

**ASX RELEASE**

**4 June 2025**

## **RECORD GROWTH IN ANNUALISED RECURRING REVENUE KEEPS THE COMPANY ON TRACK TO ACHIEVE STRATEGIC PRIORITIES**

Adveritas Limited (**ASX: AV1**) (**Adveritas** or **Company**) is pleased to provide this trading and operational update as the Company continues to execute its growth strategy across key verticals and jurisdictions whilst simultaneously meeting key product milestones for further growth.

### **Key Highlights**

- The Company's annualised recurring revenue (**ARR**) at 31 May was at a record \$10.21 million, representing 61% growth since 30 June 2024
- New product features that increase usability and transparency have been released and are driving further growth in sports betting and enabling expansion into new verticals
- North American expansion on track for the September 2025 quarter

### **ARR Growth and Vertical Penetration**

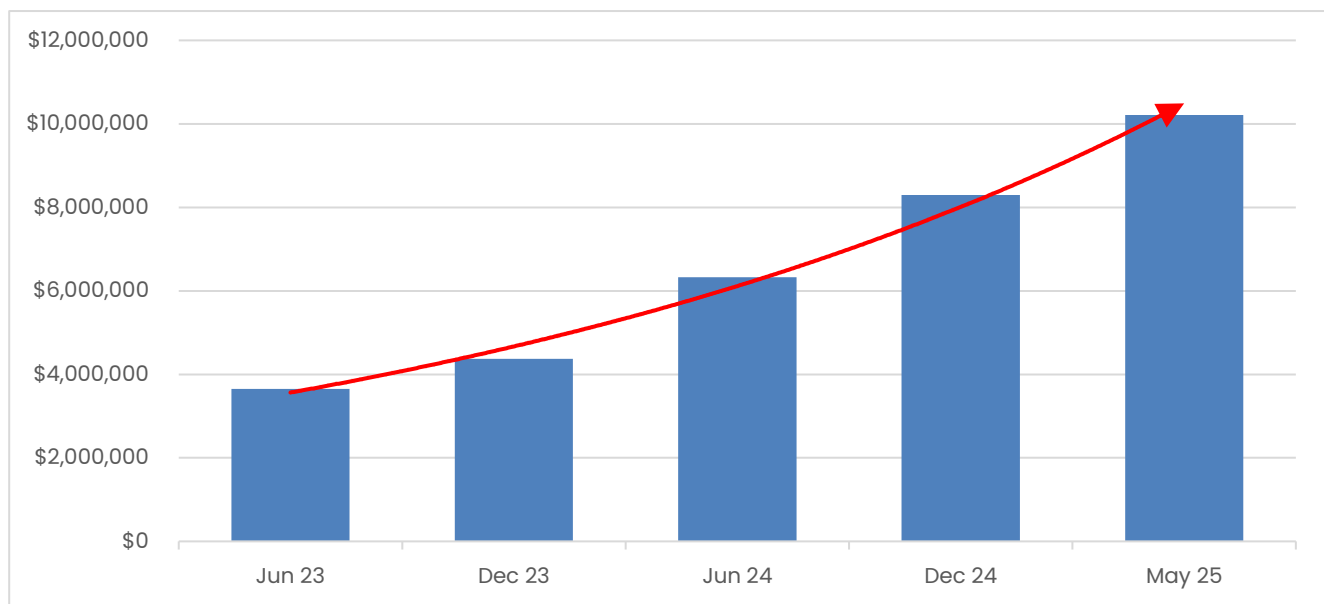
Increasing TrafficGuard's market share in the sports betting vertical is one of the Company's key strategic priorities, as communicated at its Annual General Meeting on 18 November 2024 (**AGM**).

The Company's ARR at 31 May 2025 has increased by 61% since the end of the last financial year to \$10.21 million (see Chart 1). This growth has been driven by continued momentum, particularly in the sports betting vertical, with success being achieved across multiple fronts, including new customer acquisition, significant upsells within the existing client base, and a growing market appreciation for TrafficGuard's differentiated value proposition.

Revenue growth outside of the sports betting vertical includes recent customer wins and contract expansion within the crypto and financial services sectors, further validating the platform's relevance and scalability across a number of verticals. The Company remains optimistic that the strong growth track record to date will continue into the September 2025 quarter.

Encouragingly, group-level engagements with leading sports betting operators are progressing, with several advancing through formal procurement processes. These multi-brand opportunities could position TrafficGuard as the preferred provider across operator portfolios and signals strong potential for continued ARR growth in the 2026 financial year.

Chart 1: Consistent growth in ARR



### **Strategic Agency Partnerships Set to Unlock Scalable Revenue Channel**

Entering into long term partnerships with agencies and adding more channels through which the Company can offer its TrafficGuard solutions are further strategic priorities that were presented at the AGM. The Company is making significant progress in achieving these objectives having recently entered into an agency agreement with a leading digital agency in the Middle East. This marks a significant milestone in meeting the Company's strategic objectives because an agency agreement demonstrates the value of embedding

TrafficGuard's solutions at the campaign management layer, where media decisions are made at scale.

As more agency agreements are entered into and the relationships with the agencies mature, the Company expects continued revenue growth as the agencies increasingly adopt the TrafficGuard technology across multiple verticals, including eCommerce, finance, travel, and telecommunications.

The Company sees agency partnerships as high-potential growth drivers given their access to a broad and diverse client base, and it will continue to invest in this channel globally to accelerate ARR expansion and broaden market penetration.

### **New Product Update – Meta**

The Company has observed that, particularly in the sports betting vertical, many organisations are now allocating media budgets more evenly between Meta Platforms (including Facebook and Instagram) and Google paid search, which effectively doubles the addressable opportunity for TrafficGuard across these channels.

TrafficGuard's new Meta product, designed to solve fraud from infiltrating clients' budgets as well as solve for critical visibility gaps across digital advertising platforms, is currently undergoing multiple beta trials with select partners. Early feedback and results from beta partners has been highly encouraging, with several high-profile clients already signaling a strong intention to move to commercial agreements, subject to final performance validation. The Company anticipates initial revenue from TrafficGuard's Meta product to be recognised in the September 2025 quarter.

As the adoption of TrafficGuard's Meta product progresses, there is a clear pathway to driving higher average contract values by expanding the scope of protection within existing accounts. This cross-channel coverage not only strengthens TrafficGuard's value proposition but also positions the Company to capture a greater share of digital ad spend from both current and prospective customers.

## **Google Search Product Enhancements**

Alongside the rollout of TrafficGuard's Meta product, the Company has introduced a powerful new feature for customers running Google PPC (Pay-Per-Click) campaigns. The "Non-Incremental Returning User" report identifies those users who have returned to the advertiser's site or app and have been prevented by TrafficGuard from clicking on redundant paid ads, thereby saving the advertiser from additional ad spend. Importantly, the savings from these avoided ad clicks can be reinvested into attracting new users, driving true incremental growth for the advertiser.

This feature enhances TrafficGuard's value by not just protecting ad budgets, but by actively improving the return on investment across key digital platforms. In addition, businesses can now see exactly how many of their customers are returning organically, allowing them to more accurately calculate the profit per user.

## **North American Expansion**

With a growing volume of inbound enquiries and a highly attractive addressable market, the Company is actively assessing opportunities to expand its operations into the United States. Currently, U.S. digital advertising spending is projected to reach approximately \$324.9 billion.<sup>1</sup>

This substantial market size underscores the significant opportunity for TrafficGuard's solutions in the U.S.

Building on the Company's strong momentum in Europe, North America has been identified as the next strategic priority, with initial setup planned for the September quarter. This expansion will be approached with disciplined capital allocation and a continued focus on operational efficiency, in line with TrafficGuard's commitment to strong financial discipline.

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<sup>1</sup> SaleHoo. (2024). *United States digital ads spending in 2024: Statistics and trends*. <https://www.salehoo.com/learn/united-states-digital-ads-spending>

**Commentary from Co-founder and CEO, Mathew Ratty**

*"We remain confident in the Company's strategic direction given the strength of TrafficGuard's product-market fit, the scalability of our business model, and the substantial global opportunity as digital advertising spend continues to accelerate. We continue to drive ARR growth across core verticals, make disciplined progress toward profitability, and expand our footprint with high-potential partnerships and new market opportunities".*

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

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**ABOUT US****Adveritas**

Adveritas Ltd (ASX: AVI) is a pioneering technology company that is revolutionising the advertising technology space with AI-driven solutions. As the parent company of TrafficGuard Pty Ltd Adveritas focuses on leveraging big data and AI to solve some of the most critical challenges in digital advertising, such as ad-fraud prevention and performance optimisation.

The Company is strongly positioned at the intersection of AI and advertising technology, offering cutting-edge software solutions that help businesses optimise their advertising spend and improve campaign performance. With a portfolio of industry-leading products like TrafficGuard, Adveritas is actively capturing a share of the rapidly growing ad tech market, where demand for intelligent, data-driven solutions is skyrocketing.

For more information, visit <https://www.adveritas.com.au/>

## **TrafficGuard**

TrafficGuard, the AI-powered ad verification platform from Adveritas, is transforming how businesses protect their digital advertising spend from fraud and optimise campaign performance. By leveraging advanced artificial intelligence, TrafficGuard provides real-time protection across Google PPC, mobile app user acquisition campaigns, affiliate networks, and social media platforms.

TrafficGuard's AI technology proactively detects and blocks invalid traffic, ensuring that ad spend is directed towards real, high-value users. The platform's ability to safeguard campaign data integrity and deliver actionable insights is trusted by leading global brands, including Disney Streaming, Tabcorp, William Hill, Singtel, and Coinbase.

As the only PPC verification vendor admitted to the Google Cloud Marketplace, TrafficGuard is positioned for significant growth within the rapidly expanding ad tech market.

For more information, visit [www.trafficguard.ai](http://www.trafficguard.ai)

## **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.