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Adveritas' growth trajectory continues

Key highlights:

- **Annualised revenue at 31 July 2021 was $1.2 million, up 19% since 30 June 2021 and up 90% since 31 March 2021**
- **Growing global customer base with new major customers in Asia, South America and recently the United Kingdom**
- **Strong growth in enterprise level sales pipeline**

Following on from its recent announcements about growth momentum being achieved (refer to ASX releases "Adveritas Continues its Rapid Customer Growth" and "Adveritas Continues its Growth Momentum in Q4 FT 2021" dated 24 June and 30 July respectively), Adveritas Limited (ASX: AV1) ("Adveritas" or "Company") is pleased to report continued strong growth in annualised revenue over July 2021. Annualised revenue at 31 July 2021 stood at circa $1.2 million, having grown 19% since 30 June 2021, and 90% since 31 March 2021.

While the new contracts referred below are not individually material, their combined annualised revenue of approximately $345,000 is, and represents further progress and successful execution of Adveritas' growth strategy.

Customer base

Significant corporations across a number of markets and jurisdictions have recently joined the Company's customer base, including:

- **Betfred** - the largest private retail bookmaker in the UK
- **Unicorn on demand delivery app Lalamove** - operates in cities across Asia and Latin America connecting over 7 million users with more than 700,000 delivery drivers[1]
- **Neon** - a Brazilian online bank that raised US$300 million Series C funding in March 2021, and had over 9.4 million customers at that time[2]

[1] https://www.crunchbase.com/organization/easyvan

[2] https://www.crunchbase.com/organization/banco-neon

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Customers such as these are important to Adveritas as they have the potential to upgrade their usage and also strengthen the Company's presence across Europe, Asia and Latin America.

The growth in the customer base that Adveritas has been achieving in recent months drives revenue and creates significant cross and upsell opportunities as new customers increase familiarity with TrafficGuard's unique, proprietary anti-fraud Software-as-a-Service. Several new clients are already reviewing contract upgrades in the form of bundled product solutions and upgraded volume coverage.

Comment

Commenting on the Company's continued growth trajectory, Adveritas Co-founder & CEO Mathew Ratty said: "We welcome our new enterprise-level customers, as we rapidly scale TrafficGuard products globally and further grow annualised revenue. These businesses have grown substantially via digital marketing and our technology will address the substantial cost of invalid traffic and maximise the return on their digital advertising spend as well as provide them with actionable insights to make more accurate decisions.

"Our pipeline is the strongest it has ever been as our sales team focuses on high growth target verticals such as gaming, betting, on demand services as well as retail. Companies currently trialing TrafficGuard are both part of a land and expand approach as well as potential group contracts that comprise many subsidiaries. With a growing base of paying customers and strong pipeline, we are in an exciting position to sustainably grow revenues as more companies realise the benefits of TrafficGuard's capabilities.".

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

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For more information, please contact:

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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. Early adopters of TrafficGuard include LATAM super-app, Rappi and APAC super-app, GO-JEK. Both businesses are well funded with $2 billion and $12 billion valuations respectively, and conducting aggressive user acquisition advertising for fast growth. In both cases, TrafficGuard was chosen after a rigorous procurement process that saw the effectiveness of our solution evaluated against a range of competing solutions. For more information, see https://www.adveritas.com.au/

About TrafficGuard

TrafficGuard is the world's first full funnel measurement, verification and fraud prevention solution for digital advertising. Operating in real time across all digital channels, TrafficGuard targets invalid traffic before it reaches your ad budget. Using TrafficGuard, marketers, agencies and ad networks can both detect and prevent invalid traffic in real time in order to maximise the return on their advertising and scale their business using real data. Trusted by global brands, TrafficGuard is a multiple award winning fraud prevention product recognised by The Drum, the Martech Breakthrough Awards 2020 and voted the Most effective anti-fraud solution by Mobile Marketing 2020.

For more information about TrafficGuard's comprehensive fraud mitigation, see https://www.trafficguard.ai/