Adveritas | trafficguard

2021 Annual General Meeting

23 November 2021

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CEO’s Address:

Mat Ratty

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

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The industry problem

The scale of invalid traffic

Invalid traffic is any activity that doesn't come from a real user with genuine interest that you are paying for.

40%

of all digital advertising is invalid

$100bn

Will be lost to ad fraud and invalid traffic in 2023*

No channel or business is immune

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

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Invalid traffic goes beyond fraud and bots

Accidental engagement
Users accidentally engaging with ads that you pay for

Wrong audience
Ads that are shown to the wrong audience

Navigation via ads
Users that navigate through search ads oblivious to the fact they are clicking on advertising.

Unviewable ads
Ads that cannot be seen by the user. Ad stacking or impressions not meeting MRC standards

Engagement without intent
Ads that cannot be seen by the user. Ad stacking or impressions not meeting MRC standards

Non-human engagement
Advertising engagement that is non-human – caused by bots, crawlers, malware and SDK spoofing

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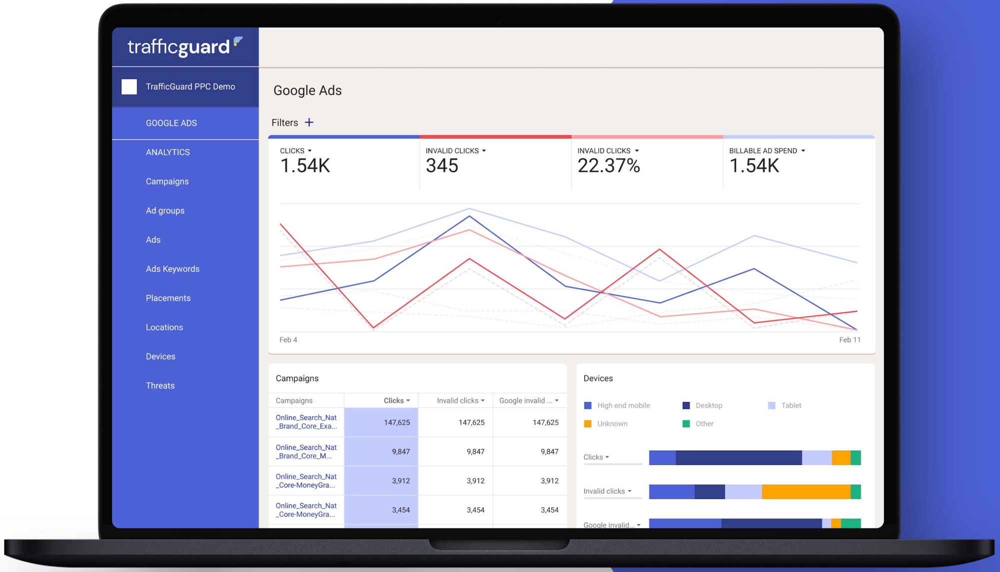
The solution: TrafficGuard

Full funnel.
Full potential.

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.



World’s first full funnel and omni channel platform

Programmatic	Desktop	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 ENTERPRISE-GRADE FRAUD PROTECTION	Clixtell	DATAVISOR
MOAT	24metrics	adjust	CHEQ	zvelo We categorize the Web
PROTECTED MEDIA		KOCHAVA	PPC Protect	DATADOME
		singular		

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Benefits of better quality traffic

More real customers

Increased Awareness

With invalid traffic being mitigated, your advertising budget is reaching real users with a higher propensity to convert

Increase in New Customers

Budget previously spent on invalid traffic is now being spent on acquiring new customers

Outbid your competitors

With reduced fraud, you have access to budget previously wasted. This budget increases the chance to outbid competitors on your keywords

Better quality customers

Retention Ratio Increases

Bots don't hang around like real users. Real users are attracted to the offering and build retention based on familiarity and loyalty of the platform/offering

LTV increases

Reducing the amount of times you pay for an existing user means the cost of acquiring that customer decreases over their lifetime

ARPU increases

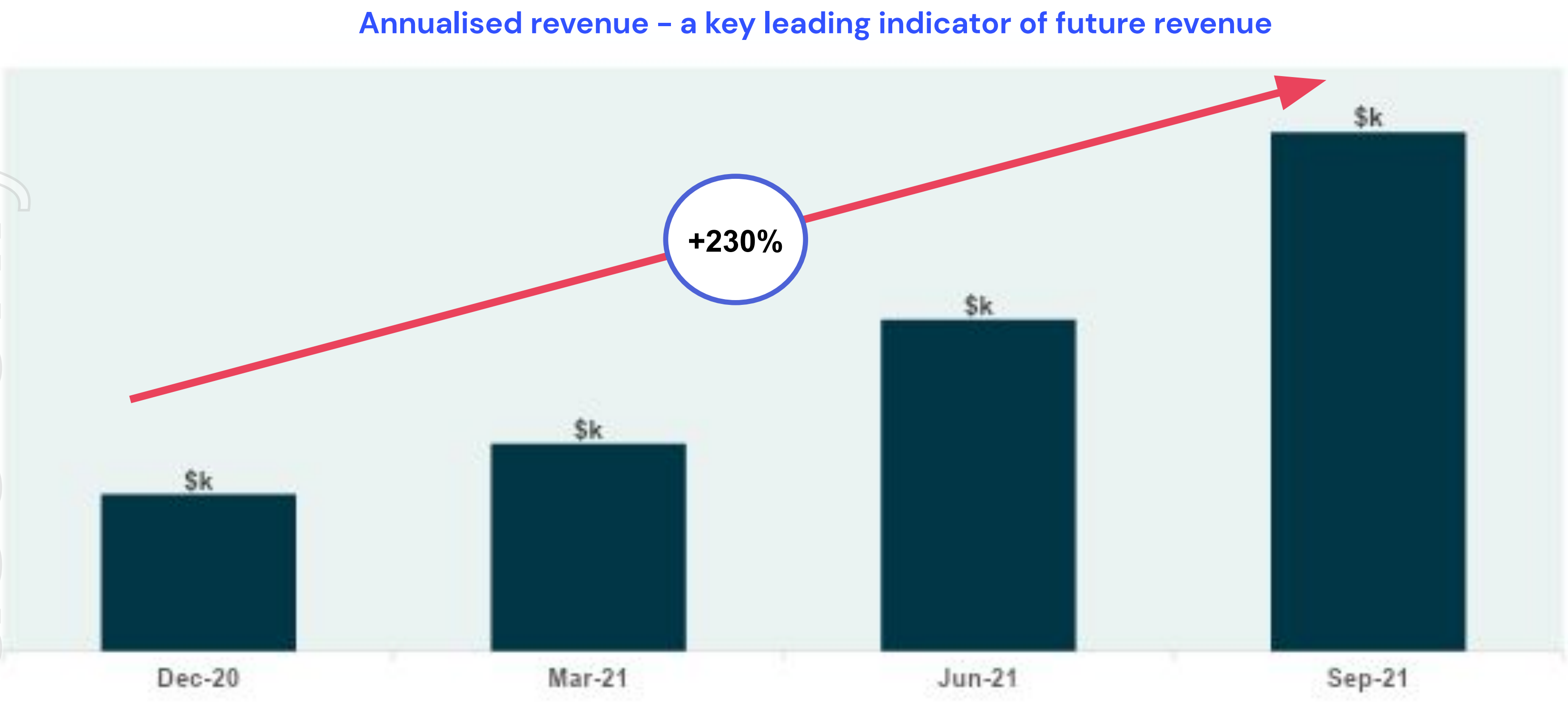
The average revenue of your customers will increase as human users are more likely to return and convert more often

Trusted by top global advertisers, agencies and partners across both PPC and Mobile advertising spend

Clients

Partners

Strong annualised revenue growth trajectory



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Key achievements in FY21

- **Growth in annualised revenue at 30 June 2021 to $1m, Further increase of 56% to $1.6m by September 2021**
- **Significantly penetrated key verticals (refer to asx announcement 28th October 2021)**
  - Betting - GVC Australia (Ned & Ladbrokes); Betfred, Betbull and Palmerbet added in FY22
  - Technology – Lalamove, Neon & Deezer
  - On Demand - GoJek, Rappi
  - Market Place - CARS24 added in FY22 YTD
- **Cash balance of $3.2m as at 30 June 2021 and no debt**
- **Proforma cash balance $8.4m at 30 September 2021 following capital raising activities to accelerate growth momentum**
  - $3m placement in July 2021
  - $5m from Options Exercised + placement, at 10c in November
- **Freemium subscribers at 30 June 2021 up 400% from 30 June 2020 to circa 2,700 (3,100 at September 2021).**
  - Provides a large base to convert into paying customers, with a strong conversion rate of circa 15% achieved over FY21

Delivering on key objectives

Establishing foundations for rapid growth

Objectives:	**Expand sales pipeline across key verticals**	**Convert TrafficGuard trials into paying customers**	**Invest in the team to scale growth**
Achievements:	• Pipeline across key verticals and geographies substantially bolstered • Several global companies undertaking trials and current customers trialling additional services	• Enterprise clients signed across key verticals (Gaming and tech) • Conversion of Freemium to paying customers averaging approximately 15% in FY21 vs a global average of 2–5%[1] • Q1 FY22 has shown significant growth in clients as recently announced	• Appointed Chief Revenue Officer to further expand reach in global markets • Recent addition of sales representatives across Asia and Europe from industry backgrounds • **Strategy resulted in a 56% uplift in annualised revenue by Q1FY22**

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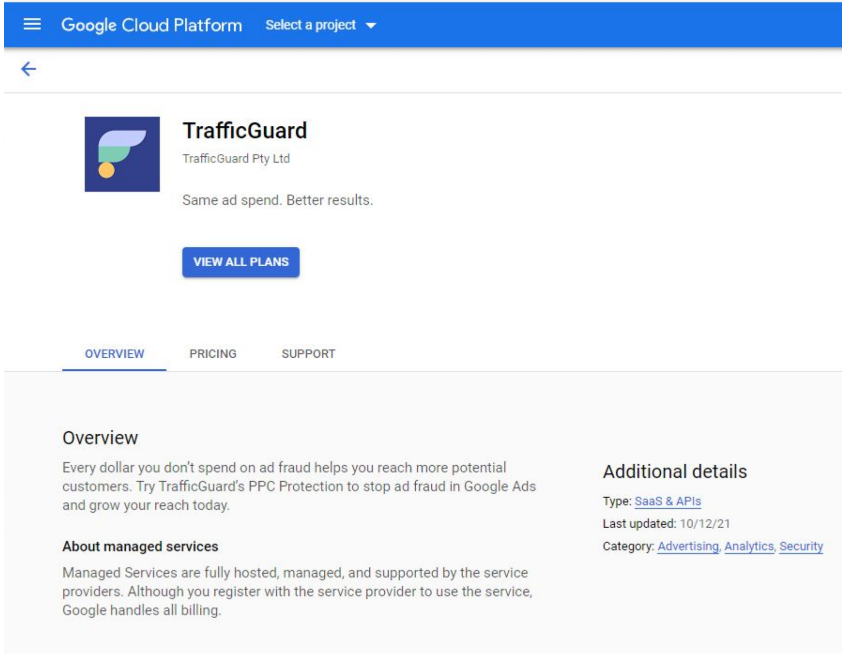
[1] https://hbr.org/2014/05/making-freemium-work

TrafficGuard live on Google Cloud Marketplace

- TrafficGuard will be marketed worldwide to all of Google Cloud's customers that use Google PPC advertising (refer to ASX announcement 14th October 2021)
- Key sales channel for the large enterprise and SME market
- Adveritas and Google working on joint PR, customer engagement and marketing of TrafficGuard
- **Key benefits**
    - Exposure to Google Cloud ecosystem
    - Reduced procurement and legal time
    - Streamlined billing processes for clients
    - Potential for clients to add TrafficGuard fees to committed Google cloud spend



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Strong outlook for FY22

Growth momentum building in FY22

- TrafficGuard integrated with Google Cloud Marketplace and roll out to commence next calendar year
- New enterprise client wins – JD.ID (owned by JD.Com), Betfred, Betbull, Palmerbet, Singtel, Cars24 and others
- Annualised revenue up c.56% in Q1 FY22 to $1.6m and growing
- Expanding into new verticals and further penetrating key markets globally
- Strong renewal rate with GVC Australia, GoJek, Deezer and others renewing their services in FY22

Sales team re-shaped with talented sales representatives across Asia and Europe to underpin global scale-up and new client wins

- $8m raised from options exercise and placements between July-November 2021 to be used to accelerate sales and marketing growth initiatives

Several multi-billion dollar unicorns are currently trialling TrafficGuard which if converted would support a rapid scale up of our Annualised Revenue in FY22

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

For more information, please contact:

Mat Ratty
Chief Executive Officer
Adveritas Limited (ASX: AV1)
P: +61 (8) 9473 2500
E: investor.enquiry@adveritas.com.au

Ronn Bechler – investor relations
Executive Chairman
Market Eye
P: +61 (0)400 009 774
E: ronn.bechler@marketeye.com.au

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