

ASX RELEASE**4 March 2026****ADVERTITAS APPOINTS EXECUTIVE DIRECTOR TO SUPPORT STRATEGIC GROWTH**

Adveritas Limited (**Company** or **Adveritas**) (ASX: AV1) advises that Mr Scott Thomson, who has served as a non-executive director since 11 April 2024, has been appointed as an executive director with effect from 7 April 2026.

Mr Thomson's appointment complements the Company's Artificial Intelligence (**AI**) strategies, given his extensive experience in this domain.

Between 2015 and 2024, Mr Thomson worked globally for Google in the Google Ads Data Platforms, Google Analytics and Google Cloud product areas. He served as the Head of Innovation at Google Cloud and has been a Google Generative Artificial Intelligence Ambassador, which involved AI strategy formulation and assessment for the Australia and New Zealand and enterprise board members.

Mr Thomson is also the Founder and CEO of SCRYPTID Pty Ltd which provides strategic consulting around innovation and AI to major companies.

Mr Thomson graduated with a Bachelor of Computer Science (Honours), with a major in AI from Monash University, and has a postgraduate diploma in innovation and design thinking.

Previously, Mr Thomson worked with Adobe across the Asia Pacific region on digital strategy and digital transformation. He also worked for Telstra and Sensis in digital transformation and held the role of Chief Technology Officer in multiple Australian companies.

Company CEO, Mat Ratty said: "We are delighted to welcome Scott in an executive capacity at a pivotal time for Adveritas. His deep expertise in AI spanning Google Cloud, generative AI strategy, and enterprise innovation is directly aligned with where we are taking this business. Scott's appointment accelerates our ability to execute our AI roadmap and deliver long-term value for shareholders. We look forward to the contribution he will make as we enter our next phase of growth."

The contract particulars for Mr Thomson's appointment are outlined in Appendix A.

This announcement is authorised for lodgement by the Board of Adveritas Limited.

-ENDS-



For more information, please contact:

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Appendix A

Mr Thomson's Executive Services Agreement commences on 7 April 2026 and has no fixed term.

Details

- Services:
 - Mr Thomson shall devote three days per week to the Company's business (**Pro-rate Services**).
- Remuneration:
 - Annual salary of \$250,000 plus superannuation at the statutory rate, for the Pro-rate Services.
 - Short-term equity incentive: subject to the Company obtaining shareholder approval, 1,000,000 shares are to be issued to Mr Thomson as a sign on bonus.
 - Long-term incentive: subject to the Company obtaining shareholder approval, 1,000,000 performance rights are to be issued to Mr Thomson in accordance with the Company's Employee Incentive Plan (**Plan**). The conversion of the performance rights into shares will be subject to the achievement of specified vesting conditions set by the Board, and the terms and conditions of the Plan.
- Termination:

The agreement may be terminated:

 - by the Company without cause by giving three months' notice, or immediately with payment in lieu of notice;
 - by the Company giving one months' notice if Mr Thomson is unable to perform his duties due to illness, accident or incapacitation, for two consecutive months or a period aggregating more than two months in any twelve-month period; or
 - by the Company immediately without notice following material breach or in the case of misconduct; or
 - by Mr Thomson without cause by giving three months' notice or at any time if the Company commits any serious or persistent beach which is not remedied within twenty-eight days.
- Other:

The agreement includes other general industry standard provisions for a senior executive.

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ABOUT US

Adveritas

Adveritas Ltd (ASX: AV1) is a pioneering technology company that is revolutionising the advertising technology space. As the parent company of TrafficGuard Pty Ltd Adveritas focuses on leveraging big data and AI to solve some of the most critical challenges in digital advertising, such as ad-fraud prevention and performance optimisation.

The Company is strongly positioned at the intersection of AI and advertising technology, offering cutting-edge software solutions that help businesses optimise their advertising spend and improve campaign performance. With a portfolio of industry-leading products like TrafficGuard, Adveritas is actively capturing a share of the rapidly growing ad tech market, where demand for intelligent, data-driven solutions is skyrocketing.

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

TrafficGuard

TrafficGuard, the ad verification platform from Adveritas, is transforming how businesses protect their digital advertising spend from fraud and optimise campaign performance. TrafficGuard provides real-time protection across Google PPC, mobile app user acquisition campaigns, affiliate networks, and social media platforms.

TrafficGuard's technology proactively detects and blocks invalid traffic, ensuring that ad spend is directed towards real, high-value users. The platform's ability to safeguard campaign data integrity and deliver actionable insights is trusted by leading global brands, including Disney Streaming, Tabcorp, William Hill, Singtel, and Coinbase.

As the only PPC verification vendor admitted to the Google Cloud Marketplace, TrafficGuard is positioned for significant growth within the rapidly expanding ad tech market.

For more information, visit www.trafficguard.ai

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