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FIRST SALE ACHIEVED THROUGH GOOGLE CLOUD MARKETPLACE

Highlights:

- **First sale of TrafficGuard's PPC product through Google Cloud Marketplace achieved, providing US$120k of Annualised Revenue**
- **Due to strong demand from Google Cloud Marketplace customers, Adveritas is focused on also adding TrafficGuard's mobile fraud solution to the Google Cloud Marketplace**
- **TrafficGuard has received significant interest from potential customers since the tactical Go to Market strategy was launched in April 2022, with several trials now in progress**
- **Other channel partnerships to accelerate the pace of the global rollout are being pursued**

Adveritas Limited (ASX: AV1) (**Adveritas** or **Company**) is pleased to announce its first sale of TrafficGuard through the Google Cloud Marketplace, comprising a 12-month commitment of US$120,000 (circa A$170,000).

As outlined in the Company's ASX announcement on 14 October 2021, the TrafficGuard Pay Per Click (PPC) product was admitted to the Google Cloud Marketplace with marketing set to commence in the June 2022 quarter. Since launching, TrafficGuard has received significant interest from large enterprises, largely from the direct promotion of the solution by Google Cloud's Independent software vendors and Partner Sales teams to key Google Cloud Platform customers.

The Google Cloud Marketplace lets users quickly deploy value added software solutions like TrafficGuard that run on the Google Cloud Platform, bypassing the legal and procurement timelines usually experienced with enterprise level contracts.

TrafficGuard's mobile solution, utilised by multiple Unicorn clients of Adveritas, is in the process of being added to the Google Cloud Marketplace, following enquires by companies utilising this Marketplace.

TrafficGuard's integration into the Google Cloud Marketplace has three key benefits:

1) Opens an additional sales channel with Google Cloud representatives selling the TrafficGuard solution on behalf of Adveritas
2) Provides access to Google Cloud's customer base across numerous key targeted countries
3) Reduces the sales cycle for potential customers that already have Google as a preferred partner, because legal and procurement times, which account for the majority of the sales cycle, are substantially reduced.

Commenting on the recent contract win via the Google Cloud Marketplace relationship, Adveritas Co-founder & Chief Executive Officer Mat Ratty said:

"We have worked extremely closely on this project with the Google Go to Market team to ensure a successful rollout in the June quarter and beyond. We have laid the foundations for success, and this sales channel provides us with material upside for revenue producing contracts, combined with our direct sales force.

"There are essentially three ways that TrafficGuard is being sold to increase revenue. Firstly, via our Direct Sales force. Secondly, via land and expand contracts, where clients can be cross sold additional products. And lastly, via Channel partners, such as the Google Cloud Marketplace. We are working on a number of other channel partners to accelerate the global roll out of our market leading TrafficGuard anti-fraud digital advertising products. With several enterprise trials in progress, I look forward to providing further updates on contract wins, as our tactical Go to Market strategy is successfully rolled out over the coming months."

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

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For more information, please contact:

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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/

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. TrafficGuard uses patent-pending technology and proprietary big data accumulated by the performance advertising business previously operated by the Company.

For more information about TrafficGuard's comprehensive fraud mitigation, see https://www.trafficguard.ai