

**ASX RELEASE****7 January 2025**

## **Key priorities on track: Accelerating Growth in Sports Betting and eCommerce**

Adveritas Limited (**ASX:AVI**) (**Adveritas** or **Company**) is pleased to provide a progress update on its strategic priorities presented at the Company's Annual General Meeting on 18 November 2024.

### **Increase Market Share in Sports Betting**

TrafficGuard remains focused on the high-growth sports betting sector.

In recent weeks, TrafficGuard has successfully signed a combination of new and renewal contracts with a number of enterprise customers, including three influential organisations in the global sports betting industry: **LeoVegas**, **FanDuel**, and **Bally's** whose combined annual contract values amount to approximately \$1.1 million.<sup>1</sup>

The Company has identified over 1,000+ sports betting companies globally and TrafficGuard is currently servicing close to 60 of these companies, meaning that there is significant untapped opportunity in this market. In addition, many of the globally recognised sports betting companies are owned by larger holding groups which creates the opportunity for TrafficGuard to sign group deals, thereby streamlining the contracting process by avoiding the need for individual company signings and facilitating larger agreements that incorporate all subsidiaries. These group deal negotiations are currently underway.

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<sup>1</sup> While not individually material, these contracts reinforce TrafficGuard's market-leading capabilities and position the Company for further penetration into this sector.

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## **Product Development Unlocking Cross-Sell Opportunities in the March 25 Quarter**

The Company's investment in product development across the Meta suite which includes Facebook and Instagram is set to enhance its ability to cross-sell new vertical protection solutions to its existing sports betting customer base. These solutions will enable customers to safeguard additional aspects of their operations, increasing their total contract values.

The solutions are currently in beta with clients and commercial rollout is planned for the second half of FY2025, providing a clear pathway to strengthen customer relationships and unlock new revenue opportunities within the sports betting sector. The commercial team is aiming to monetise these solutions in the March 2025 quarter.

## **Outlook: Poised for a Strong March Quarter**

The Company is optimistic about the March 2025 quarter. Negotiations that are currently underway span multiple verticals including sports betting, eCommerce, and agency deals, presenting opportunities for scalable growth.

The Company remains steadfast in its focus to:

- Expand its share in the global sports betting market.
- Secure entry into the e-commerce sector.
- Enter long term strategic partnerships with agencies to broaden market reach.

Adveritas is well-positioned to capitalise on these opportunities, with the combination of strong industry demand and TrafficGuard's innovative solutions continuing to drive positive outcomes for customers and investors alike.

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



## FORWARD LOOKING STATEMENTS

This announcement contains 'forward-looking information' that is based on the Company's expectations, estimates and projections as of the date on which the statements were made. This forward-looking information includes, among other things, statements with respect to the Company's business strategy, plans, development, objectives, performance, outlook, growth, cash flow, projections, targets and expectations and sales. Generally, this forward-looking information can be identified by the use of forward-looking terminology such as 'outlook', 'anticipate', 'project', 'target', 'potential', 'likely', 'believe', 'estimate', 'expect', 'intend', 'may', 'would', 'could', 'should', 'scheduled', 'will', 'plan', 'forecast', 'evolve' and similar expressions. Persons reading this announcement are cautioned that such statements are only predictions, and that the Company's actual future results or performance may be materially different. Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the Company's actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking information.

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