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NEW INTEGRATION OPENS UP ANOTHER MAJOR CLIENT OPPORTUNITY

Key Highlights

- TrafficGuard integrates with major US data analytics platform, Segment, providing access to innovative fraud detection to its clients
- More than 19,000 companies across 71 countries use Segment, from fast-growing businesses like Atlassian, Bonobos and Instacart to some of the world's largest organizations like Levi's, Intuit and Time
- Segment connects sources of customer data to marketing and analytics tools helping businesses gain deeper insight into their customers
- This represents a major new customer opportunity for TrafficGuard which is expected to strongly appeal to Segment clients and result in new customer wins in the near term
- Along with the HasOffers platform integration (announcement dated 28 February 2019), this represents significant progress of the Company's strategic priorities and commercialisation plans

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is pleased to announce it has completed integration of TrafficGuard with San Francisco based, customer data solution, Segment. Streamlining access to TrafficGuard's fraud detection, Segment's 19,000+ clients will be able to easily send data from their app or website for real-time analysis by TrafficGuard.

Identified as a strategic priority in the Strategy Update (announcement dated 30 November 2018), integrations with platforms like Segment make it simple for a broad audience to find and use TrafficGuard.

Segment's Co-Founder and CTO, Calvin French-Owen said, "In a time when both the cost and the concerns about online advertising fraud are growing, companies like TrafficGuard are very appealing to our customers. We are excited to provide another best-in-breed option for our customers in the Security & Fraud space and look forward to our mutual growth."

Adveritas CEO Mathew Ratty said "We are pleased to be providing another avenue for businesses wanting to protect their advertising from fraud to access TrafficGuard.

"Businesses that are investing heavily in digital advertising are already using platforms like Segment to get a better understanding of their audiences. They use

platforms like HasOffers to manage their various advertising sources and campaigns. It makes strategic sense to have TrafficGuard easily accessible via the tools and platforms that our audience is already using.

"As the only ad fraud specialist solution on Segment's integration list, this integration represents a significant opportunity for TrafficGuard. By leveraging the client networks of our partners, we expect to grow TrafficGuard's reach and help build a stronger advertising ecosystem."

– ENDS –

Segment

About Segment

Segment provides the customer data infrastructure that helps businesses put their customers first.

Using Segment, companies can collect, unify and connect their first-party data to 200+ tools where it can be used to create better decisions, products and experiences. This means developers can stop building tedious and expensive one-off data integrations, while business users can get straight to work, turning on their favorite apps right from the Segment dashboard.

From digital product design to advertising, marketing automation and data warehousing — with Segment, getting first-party customer data into business-critical systems is no longer an engineering roadblock.

More than 19,000 companies across 71 countries use Segment, from fast-growing businesses like Atlassian, Bonobos and Instacart to some of the world's largest organizations like Levi's, Intuit and Time. Segment enables these companies to achieve a common understanding of their users and make customer-centric decisions. For more information visit https://segment.com.

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