**ASX RELEASE**                                                    **21 JANUARY 2019**

## CHINA ENTRY TO BE FACILITATED BY STRATEGIC PARTNERSHIP

**Key Highlights**

- TrafficGuard has entered into a Memorandum of Understanding with Chinese digital marketing consultancy, SparkX
- SparkX intends to offer TrafficGuard's innovative fraud prevention software to protect its clients' mobile app advertising within China and internationally

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to advise that is has entered into a Memorandum of Understanding (MOU) with Chinese digital marketing consultancy, SparkX, pursuant to which SparkX intends to partner with TrafficGuard to protect their clients from ad fraud. A strategic partnership with SparkX facilitates TrafficGuard's entry into the $76 billion[1] Chinese digital advertising market.

SparkX works predominantly with Chinese app developers to help them grow their user bases domestically and internationally. By using TrafficGuard, SparkX will be able to work with a wider variety of traffic sources to support this effort without the additional risk of fraud that usually accompanies such a strategy.

Adveritas CEO, Mathew Ratty said, "Digital advertising in China is significantly more complex than other parts of the Asia Pacific region (APAC) largely due to the vastly different, closed internet ecosystem and the ways in which consumers engage with digital media. By entering the market through a strategic partnership with SparkX, we navigate these complexities to take advantage of the large and growing Chinese advertising market."

In comparison to the US where a majority of TrafficGuard's incumbent competitors are based, Australia enjoys much more favourable trade and business relations with China. Political barriers to entry into China are expected to deter some of TrafficGuard's competitors.
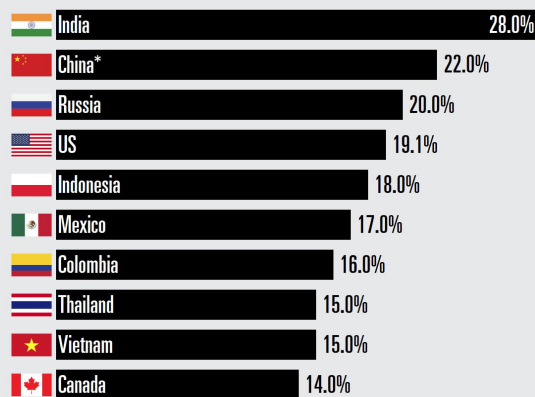
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[1] eMarketer, 2018

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China's digital advertising spend is the second fastest growing globally, having increased by 22% in 2017. Countries in APAC make up 5 of the top 10 highest growth markets.



Top 10 Fastest-Growing Countries, Ranked by Digital Ad Spending Growth, 2019

% change vs. prior year

| Country | % |
|---|---|
| India | 28.0% |
| China* | 22.0% |
| Russia | 20.0% |
| US | 19.1% |
| Indonesia | 18.0% |
| Mexico | 17.0% |
| Colombia | 16.0% |
| Thailand | 15.0% |
| Vietnam | 15.0% |
| Canada | 14.0% |

**Note:** includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising; *excludes Hong Kong
**Source:** eMarketer, September 2018

eMarketer

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**trafficguard**

**About TrafficGuard**

TrafficGuard detects, mitigates and reports on ad fraud before it impacts digital advertising budgets. Three formidable layers of protection block both general invalid traffic (GIVT) and sophisticated invalid traffic (SIVT) to ensure that digital advertising results in legitimate advertising engagement.

Learn more about TrafficGuard's comprehensive fraud mitigation at trafficguard.ai

**Adveritas**

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