TechMpire

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TMP LAUNCHES TRAFFICGUARD™ TO STRENGTHEN NETWORK QUALITY

HIGHLIGHTS

- **Tech Mpire launches TrafficGuard™, its proprietary fraud prevention solution for online advertising**
- **TrafficGuard employs a variety of techniques to impede online advertising fraud in real time**
- **Strategic partnership with anti-fraud technology specialist, Forensiq, to complement TrafficGuard's fraud prevention functionality**
- **These initiatives will help drive performance through quality improvements, and be an attractive feature to new advertisers and supply partners**

Tech Mpire Limited (ASX: TMP) (**Tech Mpire** or **Company**) is pleased to announce the launch of its proprietary fraud prevention solution, TrafficGuard, to enhance its current quality-control capabilities. The Company has also entered into a strategic partnership with fraud specialist, Forensiq, to complement and enhance TrafficGuard. Both Tech Mpire's advertiser clients and supply partners will benefit from the strengthened anti-fraud capabilities provided by these initiatives.

TrafficGuard is an automated anti-fraud solution developed to detect and intercept fraudulent traffic in real time. TrafficGuard utilises machine learning to detect and constantly learn from suspicious behaviour. This enables TrafficGuard to mitigate future, unknown threats to quality as well as existing, known threats.

Online advertising fraud is a growing concern in the digital marketing industry. A recent report released by the World Federation of Advertisers (2016), estimated that online advertising fraud will cost advertisers US$50 billion globally, over the next decade[1]. With the launch of TrafficGuard, Tech Mpire is aiming to protect both its clients and supply partners, as well as benefit the industry as a whole.

For Tech Mpire's advertiser clients, TrafficGuard will deliver higher quality traffic and conversions from their target audiences. Fraudulent conversions are difficult to detect and their impact is often compounded when their presence skews performance data used by advertisers for campaign optimisation and decision making. Tech Mpire's TrafficGuard solution is able to impede this traffic and improve the accuracy of performance reporting which in turn, will drive performance through more informed, optimisation decisions.

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[1] http://www.wfanet.org/pdf/WFA_Compendium_Of_Ad_Fraud_Knowledge.pdf

With the introduction of TrafficGuard, Tech Mpire is also aiming to facilitate compliance amongst its supply network. TrafficGuard will give Tech Mpire's partners visibility into the quality of their audiences and help them to safeguard their reputations.

Tech Mpire's Managing Director, Mr Luke Taylor commented:

"Our proactive, innovative approach to protecting our network from the impact of fraud will be attractive to new clients, while also driving superior performance for the clients and partners that are already working with us.

"No one in the supply chain is immune from online advertising fraud. If you work in the online advertising industry, you are either observing some level of fraudulent activity or you just don't know about it. The size and rapid growth of the industry makes it very attractive for fraudsters. The only way to eliminate fraud is for industry leaders to join forces to build defences that remove its profitability, disincentivising the activity.

"At the heart of a strong defence is transparency and communication within our supply chain and amongst industry leaders.

"At Tech Mpire, we have taken a layered approach to dealing with the issue of fraud. TrafficGuard complements our existing quality measures enabling automated blocking of fraudulent activity in real time. It also arms our partners with a clearer understanding of their traffic, to drive quality improvements throughout the supply chain.

"Partnering with Forensiq, gives our network access to best-in-class fraud detection that has been developed by specialists in the area, adding another layer of fraud defence. Forensiq aggregates traffic data from an extensive list of partners, obtaining unrivalled insight into the evolution of online advertising fraud. We are very excited to be partnering with Forensiq to help us continue to safeguard the quality of our network."

Forensiq is a fraud detection platform developed to fight click, conversion and ad fraud with the combination of the latest technology and a dedicated team of industry experts. Forensiq was founded in 2010 in New York City and now has additional offices in London, Cape Town, Santa Barbara and Silicon Valley. The company has won three LeadsCouncil LEADER Awards, including Best-In-Class for Fraud Detection in 2014 and 2015 as well as DM News Most Innovative Marketing Tech to Watch in 2016.

Of the partnership, Forensiq's CEO, Mr David Sendroff said:

"We commend Tech Mpire for taking a proactive stance and working with their supply partners to help them improve their quality and maintain their reputations. Ultimately, this is a sustainable approach that will be invaluable to their partners, and the industry as a whole."

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