

**ASX RELEASE**

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## **TRAFFICGUARD SIGNS MATERIAL CONTRACT WITH UNICORN, RAPPI**

### **Key Highlights**

- Adveritas has signed a 24 month TrafficGuard SaaS contract with rapidly growing technology unicorn, Rappi – a Latin American super app<sup>1</sup>
- Rappi raised \$200m from prominent venture capital investors on a USD \$1 billion valuation in August 2018
- Adveritas will receive a fee of USD\$15,000 per month (~AUD\$21,000) for an initial contract term of 24 months (USD\$360,000, ~AUD\$500,000 minimum contract value) with further potential revenue as their advertising volumes increase beyond the contract plan
- The signing of Adveritas' first client in Latin America highlights the global demand and appeal of the TrafficGuard technology
- Through organic sales efforts and recent integrations with global firms such as HasOffers and Partnerize, TrafficGuard is currently in multiple advanced trials with other potential new customers
- The Company is confident of further material customer contracts in the near term with an active pipeline in the gaming, delivery, taxi, casino and ecommerce mobile app verticals

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AVI**) today announces that it has entered into a material, 24 month contract to provide its ad fraud prevention solution, TrafficGuard, to Latin American super app<sup>1</sup>, Rappi. Rappi is the largest on-demand food delivery app in Latin America, with operations in Argentina, Brazil, Chile, Colombia, Perú and Uruguay. Rappi's investors include high profile funds including Sequoia Capital, DST Global and Andressen Horowitz, as well as strategic investor Delivery Hero.

After a successful trial period, Rappi chose TrafficGuard over competing anti-fraud tools to protect its digital advertising spend from fraud. During the trial, TrafficGuard helped Rappi to firstly save money that would have otherwise been wasted on fraud, secondly safely access new advertising sources, and thirdly improve operations by reducing manual tasks involved with reclaiming ad spend after fraud has occurred.

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<sup>1</sup> Super App: Apps that deliver multiple services on-demand commonly including logistics and payments services -

<https://www.bloomberg.com/news/articles/2018-10-03/colombian-super-app-is-a-unicorn-it-wants-to-be-a-tech-giant>

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The signing of this contract marks Adveritas' first direct major client win in the delivery app vertical. The 24 month contract is for a minimum value of USD\$360,000 plus additional fees if advertising increases beyond the volumes stipulated by the contract plan.

Rappi joins TrafficGuard's growing client base which also includes agencies, ad networks and mobile measurement platforms.

TrafficGuard's pipeline continues to grow and the Company is currently in multiple trials with potential new customers. The sales team has attended conferences in San Francisco, Barcelona and Singapore where several high profile prospective clients were in attendance. Increased marketing has led to greater brand recognition which shortens the sales cycle and is evidenced by the Rappi contract win.

Adveritas CEO Mathew Ratty said, "In a trial which saw TrafficGuard evaluated against other solutions, we were able to clearly demonstrate the superior sophistication of our fraud prevention to Rappi. I am confident that TrafficGuard will attract more enterprise-level clients in the near future."

- ENDS -

### **About Adveritas**

Adveritas Ltd (ASX:AVI) 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's initial clients include global ad network, ClearPier (<http://clearpier.com/>) and media agency, Omnicom Media Group (MENA) (<https://www.omnicommediagroup.com/>). For more information, see <https://www.adveritas.com.au/> or follow on Adveritas on LinkedIn at [www.linkedin.com/company/adveritas-hq/](http://www.linkedin.com/company/adveritas-hq/)



### **About Rappi**

Rappi is the largest on-demand delivery app in Latin America, with operations in Argentina, Brazil, Chile, Colombia, Perú and Uruguay. Since Rappi's inception in 2015, it has experienced rapid growth. In August 2018, Rappi received more than \$200m

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in additional venture capital investment from well-known global investors including DST Global, Andreessen Horowitz and Sequoia (all of which were previously investors in Rappi), valuing Rappi at more than \$1 billion. For more information, see <https://www.rappi.com/>



### **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 <https://www.trafficguard.ai>

For more information, please contact:

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