Adverititas | trafficguard
An Adveritas Company

2020 Annual General Meeting

24 November 2020

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CEO's address:

Mat Ratty

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Digital advertising fraud

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Advertising fraud – a massive global problem

Ad fraud has massive direct and indirect costs for the global digital advertising ecosystem

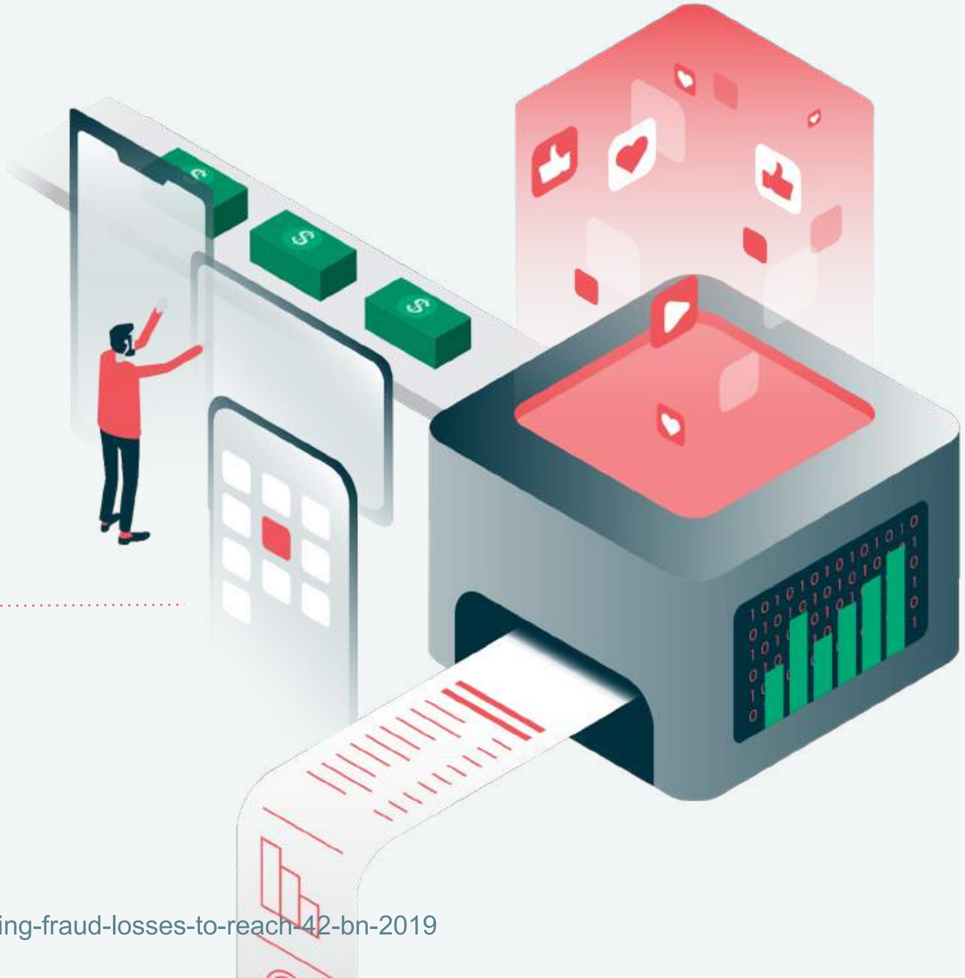
Direct costs

$42 billion and rising!

$ lost to ad fraud in 2019 by advertisers globally*

1 in 10

app installs worldwide will not be from genuine users by 2022*



*Juniper Research, 2019 https://www.juniperresearch.com/press/press-releases/advertising-fraud-losses-to-reach-42-bn-2019

The true cost of ad fraud

Indirect costs

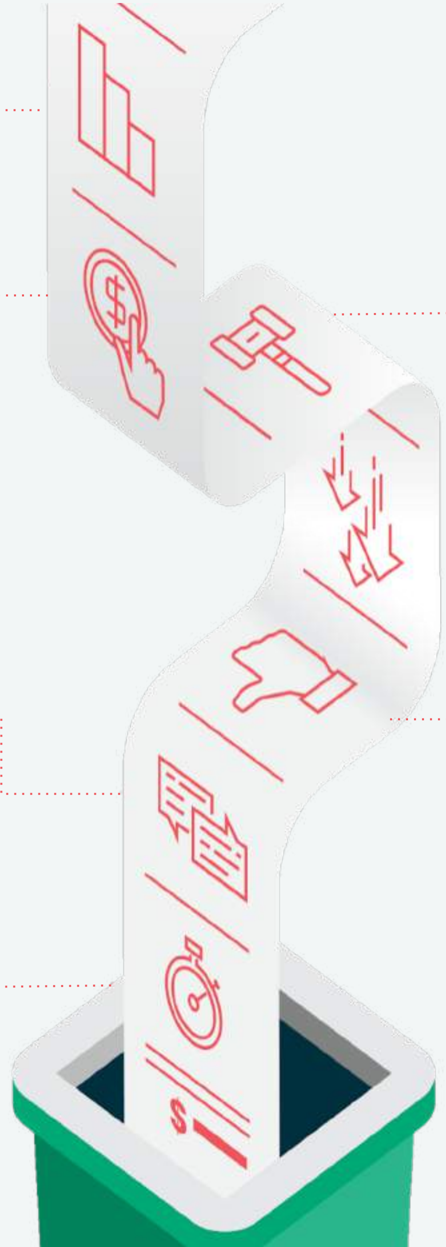
Indirect costs of ad fraud impact the entire digital advertising ecosystem

Continued investment in sources of fraud

Downstream media costs
Traffic sources may unwittingly pay for fraud before it is identified

Media volume negotiations
Among other costs, reconciling media volumes is time consuming

Opportunity cost
Spending time, money and resources reacting to fraud



Threat of litigation
Unresolved disputes about the presence of ad fraud adds unnecessary risk

Restricted optimisation
Inaccurate representation of traffic stops a campaign reaching its full potential

Damage to reputation
A lack of transparency can lead to a breakdown of trust and lost clients

TrafficGuard's holistic solution

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Our mission

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Driving trust and transparency in the digital advertising ecosystem

TrafficGuard provides a unique, holistic approach to confronting digital ad fraud.

Reporting tools help advertisers recover wasted media spend but TrafficGuard isn't a reporting tool - it is a **holistic** solution to ad fraud. TrafficGuard's objective is to:

- Prevent fraud from occurring in real time
- Reduce the impacts to intermediaries in the media buying chain
- Make the business of fraud infeasible for perpetrators

Why TrafficGuard?

Removing invalid traffic increases return on ad spend
Preventing fraud, delivering genuine ad engagement, and converting more customers

Surgical prevention

- **Our surgical approach is based on proprietary big datasets** accumulated through years of advertising campaigns, so we only remove invalid traffic
- Others excessively block digital ad traffic, resulting in false positives for advertisers and unfairly penalised traffic sources

Transparency

- TrafficGuard is **highly transparent**
- We share results with advertisers and supply partners to demonstrate the data science supporting our diagnosis
- This facilitates trust and saves time wasted on invoice reconciliation

Protection across the whole journey

- We provide **universal protection across all digital advertising channels** - mobile, desktop, and all campaign types

Full funnel approach to solving ad fraud

TrafficGuard's unique holistic, "one-stop shop" solution is based on proprietary big data sets accumulated through 10+ years of operations

Ad Verification	Ad Fraud	Mobile Ad Fraud	PPC Fraud	Bot Management
CHEQ	forensiq by Impact	MACHINE	ClickCease	NETACEA
IAS Integral Ad Science	fraudlogix	SCALARR	ClickGUARD	distil networks
DV DoubleVerify	pixalate	PROTECT360	Clixtell	DATAVISOR
MOAT	24metrics	adjust	CHEQ	zvelo We categorize the Web
PROTECTED MEDIA		KOCHAVA	PPC Protect	DATADOME
		singular		

Global leader in digital ad fraud prevention

TrafficGuard operates across the client's entire ad spend (mobile, desktop, programmatic, Google ads), analysing every stage of the consumer's digital marketing journey

Feature	TrafficGuard	Legacy Solutions
Multiple channels	TrafficGuard is the world's first full funnel solution that allows the client to make informed decisions around their marketing budgets TrafficGuard also provides visibility into the entire consumer journey, not single point focused	Legacy solutions are usually built for their specific silo, with no broader visibility of traffic beyond that one application Most are also looking at a single point in the consumer journey which limits the intelligence of identifying fraud
Reporting	Can report across multiple channels with clear transparency along the entire consumer journey	Limited to reporting in a specific silo and lacks transparency into why fraud is occurring
Invalid traffic definition	Fully transparency with clear and defendable traffic validation	Risk scores or ambiguous reporting

TrafficGuard's proprietary data and technology – How it works

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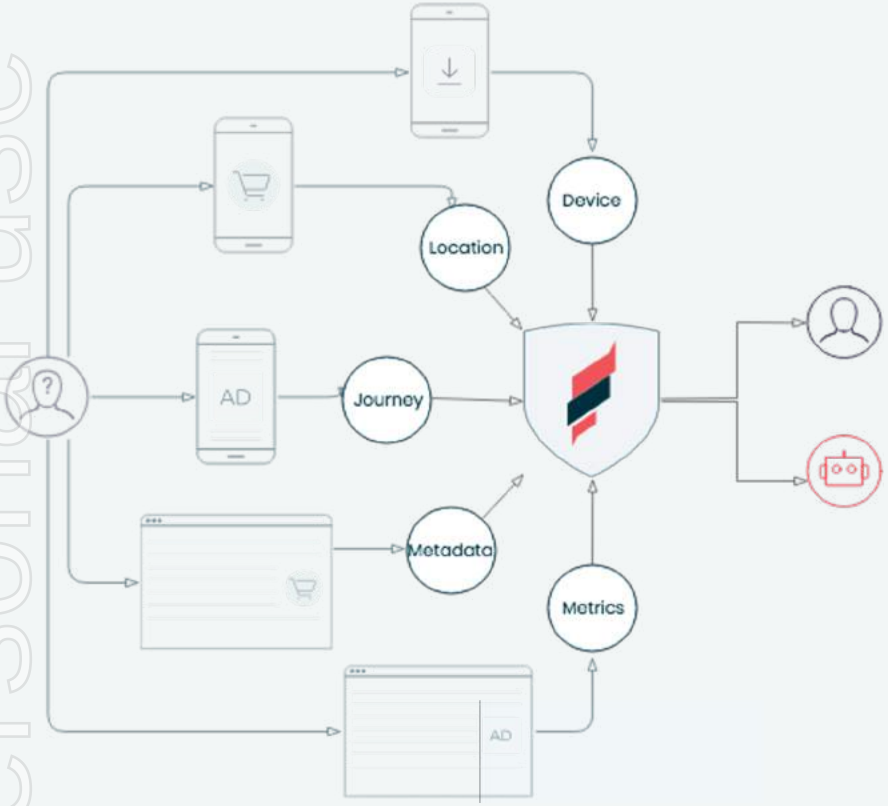
Machine learning protecting against unknown fraud
TrafficGuard analyses hundreds of data points every time an ad is viewed, clicked, and converts, to determine whether that ad engagement is genuine or delivered by fraud.



How it works

TrafficGuard analyses over 200+ signals from these 5 categories to identify fraud.

1. Device characteristics: model, browser, version
2. Location: lat/long, city, user of proxies, carriers
3. Journey: clicks, app installs, conversions, post-conversion activity. Changes in device or location details at different journey stages
4. Metadata: traffic sources, campaign targeting
5. Metrics: conversion rates, click through rates, click to install times

Trusted by major global enterprises

Major enterprise clients in key segments including transport, on-demand applications, ad agencies, online marketplaces, fintech, mobile marketing, gaming

gojek | Rappi | SHAVER SHOP TRANSFORM YOURSELF | MUV A WPP Company Bridging Telecom & Advertising

CENTAURO | glu | Ladbrokes | Buka Lapak

Go I Games | JUMBO | CASHREWARDS Shop. Save. Enjoy. | CrediNord.

Key achievements in FY2020 – positioned to rapidly scale

Business positioned to rapidly scale

All sales channels gained momentum

- New sales appointments made in North America and EMEA to grow and nurture the sales pipeline
- Strong traction gained across all marketing channels and pricing models
- Launched Three by Three sales model in 4Q FY20
- Built enterprise-level sales pipeline, driven by direct sales team and referral partners

Prospective customers currently running trials from high spending verticals including insurance, money transfer apps, On demand services, retail, automotive, betting agencies

Strategic partnerships

- Generated strong interest from ad agencies in Referral Partner Program, introducing TrafficGuard to a wider client base
- Planned new strategic partnerships with digital agencies which is vital for rapid expansion
- Adveritas is in advanced discussions with Google for a strategic partnership

Business positioned to rapidly scale

Revenues - Over 50 paying clients across all three pricing categories

- Achieved FY20 Revenue of $1.23m, a 91% increase from FY19
- Received first revenues from Freemium subscriber conversions
- Freemium subscribers reached ~580 by 30 June, subsequently rising to ~1050 by September 2020
- Multiple customers acquired under “land and expand” contracts in gaming and betting verticals, including ASX-listed customers
- Initial revenues received from “land and expand” Google PPC digital marketing anti-fraud customers

Improved Balance Sheet to deliver on growth plans

- Record balance sheet strength provides focus for management to execute on its plan
- Record balance sheet strength of circa $8m – strongest ever in the Company’s history
- Strategic Placement of $4.5m (Mark McConnell and Regal) and oversubscribed $3.0m SPP

Multiple Industry Awards & PR Recognition

TrafficGuard has won multiple industry awards beating billion-dollar competitors.

Industry awards such as Mobile Marketing's "Most Effective Anti-Fraud Solution" are attractive to future clients, helping to validate TrafficGuard's solutions and amplify the success clients have had using them.

TrafficGuard continues to get coverage in major trade and business publications globally, demonstrating the Company's building authority on topics pertinent to the industry.

Attractive growth strategy

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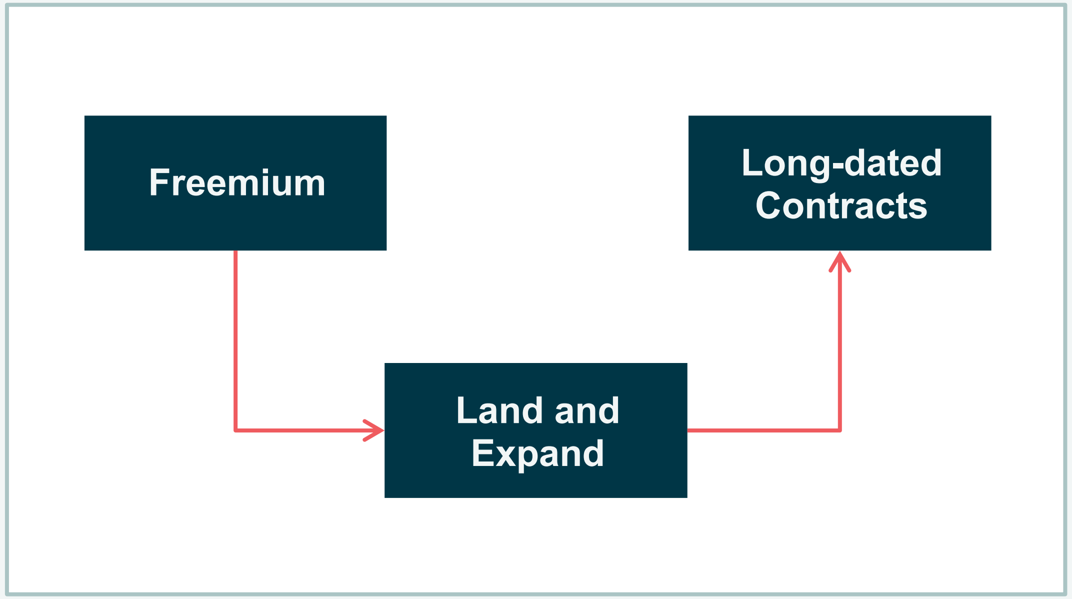
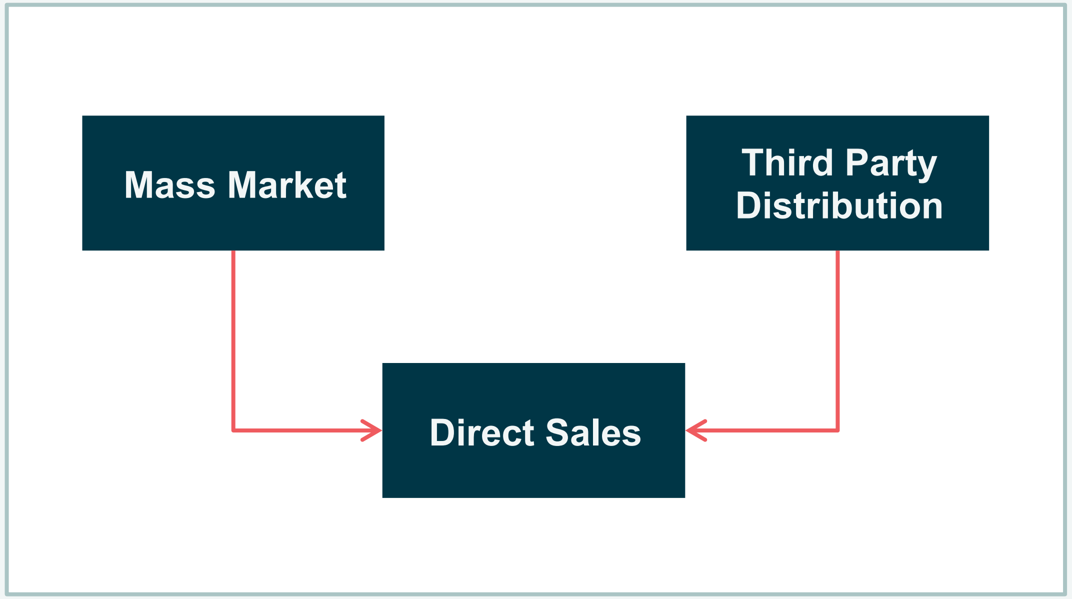
3 X 3 sales model

Both "land and expand" and long-dated contracts have been proven to work for Adveritas.
The launch of Freemium (fraud detection only) model is increasing the sales pipeline.

Three Sales Models



Three Paths To Market



Multiple growth drivers

Freemium

Freemium offering to be mass marketed. Any company using Google Pay-per-click (PPC) advertising is a Freemium prospect and potential Land & Expand customer

Online Sales

Increase marketing channels including Facebook, Google Ads, retargeting

Direct Sales

Increase direct sales reps to build enterprise level funnel and increase conversion

Sector Education

Increase whitepapers, conferences, thought leadership, customer case studies

Public Relations

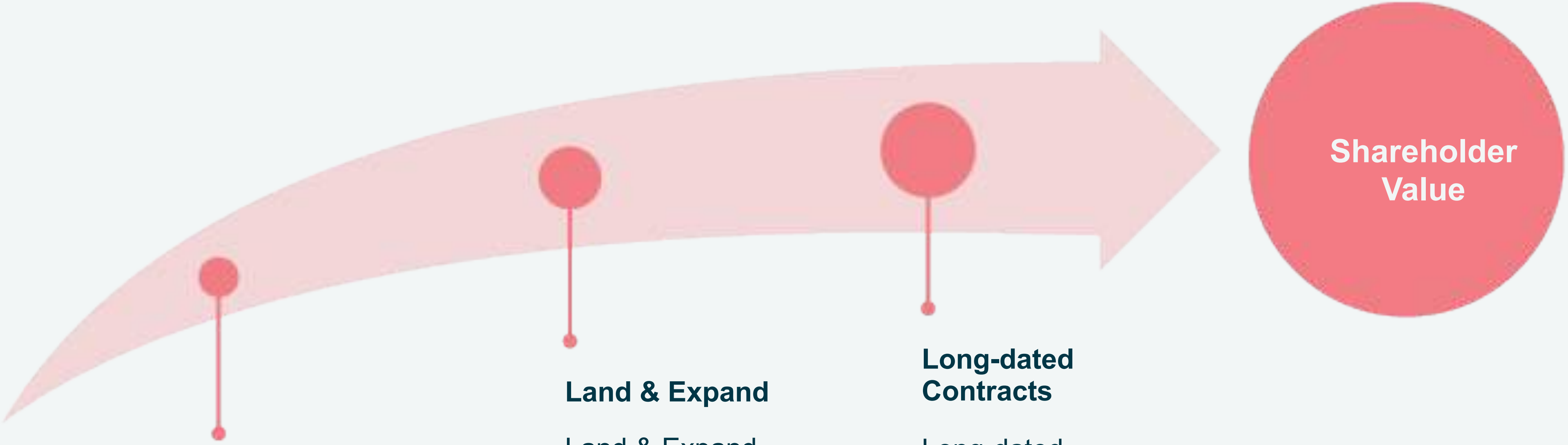
Increase awareness of the problem and the TrafficGuard solution

Strategic Sectors

Direct sales reps tasked with specific high spending verticals – Insurance, pharmaceutical, on demand services, fintech, banks, online market places, ecommerce

Multiple shareholder value drivers

All elements of the 3 x 3 sales model work together to drive shareholder value



Freemium

Freemium
Pipeline via
mass marketing
occurring

Land & Expand

Land & Expand
Customers
via Freemium
Conversion &
Digital Marketing

Long-dated Contracts

Long-dated
Contracts
via Direct Marketing
at Enterprise Level
and Upsell Land
& Expand

Third party partnerships can be transformational

- Any groups that can introduce TrafficGuard to large numbers of clients is a potential Strategic Partnership
- Examples include ad agencies, Resellers, Banks, Accounting firms, Large enterprises
- **Sales leverage through third party sales can be transformational to Adveritas's revenue**

Ecommerce players

- Large amounts of clients globally
- TrafficGuard has now integrated with Shopify
- Mass marketing will target Ecommerce owners

Google

- TrafficGuard is in advanced discussions with Google for a strategic partnership
- Good client relationships
- Act as good advisors to clients
- TrafficGuard shortly to be on the Google Market Place

Resellers

- Transformational opportunity as they have a wide range of customers to market to
- TrafficGuard currently in talks with many resellers to market our Google PPC product

AD AGENCIES

- Often the client requires the ad agency to use TrafficGuard, which opens its other clients also
- Agencies can be engaged as a reseller
- TrafficGuard has recently signed with agency MCN Media Brands

Strong outlook for FY21

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Momentum continues to build

Sales continue to rapidly scale so far in FY21

- 80% quarter on quarter increase in Freemium subscribers to ~1050 by September
- ~25% increase in customer numbers, with over 50 revenue-generating customers, driven by strong conversions from Freemium to fee paying “land and expand” customers

Growing revenues from new customer contracts early in FY21

- Signed “Land and expand” contracts across fintech, financials, cashback companies, legal companies, education companies and affiliate networks
- $100k 12-month Land and expand contract with GVC Australia, one of the world’s largest betting agencies (~GBP $6 billion market cap)

  Several other online sports betting brands are currently trialing TrafficGuard. Adveritas is confident the majority will convert into paying clients

Enterprise Level clients in trial continue to build

- TrafficGuard has committed trials with some of the largest companies in the world that are looking to solve the issue of advertising fraud and management is confident of converting the vast majority of these for significant revenue growth

Momentum continues to build

New strategic partnerships

- 12-month contract with MCN Media brands allowing them to seamlessly onboard their clients onto TrafficGuard

  Initial tranche of clients already onboarded
- Finalising partnership with Google for combined go-to-market strategy of TrafficGuard's pay-per-click product

  will enable rapid expansion to Google customers

Significant cross-sell and up-sell opportunities

- Cross-selling Google PPC into mobile app install anti-fraud SaaS solutions
- Up-selling existing clients into larger data-usage contracts as they scale their ad spend

Adveritas is confident of converting its Freemium pipeline into fee-paying land & expand customers and ultimately enterprise level long-dated contracts

Outlook FY2021

Q3	Increased client trials and new Enterprise Level client wins expected
Q3	Increased Freemium sign ups
Q3	Increased Marketing and Public Relations
Q4	Increased Freemium conversion ratio
Ongoing	New functionality in reporting and product iterations

Investor enquiries

This presentation has been approved by the Board of Directors of Adveritas Limited.

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