

ASX RELEASE

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TRAFFICGUARD INTEGRATION OPENS UP MAJOR CUSTOMER OPPORTUNITY

Key Highlights

- TrafficGuard® in cooperation with leading Partner Marketing platform, HasOffers, simplifies access to ad fraud protection through integration with TrafficGuard® technology
- Thousands of HasOffers clients will have the opportunity to seamlessly utilise TrafficGuard for fraud mitigation in their advertising campaigns
- This integration is a significant step forward in meeting the strategic priorities of the commercialisation of TrafficGuard
- The Company is confident the HasOffers integration will result in a number of new customer wins in the near term

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**), is pleased to announce the integration between TrafficGuard and the HasOffers platform. Previously identified as a strategic priority for the Company (see announcement 30 November 2018), platform partnerships such as this allow any business using HasOffers to easily find and utilise TrafficGuard®.

TrafficGuard's integration with HasOffers greatly simplifies access to real time ad fraud mitigation, allowing ad networks and brands to confidently invest and scale their online advertising efforts.

Since launching in July 2018, TrafficGuard's fraud prevention platform has expanded from mobile app, to mobile web and desktop advertising. In addition to click and install level fraud mitigation, TrafficGuard® is also detecting fraud at the impression level. These developments have extended TrafficGuard's appeal to performance marketing networks and brand managed advertising and affiliate programs.

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In addition to targeting brands, agencies and ad networks directly, TrafficGuard is in discussions with other advertising technology platforms to pursue partnerships similar to that being announced with HasOffers today.

Adveritas CEO Mathew Ratty said, “We are delighted to be working with HasOffers to bring our innovative fraud prevention software to their clients. Discussions with additional strategic partners are well progressed, presenting further opportunity for our Company to leverage partner networks and facilitate rapid client growth.”

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About HasOffers

TUNE makes technology that powers successful performance-based partnerships across mobile and web. Our flagship product, HasOffers by TUNE, is the industry’s most flexible SaaS solution for tracking, optimizing, and managing partner programs. Headquartered in Seattle with hundreds of employees worldwide, TUNE is trusted by innovative affiliate marketers, the largest mobile advertising platforms, and iconic brands across the globe. For more information visit: www.tune.com.

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