



# H1 Performance Highlights

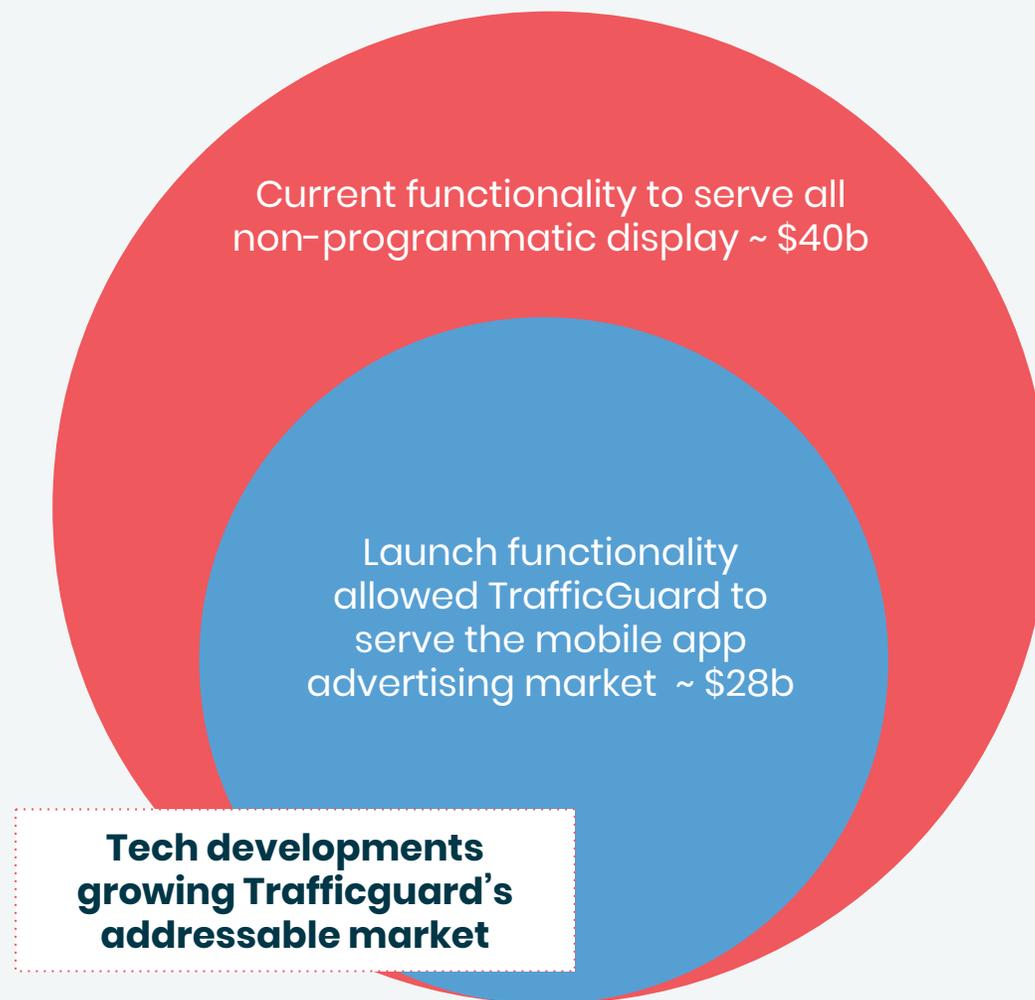
February 2019

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Mathew Ratty, Chief Executive Officer

# Highlights

- Revenue of \$275k for the period
- \$2.6 million raised through entitlements issue and subsequent strategic placement to substantial shareholder, Mark McConnell
- Funds raised have enabled the Company to accelerate sales and marketing efforts of flagship SaaS, TrafficGuard
- Initially launched as ad fraud prevention for mobile app advertising
- Capabilities introduced in the period extends TrafficGuard's fraud prevention across all non-programmatic display advertising
- Multiple measurement methods were launched in the period including API<sup>1</sup> and JS Tags<sup>2</sup> appealing to new segments and facilitating the Company's channel partnerships strategy
- TrafficGuard selected as the Mobile Marketing Innovation award winner at the 2018 MarTech Breakthrough Awards



<sup>1</sup> Application Programming Interface - A means of integrating multiple software platforms for cooperative tasks

<sup>2</sup> JavaScript Tags - Short pieces of code that execute to send data to TrafficGuard when an ad impression occurs about the host of that impression

# Clients onboarded



Hearts & Science



- Omnicom Media Group, a subsidiary of world's second largest agency holding group, signed an agreement with TrafficGuard in Q1 and became operational with TrafficGuard in Q2. The agreement covers Omnicom Media Group's MENA operations for agencies PHD, OMD, and Hearts & Science
- Advertising network ClearPier has licensed TrafficGuard for 1 year
- The Company has a strong pipeline of future clients with multiple trials underway

# Launch of TrafficGuardians

InMOBI™

Mobvista.

Yeahmobi

Mobrain  
By Headway

- In support of TrafficGuard's mission to **drive trust and transparency in the digital advertising ecosystem**, the TrafficGuardians program aims to facilitate collaboration to address the growing problem of ad fraud. With valuable insight into quality, TrafficGuardians can optimise campaigns faster driving performance for our mutual clients
- TrafficGuard's preferred partner program, TrafficGuardians, was launched in October to strong early support with 30 advertising networks signing up
- Mobvista, Mobrain, Yeahmobi and ad tech unicorn, InMobi, are among early adopters

# Outlook

Milestones for H2, FY2019

Sales

Partnerships

North America

Programmatic

- Participation in key tradeshows to build TrafficGuard's awareness globally
- **Major client agreements expected in Q3 following trials that are currently underway**
- Strategic partnerships with aligned ad tech platforms will enable TrafficGuard to expand its reach and grow adoption within partner client bases
- **TrafficGuard entered into a MOU with SparkX to facilitate the Company's entry into China in January**
- **Further partnership agreements to be signed in Q3**
- Preparations are underway to establish operations in North America - the world's largest digital advertising market
- **Recruitment of key personnel in North America has commenced with appointments expected in Q3 and Q4**
- Building on existing impression-level fraud detection, **TrafficGuard's impression-level prevention proof of concept is expected in Q4**

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