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KEY APPOINTMENTS MADE AS ADVERITAS PUSHES AHEAD WITH GLOBAL EXPANSION

Key Highlights

- Eric Rosenberg appointed as TrafficGuard Vice President of Sales, North America, establishing a dedicated sales effort for the region

- Customer success appointments made in Latin America to support the on-boarding and management of new customer accounts in the Americas

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**) is delighted to announce the appointment of sales and customer success roles in the United States and Latin America. With TrafficGuard representatives in these regions on a full time basis, the Company is better equipped to pursue sales opportunities and to smoothly onboard new customer accounts without timezone challenges.

Appointed as the Vice President of Sales, North America, Eric Rosenberg brings a strong AdTech sales background to the TrafficGuard team. Mr Rosenberg will be leveraging his in-depth SaaS sales experience and industry relationships to grow TrafficGuard's North American business.

As the largest digital advertising market globally, North America has been a strategic priority for TrafficGuard (see announcement 30 November 2018). A pipeline of prospects based in North America has been growing as a result of increased marketing in the region as well as recent integrations. With the appointment of Mr Rosenberg as Vice President of Sales, the Company expects to see a consistent stream of trials and client wins as a result of increased sales efforts.

Integral to the support of this sales effort and recent customer wins is the appointment of Customer Success Representatives in the LATAM region. Customer Success representatives will ensure that trials are seamlessly onboarded and customers are getting the maximum value from the TrafficGuard as fast as possible. This effort will both shorten the sales cycle by streamlining onboarding of customers in these regions and also support customer retention initiatives by ensuring full utilisation of the technology.

In addition to these key appointments, TrafficGuard's Managing Director of Sales, David Cox is to take on the role of Chief Revenue Officer. Working closely with the executive team, Mr Cox will be analysing new opportunities for the TrafficGuard technology in different applications and regions.

"With key personnel active in the American region and the proven industry sales experience of the new hires, I look forward to announcing jurisdictional customer wins as they occur" says Adveritas CEO Mathew Ratty.

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Adveritas

About Adveritas

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. TrafficGuard, counts global ad network, ClearPier (http://clearpier.com/); media agency, Omnicom Media Group (MENA) (https://www.omnicommediagroup.com/); and super-app, Rappi (https://www.rappi.com/) amongst its clients. For more information, see www.adveritas.com.au

trafficguard

About TrafficGuard

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 www.trafficguard.ai

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