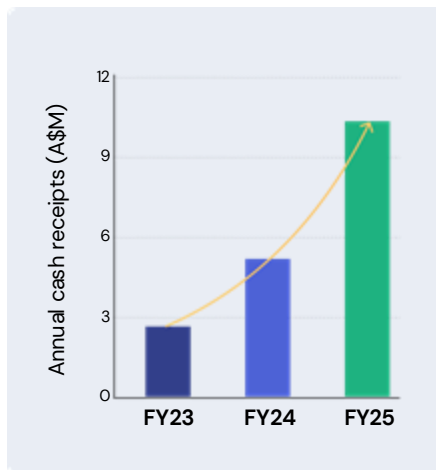


CHART 2: CASH RECEIPTS

101% growth to \$10.4M



CHART 3: OPERATING CASH FLOW

68% improvement from \$9.2M to \$2.9M



MARKET OPPORTUNITY

- Significant **untapped market opportunity**
- **~1,000 sports betting companies globally**
- Currently servicing ~ 70 Companies
- **Major client wins in FY25** included LeoVegas, FanDuel, Bally's (\$1.1m total ACV)



COMPETITIVE POSITION

- **Recognised category leader** in sports betting
Google PPC verification
- **Serving Top 10 global** sports betting operators
- **Contract renewals** at higher rates with extended terms due to increasing Google Ad Spend



GROWTH STRATEGY

- **Top 10 clients are on multi-year contracts** for enhanced revenue certainty
- **Group-level negotiations** progressing for holding company deals
- **Geographic expansion** across regulated markets
- **Cross-channel expansion** with Meta and affiliate integration



WPP



groupm

ACTIVATED



AGENCY

POTENTIAL



PUBLICIS GROUPE



McCANN

dentsu

Agency partnerships

Breakthrough 🧡💣🚀

STRATEGIC MILESTONE ACHIEVED

- **First tier-1 agency contract** signed adding ~\$500K ARR
- **Validates TrafficGuard value proposition** to agency channel
- **Scalable distribution model** with significant growth potential
- Globally retained anti fraud partner for Group M

AGENCY PARTNERSHIP BENEFITS

- Access to **thousands of enterprise clients** including Fortune 500 with a
- Large number of clients in pipeline in Dec quarter
- **Leverage extensive agency sales teams** to accelerate sales cycle
- **Cross-vertical expansion** opportunities

PIPELINE & PROGRESS

- **Multiple tier-1 agency negotiations** in final legal review
- **Global reach** across multiple jurisdictions
- Client education **programs well progressed**
- **Thousands of potential TrafficGuard users** within agency networks
- Agency hyperscale and group contract expected

internal use only

Diversified customer base

Trusted by over 120 enterprise clients across multiple sectors

Sports Betting – Lateral Expansion



General- Vertical Expansion



Record annual contract value (ACV)

TrafficGuard reported record single customer annual contract value of **\$1m in March 2025** 🏆

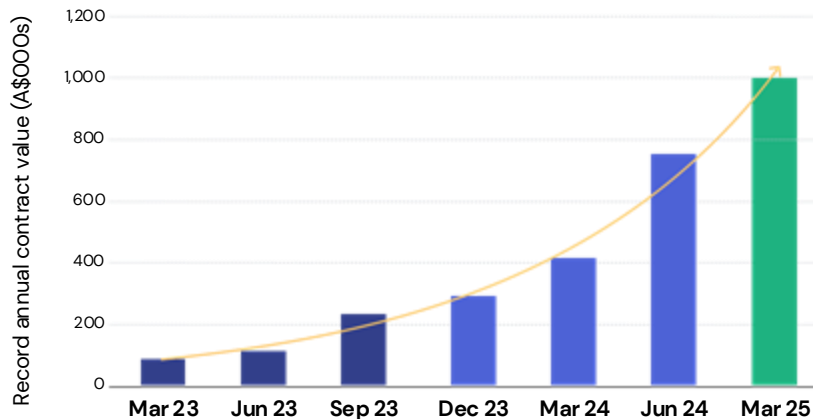


CHART 4: RECORD ANNUAL CONTRACT VALUE

Record \$1m ACV demonstrates:

- High value provided to enterprise clients by TrafficGuard; and
- Substantial revenue upside potential

In relation to the record \$1m ACV:

- This was a renewal of an existing contract for a term of 3 years with an average annual contract value of ~\$1m
- See ASX releases dated 24 and 25 March 2025 for further information.

USA Launch:

Untapped greenfield of digital ad spending in the United States,
world's largest digital ad spending market

USA
US\$324.9bn

*Large untapped
market opportunity*

Europe
US\$118.3bn

*Current revenues
largely generated
from these regions*

APAC
US\$236.9bn



Ad spending in the Digital Advertising by key markets

¹ <https://www.oberlo.com/statistics/us-digital-ad-spending>

² <https://www.statista.com/outlook/dm/digital-advertising/worldwide>

Event ROI Driving Performance

US

America's events remain the core engine of revenue growth

3 Full-Time Staff Deployed in the USA



Mathew Ratty,
CEO



Kalen Bushe,
Customer Growth



Aaron Chambers,
Solutions Engineer

12X ROI 💰

for global event spend

2025 America's events



MONEY
20/20

BRAND
SAFETY
SUMMIT

digitalsummit



SHOPTALK
FALL

SBCAMERICAS

SBC | SUMMIT RIO

SIGMA
AMERICAS

SHOPTALK
SPRING

eTail Palm Springs


March Qtr 2026 upcoming
America's events


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US US Pipeline

Momentum

12  Weeks in the US

32  Open Deals

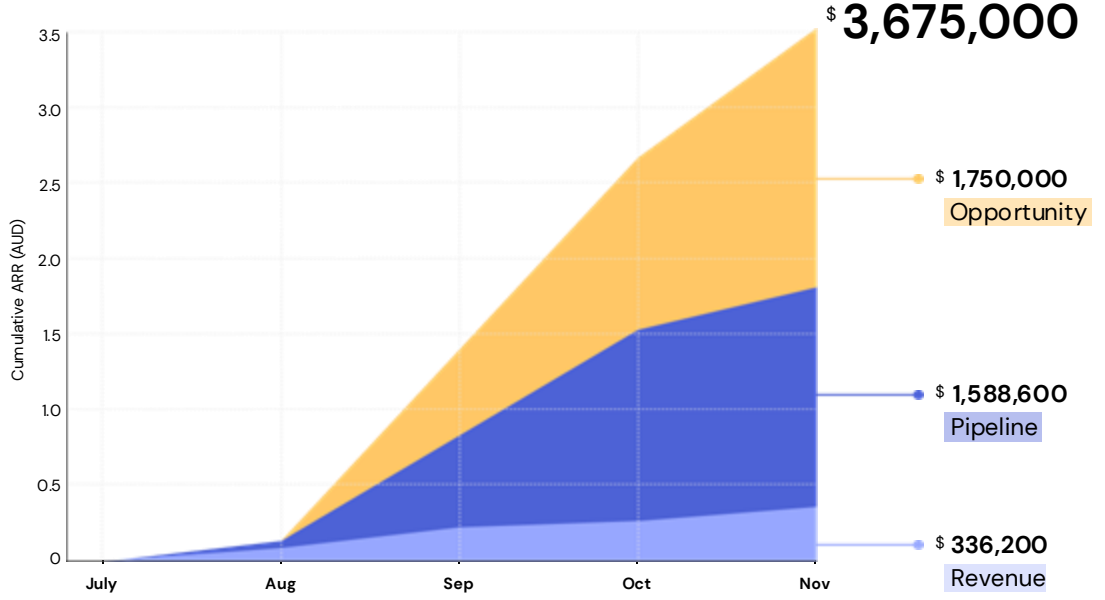
1.6m  ARR AUD Open Pipeline

5  Won Deals

336K  ARR AUD Won Deals

Deal Growth

since July



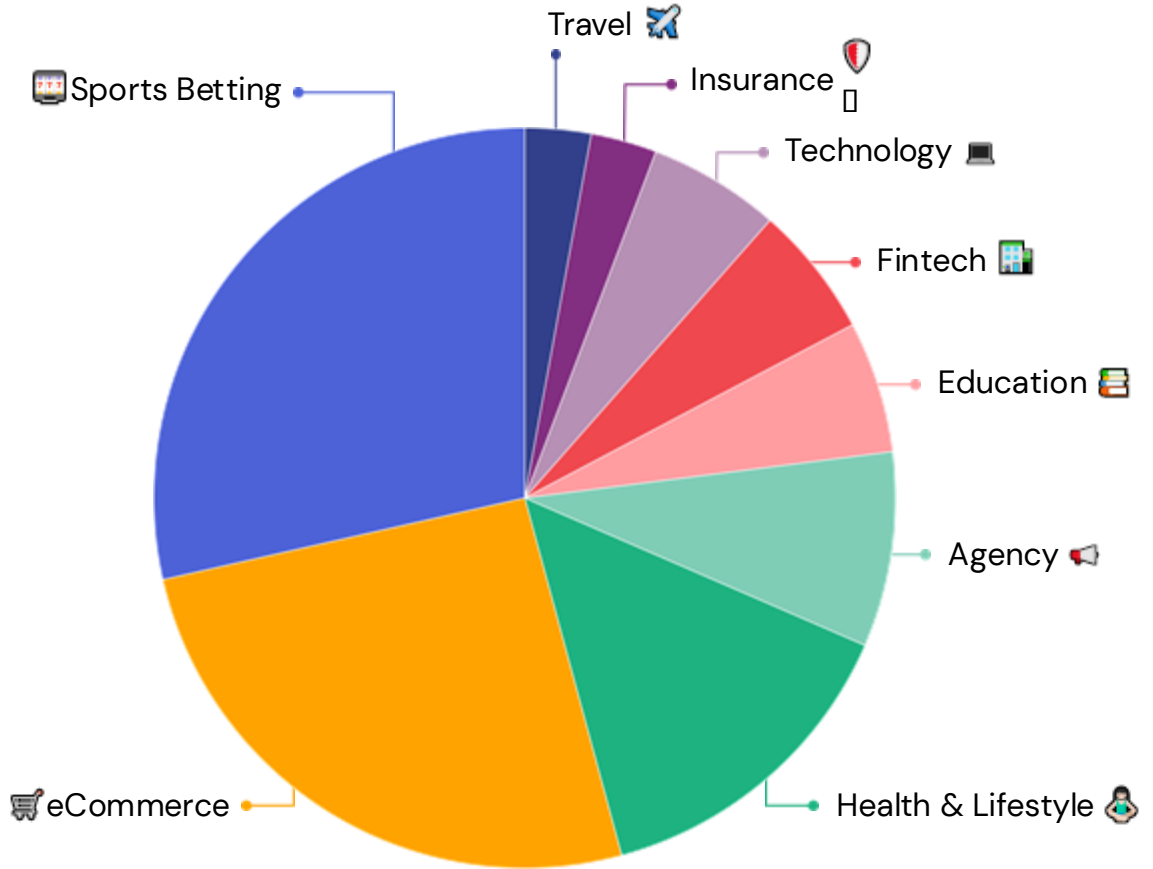
Cumulative ARR Breakdown by Type (Revenue, Pipeline, Opportunity)

Pipeline Vertical Diversification: Americas Deals By Industry

Continue deepening engagement with **sportsbooks**, where there remains a **significant untapped market in the US**.

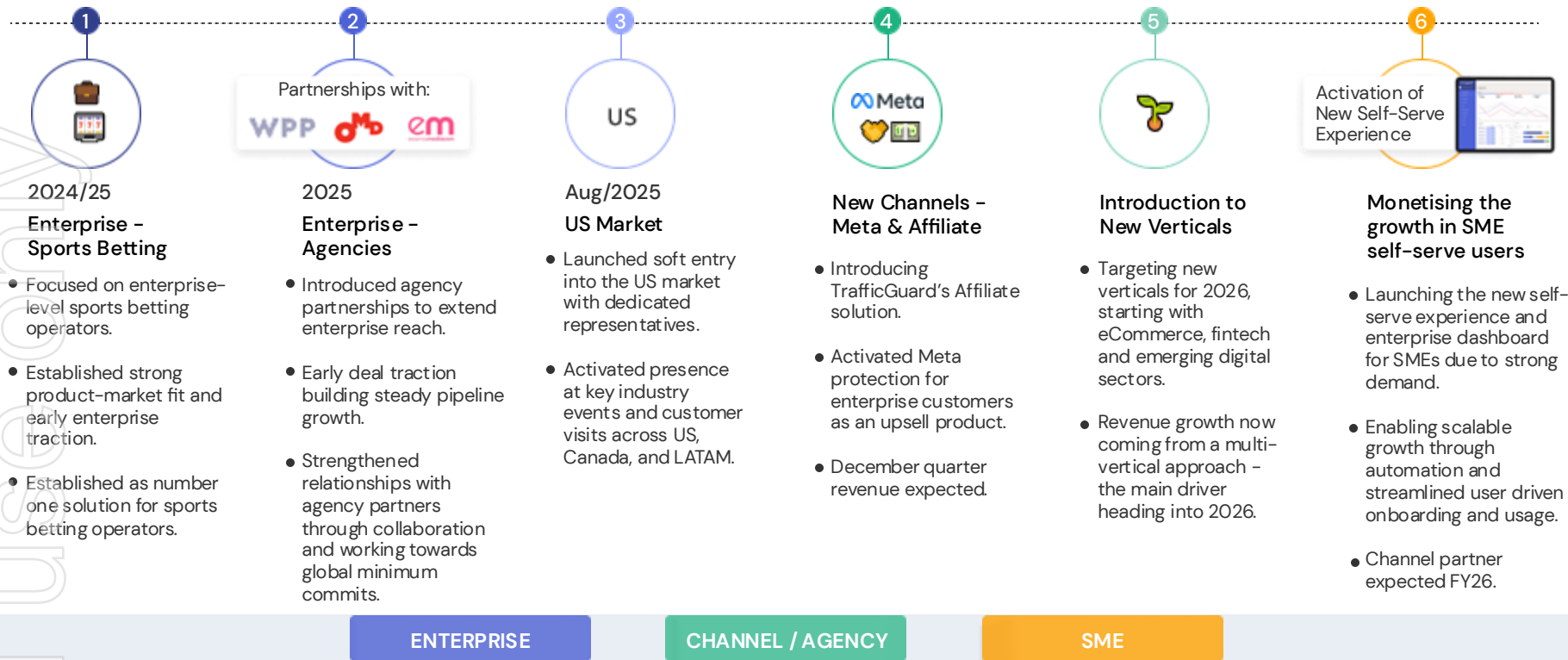
Build on early momentum in **eCommerce and other verticals**, which are rapidly growing verticals with the **US representing the largest global opportunity**.

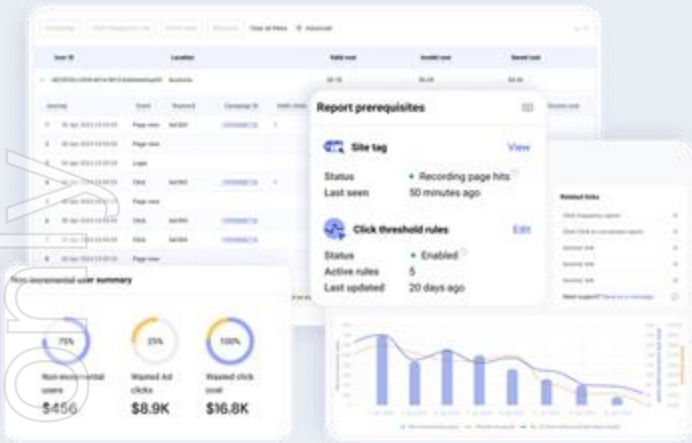
Through ongoing **product enhancements and expansion of channel offerings**, we can **diversify revenue** by attracting **additional industries** – reducing reliance on sportsbooks while accelerating overall growth.



TrafficGuard Growth Outlook:

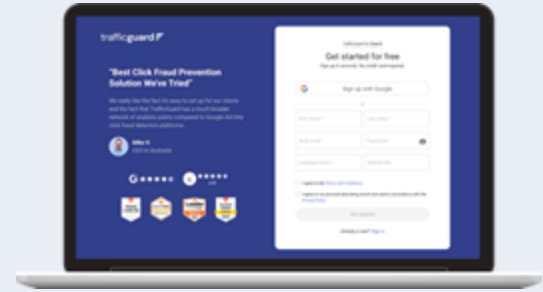
Overview





Enterprise

- ✔ Trial audit period
- ✔ Report check in
- ✔ Dedicated support
- ✔ Monthly reports
- ✔ Unique features
- ✔ All channels



SME - Self-serve

- ✔ Enterprise dashboard
- ✔ Single portfolio
- ✔ Up to 30K spend
- ✔ Search and Meta
- ✔ Email support



Essentials

For solo advertisers

\$ **29** / month

Select Plan

- ✓ Google Ads **OR** Meta
- ✓ Single ad account
- ✓ < \$5K monthly spend
- ✓ Basic protection
- ✓ 1 ad account
- ✓ Cancel anytime

RECOMMENDED

Growth

Scale your protection

\$ **49** / month

Select Plan

- ✓ Google Ads **AND** Meta
- ✓ Single portfolio
- ✓ < \$10K portfolio
- ✓ Basic protection
- ✓ 2 ad accounts
- ✓ Cancel anytime

Advanced

Maximise performance

\$ **79** / month

Select Plan

- ✓ Google Ads **AND** Meta
- ✓ Single portfolio
- ✓ < \$10K–20K portfolio
- ✓ Advanced protection
- ✓ Advanced reporting
- ✓ Up to 5 ad accounts
- ✓ Email and Chat support
- ✓ Cancel anytime

Enterprise

Custom solutions

Custom Pricing

Tailored for large teams

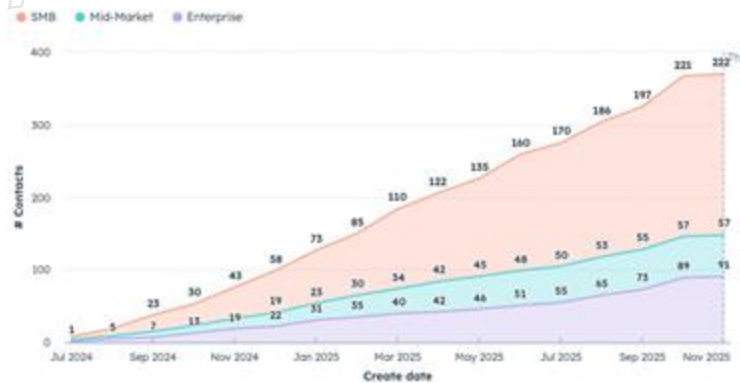
Contact Sales

- ✓ Dedicated Success Manager
- ✓ Advanced reporting and features
- ✓ Google Ads **AND** Meta
- ✓ + Mobile **AND** Affiliate
- ✓ Detection Audit provided
- ✓ Reporting all platforms & accounts customised
- ✓ Unlimited Ad Accounts
- ✓ Yearly Contract

Inbound Momentum & Untapped Self-Serve Potential

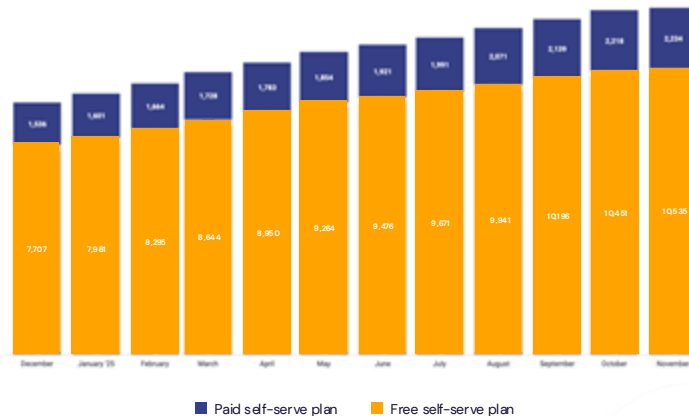
Inbound demand from SME's is growing while self-serve registrations accelerates, a strong dual growth engine not fully activated and monetised.

Inbound Sales Inquiries by Segment



300%
Growth
YoY

Cumulative Platform Subscribers



38%
Growth
YoY

FY 26 Outlook



Record ARR
growth



Agency
holding
Group deals



Record full
year cash
receipts
expected



Diversified
revenue structure
and jurisdictional
expansion



Increased
product
development to
capture growing
share of demand

Corporate Overview

STOCK OVERVIEW

Ticker	ASX: AV1
Cash as at 30 September 2025	\$6.9million
Shares on issue	924 million
Market Capitalisation at 15.0c	139 million
Top 20 (excluding Directors & Management) ~	58%
Directors and Management Holding	~ 15%

TOP SHAREHOLDERS

Carrington Capital	12.6%
Mark McConnell (Non-executive Director)	11.4%
BNP Paribas Nominees (Hub 24)	10.3%
Shanahan Freight Holdings	7.3%
Surf Coast Capital	4.2%
Mathew Ratty (Chief Executive Officer)	3.5%
Adman Lanes	3.3%

SHARE PRICE Performance to 3 Nov 2025



SHARE PRICE Relative to ASX Small Industrials Index



Board

With extensive technology and media sector experience, supporting USA growth and gaming/sports betting sector expansion



CHAIRMAN, JOSHUA LOWCOCK

- NY-based senior media & advertising executive. Recognised advertising industry expert (AdWeek 50, 2018) and sought by governments and regulators on issues relating to advertising, data, transparency, and competition.
- President of Media for Quad (NYSE.QUAD) a leading marketing experience company, leading media agency and data capability.
- Previously, Global Chief Media Officer of UM, part of Interpublic Group (NYSE.IPG)
- Previously NED of Accent Group Limited (ASX.AX1) and Prime Media Group Limited (ASX.PRT) during the successful acquisition by Seven West Media (ASX.SWM)
- BA (Comms) from Western Sydney University; MBA (Executive), AGSM. MAICD.



CHIEF EXECUTIVE OFFICER, MATHEW RATTY

- Co-Founder and Chief Executive Officer of Adveritas and TrafficGuard since 2018
- Mat has been in digital ad tech for the last 8 years, prior to being CEO of Adveritas. He has led the strategy of bringing Adveritas's main product, TrafficGuard, to market whilst building out his C level executive team.
- Prior to this Mr Ratty Co-founded MC Management Group Pty Ltd, a venture capital firm operating in domestic and international debt and equity markets, who are also shareholders in the Company.

He holds a degree from Curtin University majoring in Finance and Property with first class honours in finance.



NON-EXECUTIVE DIRECTOR, MARK McCONNELL

- Founder and Executive Chairman of Magentus (formerly Citadel Group, ASX:CGL)
- Extensive experience across global and Australian technology companies
- Holds several directorships in other companies, sporting organisations and charities

Board

With extensive technology and media sector experience, supporting USA growth and gaming/sports betting sector expansion



MARC PHILLIPS

- Founded Sportbets.com.au in 2004, a real time odds affiliate platform (acquired by SportsBet in 2011)
- Founded Bets.com.au, a sports betting & racing tips portal (acquired in 2016)
- Since 2011, Mr Phillips has been a venture capitalist investing in early stage B2B software as a service (SaaS) technology companies



ANDREW STOTT

- Former APAC managing partner of a global law firm
- Founded a growth advisory firm operating in the tech sector in 2018
- Founder of/investor in/advisor to multiple technology companies
- Exit specialist advising on over US\$20bn of M&A for listed and unlisted companies across US, Europe and APAC
- Several advisory board positions and not-for-profit roles



SCOTT THOMSON

- Previously Google – Head of Innovation, Customer Engineering
- Worked for Google from 2015 through 2024 in the Ads Data Platforms, Analytics and Google Cloud product areas across Australasia
- Before Google, Mr Thomson worked with Adobe across Asia-Pacific on digital strategy and digital transformation
- Previously worked for Telstra/Sensis as Development Manager, Digital Marketing and CTO of an Australian startup focused on personalised video advertising for mobiles



Our success is thanks to our incredible staff,
loyal customers, supportive investors and our
active board of directors.

We sincerely appreciate your ongoing support.

Private use only



Mat Ratty

Chief Executive Officer

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