Adveritas | trafficguard

An Adveritas Company

Investor Presentation
Growth Strategy
Strongest Balance Sheet

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Digital Advertising Fraud:
A Massive Global Problem

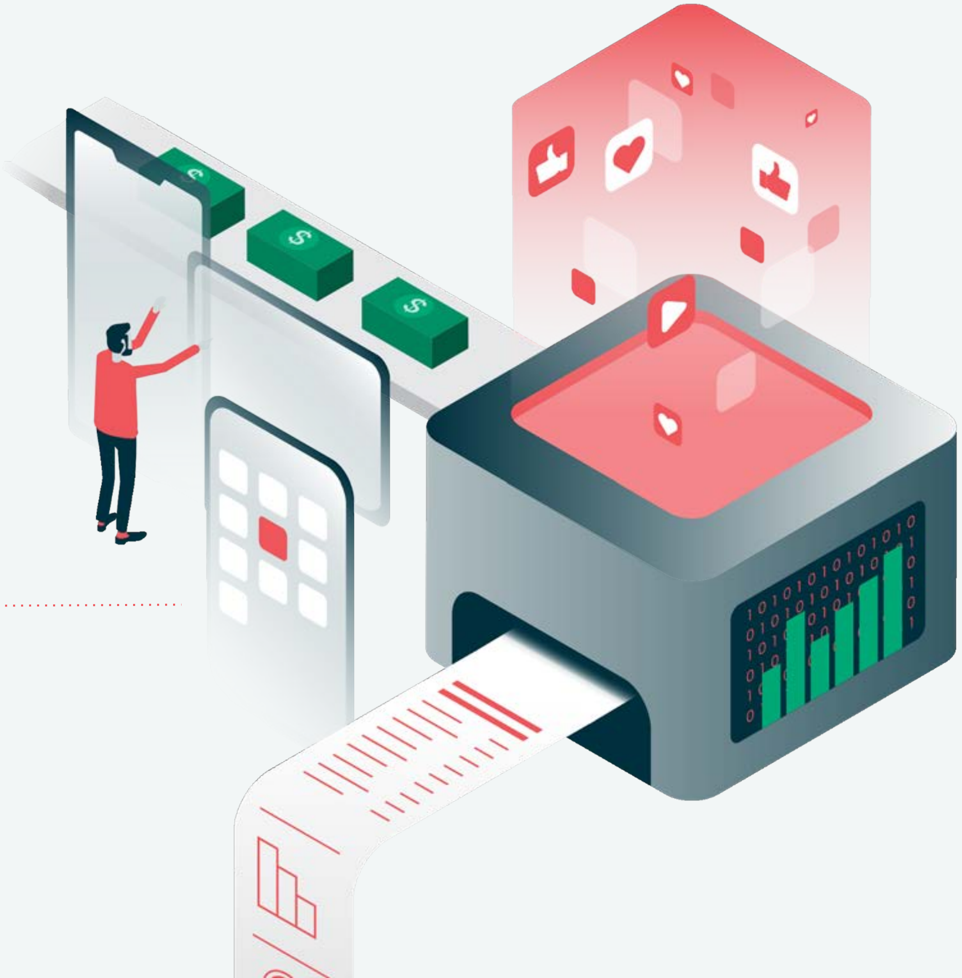
Advertising Fraud – A Massive Global Problem

Ad Fraud has massive direct and indirect costs for the global digital advertising ecosystem.

Direct costs

$42 billion
loss to ad fraud in 2019 by advertisers globally*

1 in 10
app installs worldwide will not be from genuine users by 2022*



*Juniper Research

The True Cost of Ad Fraud

Indirect costs

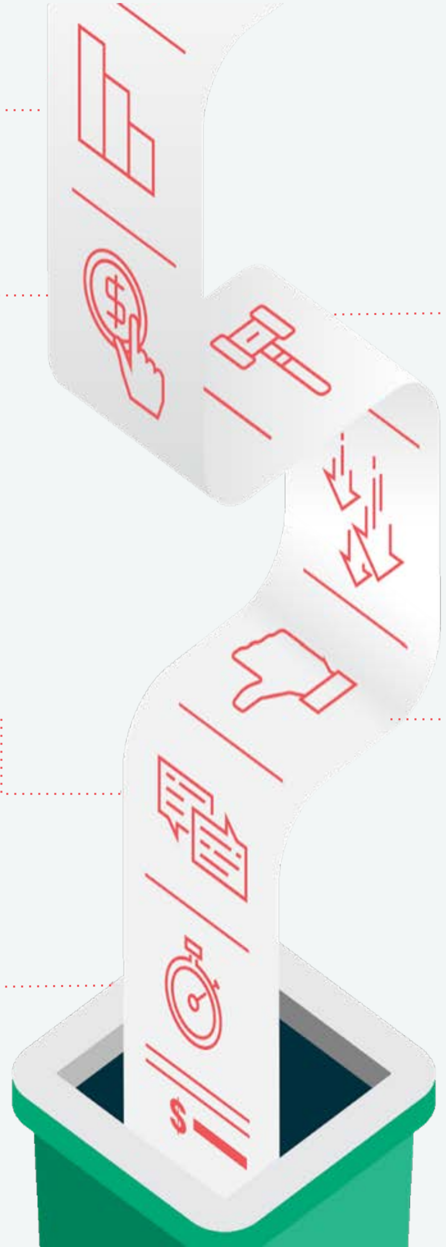
Indirect costs of ad fraud impact the entire digital advertising ecosystem

Continued investment in sources of fraud

Downstream media costs
Traffic sources may unwittingly pay for fraud before it is identified

Media volume negotiations
Among other costs, reconciling media volumes is time consuming

Opportunity cost
Spending time, money and resources reacting to fraud



Threat of litigation
Unresolved disputes about the presence of ad fraud adds unnecessary risk

Restricted optimisation
Inaccurate representation of traffic stops a campaign reaching its full potential

Damage to reputation
A lack of transparency can lead to a breakdown of trust and lost clients

TrafficGuard - A Holistic Solution

trafficguard

A holistic solution to digital advertising fraud. Ad verification & fraud prevention specialists.

Team of 25 data scientists, analysts and engineers

14+ billion fraudulent clicks and conversions mitigated

4+ Years fighting Invalid Traffic (IVT) & ad fraud

14 months in commercialisation

TrafficGuard is wholly-owned by ASX-listed Adveritas (ASX: AV1)

Company Mission

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Driving trust and transparency in the digital advertising ecosystem.

TrafficGuard provides a unique, holistic approach to confronting digital ad fraud.

Reporting tools help advertisers recover wasted media spend but TrafficGuard isn’t a reporting tool - it is a **holistic** solution to ad fraud. TrafficGuard’s objective is to:

- Prevent fraud from occurring in real time.
- Reduce the impacts to intermediaries in the media buying chain.
- Make the business of fraud infeasible for perpetrators.

Why TrafficGuard?

Uniquely positioned as a one-stop shop based on proprietary big data, confronting fraud across all channels

Surgical Prevention

- **Our surgical approach is based on proprietary big datasets** accumulated through years of advertising campaigns, so we only remove invalid traffic.
- Others excessively block digital ad traffic, resulting in false positives for advertisers and unfairly penalised traffic sources.

Transparency

- TrafficGuard is **highly transparent**
- We share results with advertisers and supply partners to demonstrate the data science supporting our diagnosis.
- This facilitates trust and saves time wasted on invoice reconciliation.

Protection across the whole journey

- We provide **universal protection across all digital advertising channels** - mobile, desktop, and all campaign types.

Unique Customer Value Proposition

How Does Removing Invalid Traffic Increase Return on Ad Spend?

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Genuine
Ad Engagement

No more bots, clicks farms or competitors' clicks draining your ad spend.

Just genuine advertising engagement.

Convert More Customers

Campaigns reach real people, who can become real customers.

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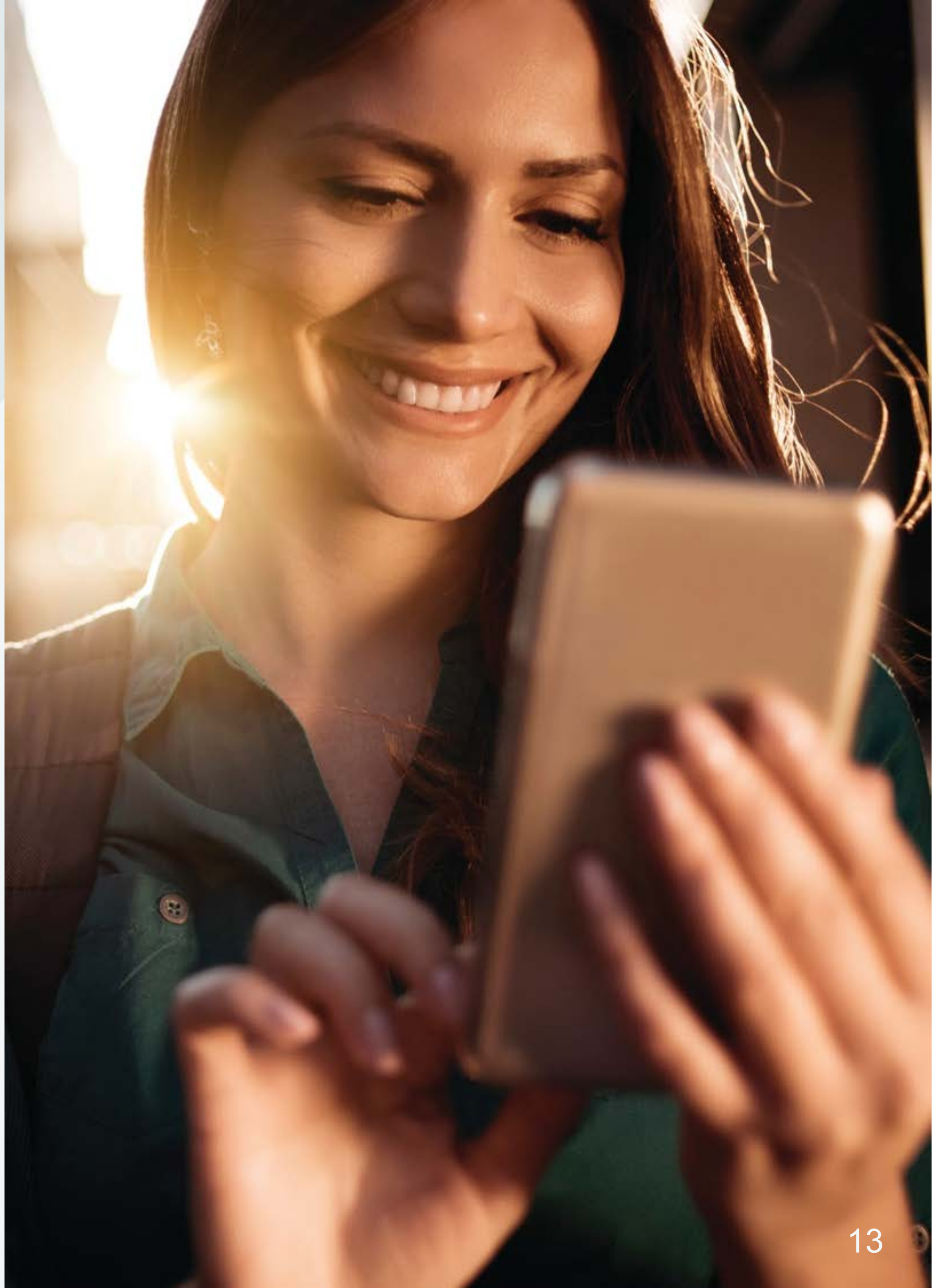
Growth Focused Fraud Prevention

Safe in the knowledge that TrafficGuard is proactively protecting them from fraud, our clients have been able to achieve:

1. Greater reach and accelerated user acquisition
2. Faster advertising optimisation
3. Higher user life-time value (LTV) and improved Return on ad spend (ROAS)
4. Full advertising budget utilisation



Sustainable Competitive Advantages

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Full Funnel Approach to Solving Ad Fraud

TrafficGuard uniquely provides a holistic, "one-stop shop" solution, based on proprietary big data sets which have been accumulated through 10+ years of operations

Ad Verification	Ad Fraud	Mobile Ad Fraud	PPC Fraud	Bot Management
CHEQ	forensiq by Impact	MACHINE	ClickCease	NETACEA
IAS Integral Ad Science	fraudlogix	SCALARR	ClickGUARD	distil networks
DV DoubleVerify	pixalate	PROTECT360 ENTERPRISE-GRADE FRAUD PROTECTION	Clixtell	DATAVISOR
MOAT	24metrics	adjust	CHEQ	zvelo We categorize the Web
PROTECTED MEDIA		KOCHAVA	PPC Protect	DATADOME
		singular		

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Machine Learning Protecting Against Unknown Fraud

Ad fraud is constantly mutating to avoid detection. TrafficGuard, and the data scientists that train it, utilise a combination of anomaly, classification and predictive machine learning algorithms to analyse traffic and determine validity in real-time. This technique effectively blocks known and unknown types of fraud as they emerge. Each detection level feeds data back into TrafficGuard's machine learning algorithms to help it get even stronger.

Global Leader in Digital Ad Fraud Prevention

TrafficGuard operates across the client's entire ad spend (mobile, desktop, programmatic, Google ads), analysing every stage of the consumer’s digital marketing journey.

Feature	TrafficGuard	Legacy Solutions
Multiple channels	TrafficGuard is the worlds first full funnel solution that allows the client to make informed decisions around their marketing budgets. TrafficGuard also provides visibility into the entire consumer journey, not single point focused.	Legacy solutions are usually built for their specific silo, with no broader visibility of traffic beyond that one application. Most are also looking at a single point in the consumer journey which limits the intelligence of identifying fraud.
Reporting	Can report across multiple channels with clear transparency along the entire consumer journey.	Limited to reporting in a specific silo and lacks transparency into why fraud is occurring.
Invalid traffic definition	Fully transparency with clear and defendable traffic validation.	Risk scores or ambiguous reporting.

TrafficGuard's Proprietary Data and Technology – How it Works

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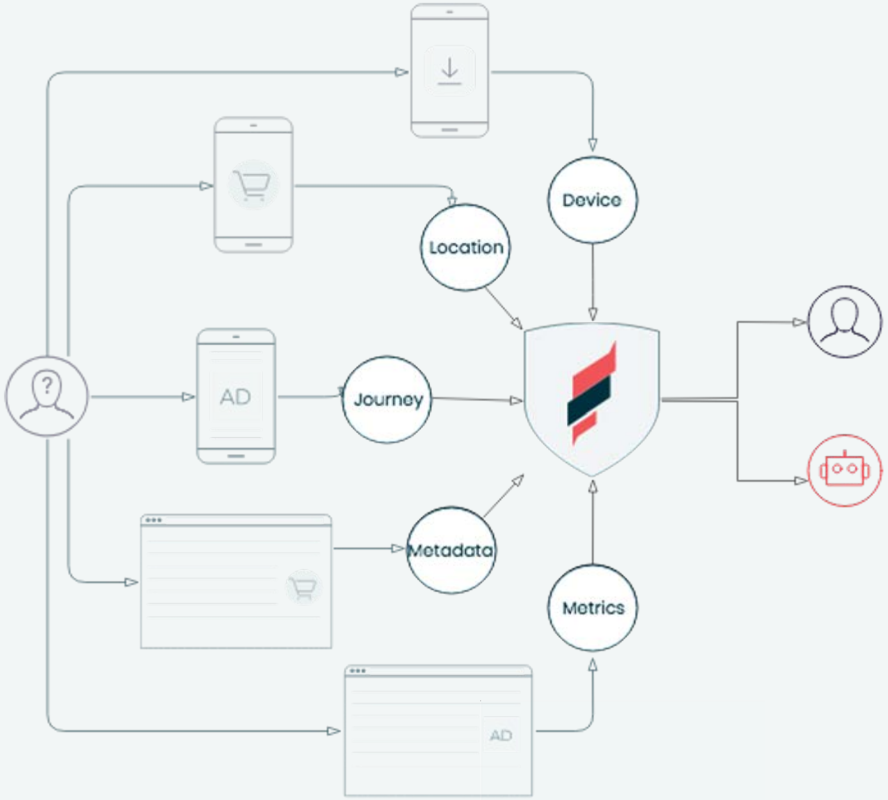
TrafficGuard analyses hundreds of data points every time an ad is viewed, clicked, and converts, to determine whether that ad engagement is genuine or delivered by fraud.



How it works

TrafficGuard analyses over 200+ signals from these 5 categories to identify fraud.

1. Device characteristics: model, browser, version
2. Location: lat/long, city, user of proxies, carriers
3. Journey: clicks, app installs, conversions, post-conversion activity. Changes in device or location details at different journey stages
4. Metadata: traffic sources, campaign targeting
5. Metrics: conversion rates, click through rates, click to install times

Trusted by Major Global Clients

Major clients in key segments including transport, on-demand applications, ad agencies, online marketplaces, fintech, mobile marketing, gaming

Proven Customer Benefits

Customer case studies provide proven metrics to quantify success. e.g. Rappi

Task

- With aggressive growth targets, Rappi needed both protection and scale. Rappi is LATAM's highest valued startup, operating across 7 markets
- Rappi had high and volatile click volumes with low conversion rates
- Wanted to be able to reduce the manual tasks associated with ad fraud

Results

- Faster optimisation with cleaner data contributed to 25% ROAS improvement, improved LTV and install to first order
- Average of 25% of clicks invalidated before attribution, with peaks up to 40%
- Significant improvement in conversion rate
- Automation removed burden of manual tasks, representing a 30% time saving
- Ability to scale confidently knowing ad budget is protected

Rappi

25% ROAS increase

30% TIME saved

“ROAS increased 25% with TrafficGuard. By having cleaner traffic, we could find reliable sources and allocate budget better, putting money where it is really bringing results.”

Gabriel Sampaio
Growth Lead -Digital Channels, Rappi

Rappi

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Multiple
Growth Drivers

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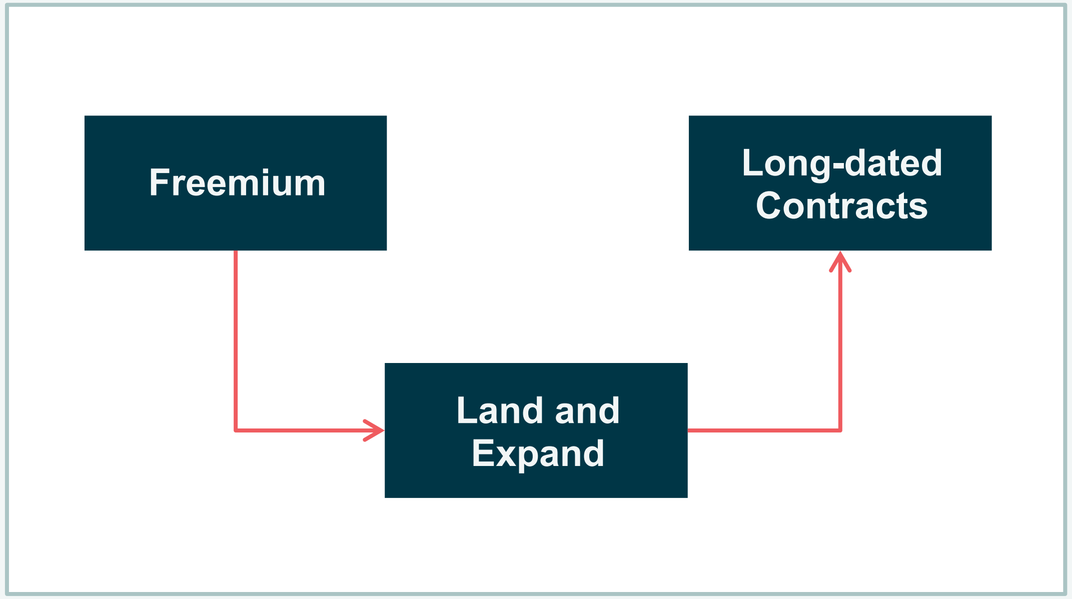
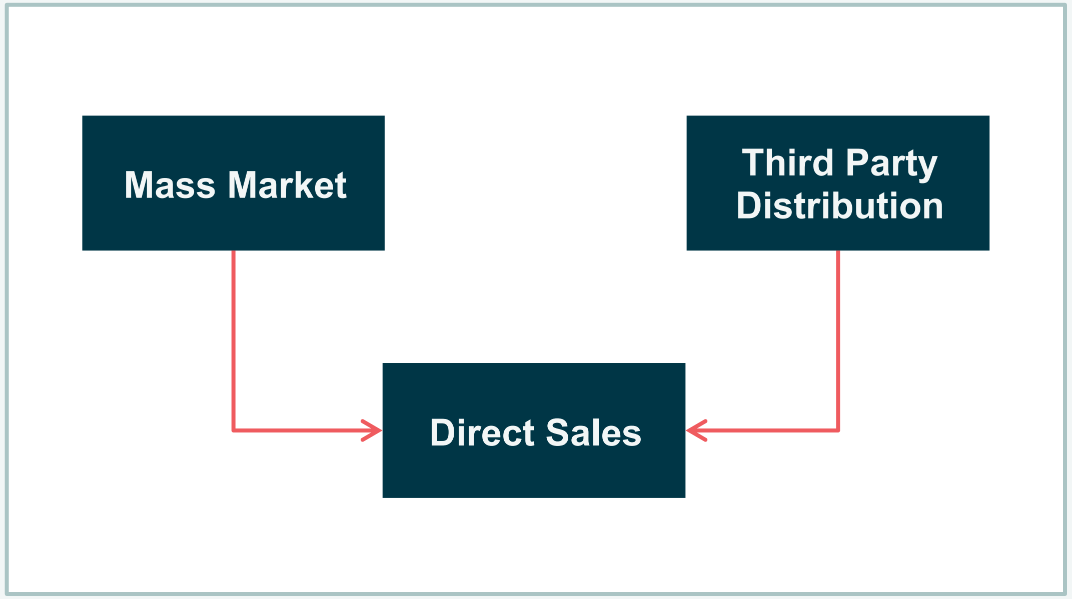
3 X 3 Sales Model

Both "land and expand" and long-dated contracts have been proven to work for Adveritas.
The launch of Freemium (fraud detection only) model is expected to increase the sales pipeline.

Three Sales Models



Three Paths To Market



Multiple Growth Drivers

TrafficGuard will deploy multiple growth drivers.

Freemium

Freemium offering to be mass marketed. Any company using Google Pay-per-click (PPC) advertising is a Freemium prospect and potential Land & Expand customer.

Online Sales

Increase marketing channels including Facebook, Google Ads, retargeting.

Direct Sales

Increase Direct sales reps to build enterprise level funnel and increase conversion.

Sector Education

Increase whitepapers, conferences, thought leadership, customer case studies.

Public Relations

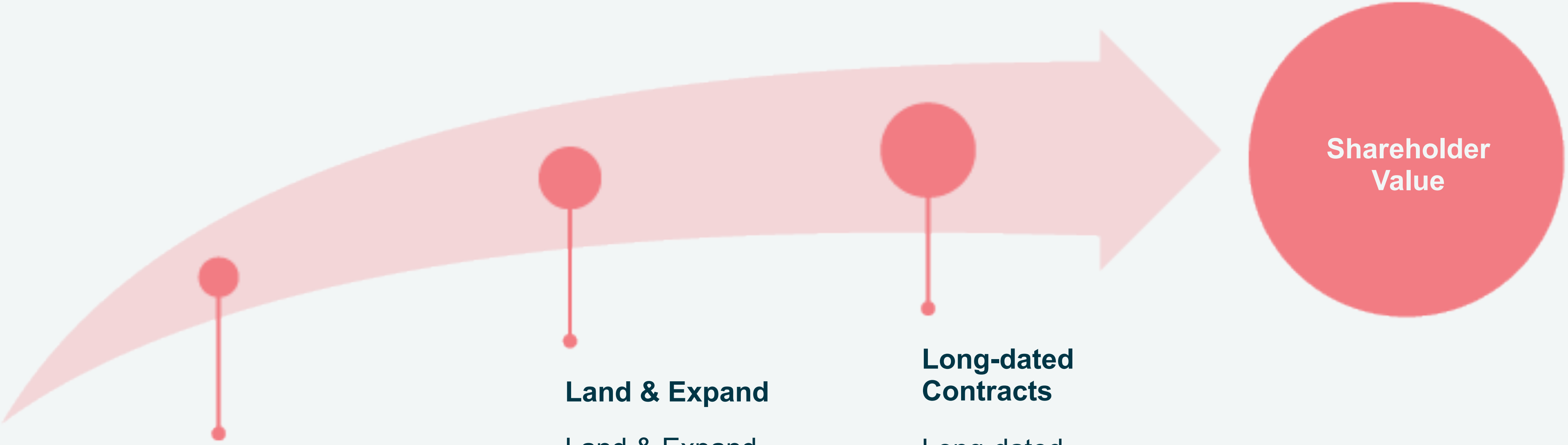
Increase awareness of the problem and the TrafficGuard solution.

Strategic Sectors

Direct sales reps tasked with specific high spending verticals – Insurance, pharmaceutical, on demand services, fintech, banks, online market places, ecommerce.

Multiple Shareholder Value Drivers

All elements of the 3 x 3 sales model work together to drive shareholder value.



Freemium

Freemium Pipeline via mass marketing occurring.

Land & Expand

Land & Expand Customers via Freemium Conversion & Digital Marketing.

Long-dated Contracts

Long-dated Contracts via Direct Marketing at Enterprise Level and Upsell Land & Expand.

Freemium Launch

Freemium model has attracted 400 + sign ups and counting. Mass Marketing scale up expected July 2020.

Self-service model

- TrafficGuard Google PPC ad fraud protect now launched.
- Users can sign up to Freemium model themselves.
- Low touch point.
- Estimated 10 minutes to signup and activate.

PR and mass marketing to raise awareness

- Expected July 2020.
- Facebook, Google, Email direct marketing
  and other channels engaged to drive freemium signups.

Detection-only

- Users will be informed of ad fraud but must pay for fraud blocking to use TrafficGuard.
- Freemium is only reported upto $2500 of reported Google Ad spend.

Expected sales funnel increase

- Purpose of freemium is to increase sales funnel, convert to “land and expand” and finally long-dated contracts.

Direct Sales has secured initial marquee clients

- Direct Sales secured the initial marquee clients – Rappi, GoJek, ecommerce giants, Centauro and Bukalapak, mobile advertising. agency, MUV (Mobile agency of global agency holding group WPP), NASDAQ-listed Glu Mobile.
- Increase in direct sales representatives to increase presence and conversations was needed.
- TrafficGuard has recently expanded its sales team and has a total of 7 salespeople split between the USA, Europe, Latin America, Japan and Korea. Key hires that have started have already achieved signed enterprise trial agreements.
- Recent hires added in the United States, UK, Latam.
- Additional hires to be added in Q1.

North America

glu ALTROOZ

APAC

gojek Buka Lapak

LATAM

Rappi MUV A WPP Company Bridging Telecom & Advertising

Third Party Partnerships can be transformational

- Any groups that can introduce TrafficGuard to large numbers of clients is a potential Strategic Partnership.
- Examples include ad agencies, domain name registries, banks, accounting firms, Large enterprises.
- **Sales leverage through third party sales can be transformational to Adveritas's revenue.**

Ecommerce players

- Large amounts of clients globally.
- TrafficGuard has now integrated with Shopify.
- Mass marketing will target Ecommerce owners.

Google

- TrafficGuard is in advanced discussions with Google for a strategic partnership.
- Good client relationships.
- Act as good advisors to clients.
- TrafficGuard shortly to be on the Google Market Place.

DOMAIN NAME REGISTRIES

- Transformational opportunity as they can be used as a reseller.
- TrafficGuard currently in talks with domains.

AD AGENCIES

- Often the client requires the ad agency to use TrafficGuard, which opens its other clients also.
- Agencies can be engaged as a reseller.
- TrafficGuard currently in talks with many Ad agencies.

RECORD BALANCE SHEET STRENGTH

Balance Sheet Strength

Record balance sheet strength provides operating runway to at least 3Q calendar year 2021.

Record balance sheet strength of circa $9.5m – strongest ever in the Company's history.

Recent capital raisings summary:
- Strategic Placement = $4.5m
- SPP oversubscribed = $3.0m

R&D grant expected. For reference, 2019 saw $1.2m received back to the Company.

Call options – 55.1m units exercisable at 10cps expiring October 2021, potential $5.5m of cash to be received by the Company.

Adveritas is well positioned to execute its growth plan and increase shareholder value. The Company is confident of executing its strong pipeline with enterprise level clients as well as increasing freemium and land and expand numbers.

Strong balance sheet positions Adveritas to execute its growth plan and increase shareholder value.
The Company is confident of converting its Freemium pipeline into fee-paying land & expand customers and ultimately enterprise level long-dated contracts.

Investor Enquiries

This presentation has been approved by the Board of Directors of Adveritas Limited.

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