Adveritas

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ADVERITAS ANNUAL GENERAL MEETING – CHAIRMAN'S ADDRESS

Good morning and thank you for attending Adveritas' 2022 Annual General Meeting. For those people that I have not had the opportunity of meeting, my name is Stephen Belben, and I am the Chairman of Adveritas Limited.

The 2022 financial year was another positive one for our company, achieving multiple growth milestones. This was only possible with the support of all our passionate and committed team members who consistently innovate and strive for success, led by our CEO Mat Ratty. I would like to thank every member of Adveritas' global team for their efforts and contributions over the past year.

The benefits of their efforts can be clearly seen through:

- Rapidly increasing annual recurring revenue, more than double from our last financial year
- Multiple major client wins
- Launching new go-to-market channels with Google Cloud Marketplace and Facebook, and now also with RavenTrack
- Increasing pace of expanded services to existing clients.

Rapidly increasing ARR

The rapid growth in ARR over FY22 reflected the increasing number of companies that have learnt about, and better understood, the enhanced returns TrafficGuard brings to their digital marketing spend. In addition, existing clients who have seen the benefits from using TrafficGuard are now utilising additional services in line with our Company's "land and expand" growth initiatives.

ARR at 30 June 2022, was circa $2.5 million, up 145% on 30 June 2021. Since then ARR has continued to grow strongly and is currently over $3.2 million, up 27% since 30 June this year. With our pipeline of potential new clients the largest it's ever been, we expect to continue this growth pace.

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Multiple major client wins

We had a number of client wins over FY22 from a range of industries, including gaming, telecommunications, retail, media, and entertainment that continued to strengthen our presence in high value industry sectors across the globe. At the close of FY22, the Company had over 50 paying clients at the enterprise level including:

- **Betfred,** the largest private retail bookmaker in the UK
- **William Hill**, a leading global online bookmaker, based in the UK
- **Singtel**, Asia's leading communications group; the parent company of Optus, and
- **Banco Santander**, one of Spain's main banking and financial services companies, which also operates on a multinational level.

Since 1 July, the growth in new clients using TrafficGuard's digital anti-fraud software has continued, with new blue-chip clients including gaming business **Better Collective,** online travel company **Lux Escapes**, and global media and entertainment business **Disney Streaming Services**.

In addition to these major clients providing strong validation of our technology, we have also received external recognition via industry awards including:

- Winning the Mobile Marketing's 2021 award for Most Effective Anti-Fraud Solution
- Being included in the "Best Tolls for PPC Marketers in 2022" list, and
- Various awards shortlists including Mumbrella Awards 2021 for Marketing Technology company of the year, and Global Digital Excellence Awards 2022 for Best Platform / Technology / Tool, and for Best Software Innovation.

New channels to market

The building out of TrafficGuard has accelerated given the Company's renewed go-to-market strategy, which has as a key pillar, the development and growth of specific partnerships, such as Google Cloud Marketplace and Meta's Facebook.

Last month, we were delighted to announce that we had formed a partnership with leading online gaming affiliate tracking platform, RavenTrack. TrafficGuard is now integrated with RavenTrack's platform and we are seeing interest in TrafficGuard's affiliate verification service.

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Increasing pace of cross-sell

As part of our "land and expand" growth initiatives, we continue to demonstrate to our expanding customer base that our additional services are further enhancing the returns they yield from their digital marketing spend.

Positive outlook

Digital ad-fraud is a serious and ongoing problem for many companies and industries around the world. The rising interest in Adveritas' technology is demonstrated by the strong growth in ARR achieved in FY22 that has continued through the start of FY23.

The execution of TrafficGuard's omni-channel go-to-market strategy through Google Cloud Marketplace, Facebook and RavenTrack opens a range of potential customers globally via some of the world's largest digital platforms.

With strong revenue leading indicators and strong sales momentum, Adveritas is well positioned for continued growth. I look forward to keeping shareholders updated on progress as we continue to scale our platform.

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

- ENDS -

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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 $12 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 is an omnichannel ad verification platform helping enterprises and SMBs combat fraud across Google PPC, Mobile app user acquisition campaigns, Affiliate platforms and Social Media. TrafficGuard drives superior advertising performance by verifying advertising engagement as they occur, proactively blocking invalid traffic from infiltrating search campaigns – helping ad spend to reach more real users and protecting the integrity of data that marketers, agencies, designers and developers rely on day in, day out to drive performance improvements.

Trusted by global brands TrafficGuard is a multiple award winning fraud prevention product recognised by The Drum, the Martech Breakthrough Awards, voted the Most effective anti-fraud solution by Mobile Marketing and is the only ppc verification vendor admitted to the Google Cloud Marketplace globally.

For more information, find us at www.trafficguard.ai

More on TrafficGuard's omni channel solution:

Mobile App install verification: This is the Company's flagship product, with enterprise level clients paying material contract amounts - as high as $180k per annum for significant global clients. This product ensures clients are not paying for misattributed or fake installs of their apps - essentially allowing them to scale with confidence across digital media and advertising partners.

Google PPC verification: This service is scaling quickly since the Company first launched the offering in late 2020 and now has over 4,500 sign ups to this offering. Any company using Google Ad words is a target customer, with USD $147 billion spent globally on Google ads per annum.

Affiliate Verification: This service is designed to mitigate affiliate misattribution and ensure clients are paying for real conversions to their website.

Social Verification: A new channel offering, starting with Meta's Facebook, with a planned product pipeline to rollout to Tik Tok, Reddit, LinkedIn and other channels in 2023 due to increasing demand from both current and prospective clients.

2022 Annual General Meeting

18 November 2022

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18th November

2022 Annual General Meeting – *CEO address*

Mat Ratty – TrafficGuard
Global Chief Executive Officer

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We help **our partners** advertise **with confidence** through **full-funnel ad fraud prevention**

Global scale and impact of invalid traffic and ad fraud

$455b
Size of digital advertising market
eMarketer

28%
of digital traffic is non-human
Adobe

$127b
Lost to non-human traffic

2.87x
ROI on advertising
Nielsen

$364b
Lost revenue

$1.8–$3.6t
Capital value erosion

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[1] https://www.emarketer.com/content/worldwide-digital-ad-spending-2021
[2] https://www.wsj.com/articles/fraudulent-web-traffic-continues-to-plague-advertisers-other-businesses-1522234801
[3] https://www.nielsen.com/us/en/insights/article/2016/benchmarking-return-on-ad-spend-media-type-brand-size-matter/

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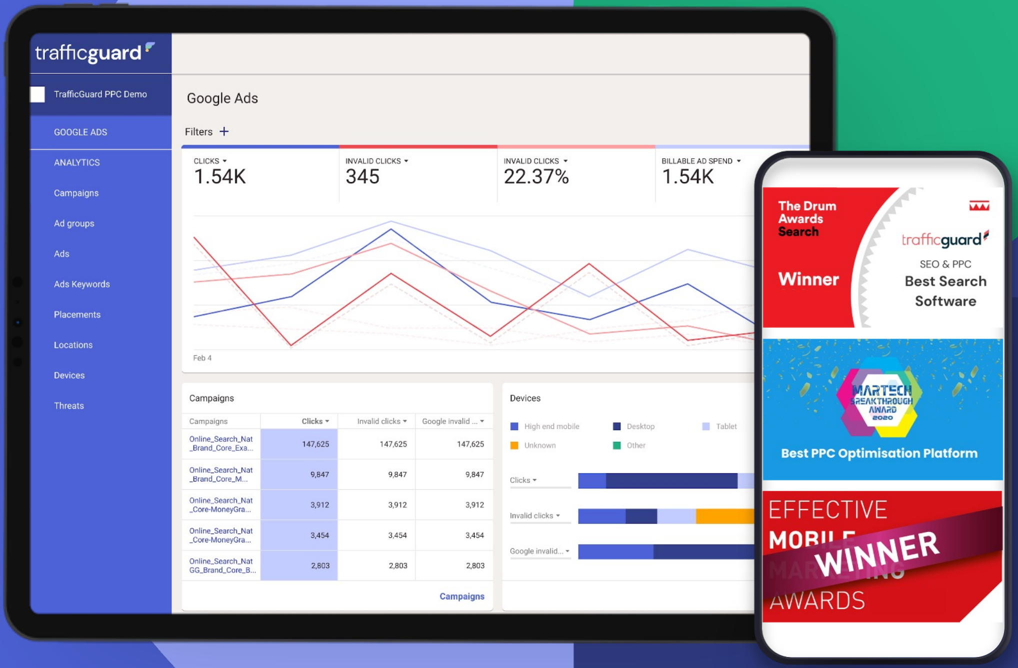
Full Funnel.
Full Protection.

TrafficGuard is the world's first full funnel measurement, verification and fraud prevention solution for digital advertising.

Operating in real time across all digital channels, TrafficGuard targets invalid traffic before it reaches your ad budget.

Using TrafficGuard, marketers, agencies and ad networks unlock the best advertising performance and protect the integrity of their data used for optimisation.



Worlds first full funnel and omni channel platform

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

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TrafficGuard's omni-channel solution

- **Mobile App install verification:** This is the Company's flagship product, with enterprise level clients paying material contract amounts – as high as $180k per annum for significant global clients. This product ensures clients are not paying for misattributed or fake installs of their apps – essentially allowing them to scale with confidence across digital media and advertising partners.

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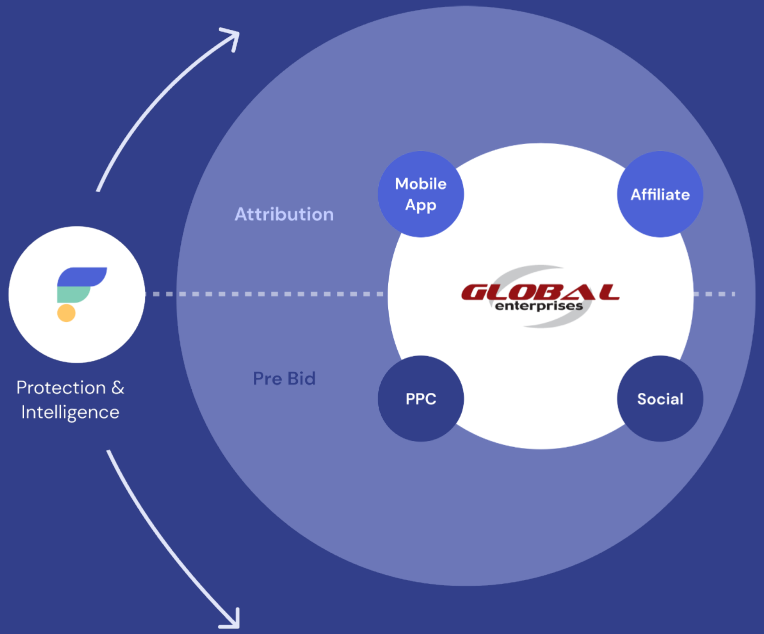


Trusted by top global advertisers, agencies and partners across PPC, Mobile app and affiliate

Clients

Smarkets | deezer | BETFRED | bukalapak | LALAMOVE | BetBull

gojek | Rappi | Disney+ | Ladbrokes | neds | square yards

BoyleSports | William HILL | Santander | بنك أبوظبي التجاري ADCB | Singtel

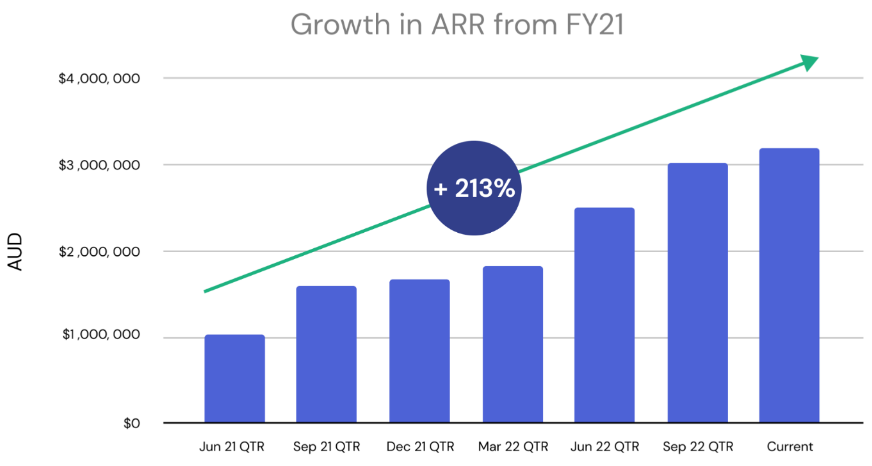
Partners

APPLIFT | jampp | INMOBI | smadex | KOCHAVA | Google Partner | singular

M&CSAATCHI | appnext | APPRECIATE | AppsFlyer | adjust | UM | branch

Strong annualised revenue growth trajectory

Annualised revenue – a key leading indicator of future revenue



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Positive outlook for continued growth in FY23

Several multi billion dollar unicorns are currently trialling TrafficGuard which if converted would continue supporting the momentum and rapid scale up of our ARR in FY23

Annualised **revenue up circa 27% from year end to $3.2m** and growing

- New omni-channel go-to-market strategy with Google Cloud Marketplace, Meta's Facebook and RavenTrack
- Expanding into new verticals and further penetrating key markets globally

- Increasing the pace in cross-sells / expansion of services to existing clients
- Strong revenue leading indicators and strong sales momentum across all 4 quadrants of our omni channel solution

- New enterprise client wins – Better Collective, Lux Escapes, Disney Streaming Services
- Largest pipeline of potential new clients

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

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