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2024 Annual
General Meeting

18 Nov 2024
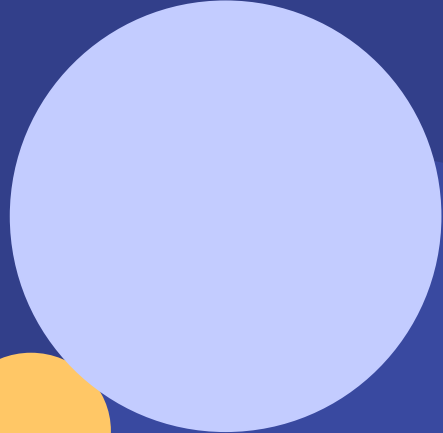
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18 November

2024 Annual General Meeting
CEO address

Mat Ratty – TrafficGuard
Global Chief Executive Officer

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5 Key Points that Complement a Focused Strategy

1 Our company has moved from a startup to a scale up and now transitioning into scaler

2 Take more market share in sports betting as the market leader

3 Enter other verticals like e-commerce, partner with agencies, and add more channels like FB

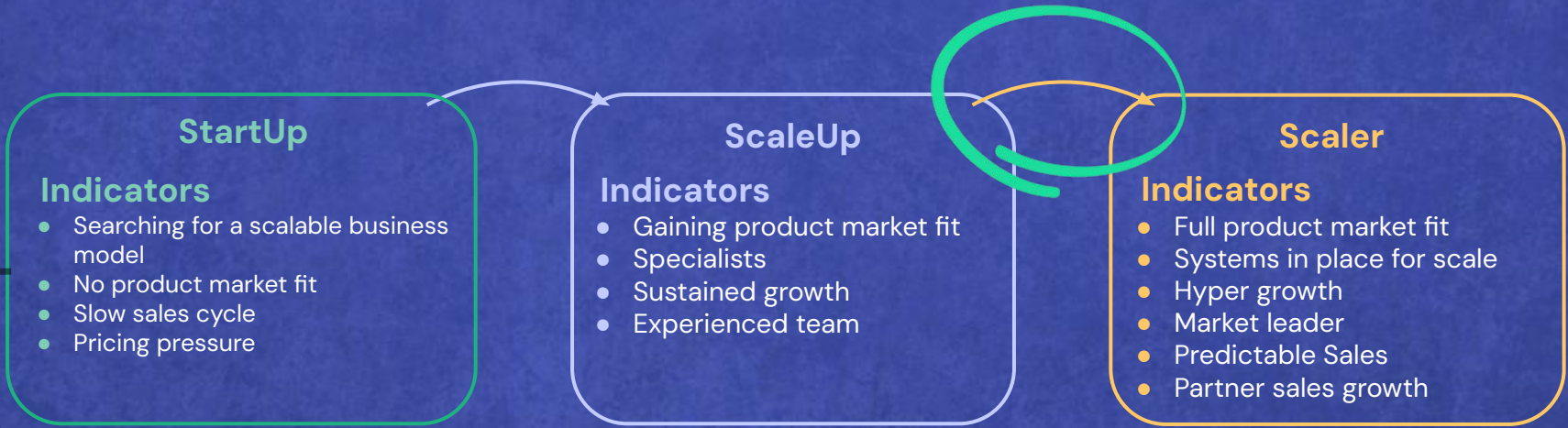**4** Macroeconomic trends and market forces in our favour

5 Management team is focused on shareholder value and client satisfaction

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5 year accelerated growth journey

- TrafficGuard has matured over the last 5 years and this process is accelerating
- Our business was in the scale up phase and is now moving into Scaler
- This delivers more refined product strategy, go to market strategy and operational processes
- These become growth levers for future exponential growth and profitability

StartUp

Indicators
- Searching for a scalable business model
- No product market fit
- Slow sales cycle
- Pricing pressure

ScaleUp

Indicators
- Gaining product market fit
- Specialists
- Sustained growth
- Experienced team

Scaler

Indicators
- Full product market fit
- Systems in place for scale
- Hyper growth
- Market leader
- Predictable Sales
- Partner sales growth

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Invalid Advertising Traffic – Global TAM

Global Scale

- **$836b** Digital Ad Spend in 2026 (1)

- **$129b** Cost of Digital Ad Fraud In 2026 (2)

- **15%+** of ad spend lost to invalid advertising traffic

Impact

- Constrained Growth

- Reduced LTV:CAC metrics

- Reduced overall profitability

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The Macroeconomic Headwinds are our Tailwinds

- Business stakeholders are demanding profitability

- Marketing budgets under increasing pressure

- Focus is on incremental and profitable growth

- Shift of ad spend from brand to performance

- TrafficGuard supports these strategies with cost savings and optimisation tools

- Verification is becoming a standard part of the tool kit for marketeers

- There continues to be massive upside optionality for TrafficGuard

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# Record Growth in Cash Receipts

Quarterly Cash Receipts
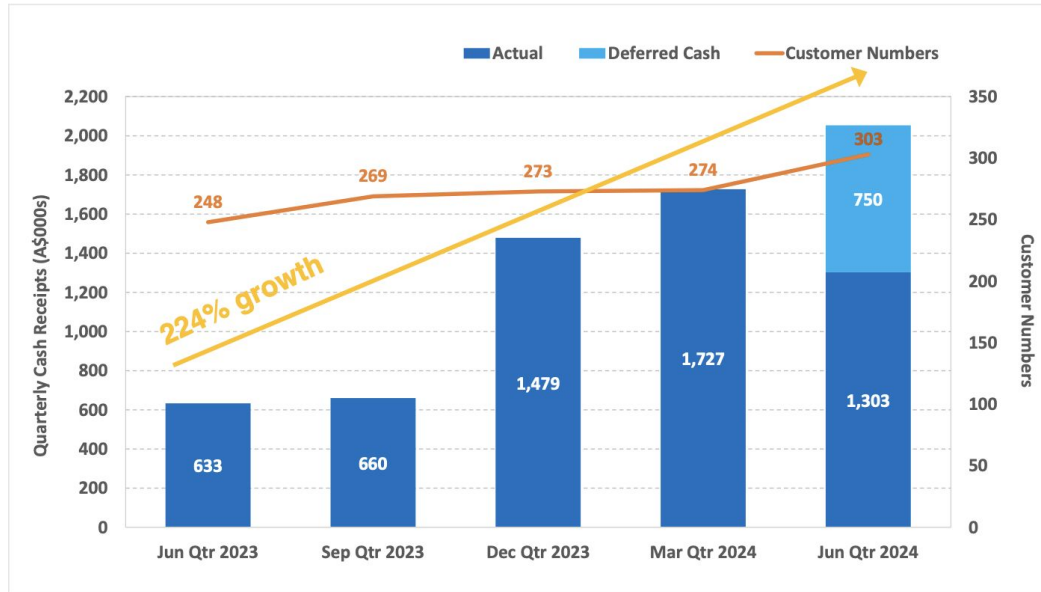
- 224% growth in cash receipts to $2.05m (1) over 12 months to June 2024 quarter
- Customer numbers increased by 22% from 248 to 303 over the same period
- Commenced sports betting focus in November 2023
- 3X price increase implemented in December 2023 quarter
- Most recent quarterly burn: $650k, down 83% from its peak of $3.7m over 12 months ago

Note: 1. Adjusted cash receipts includes contract signed in June Qtr 2024 but cash received 2 July 2024
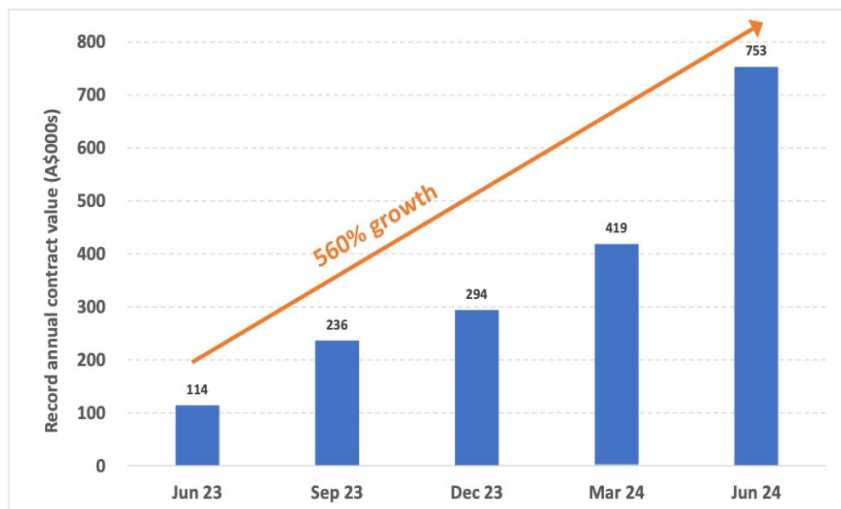
Record ARR and ACV Growth

Annualised Recurring Revenue
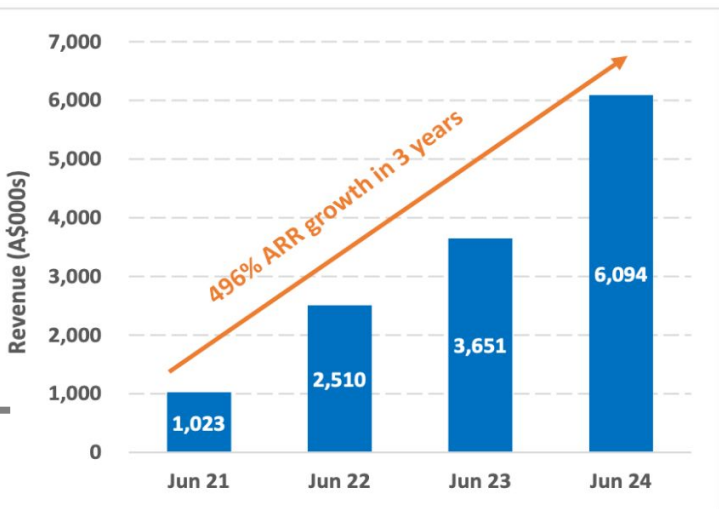
- 496% growth in Annualised Recurring Revenue (ARR) to over $6m in 3 years

Record Annual Contract Value

- 560% growth in annual contract (ACV) to a record $753k from a single enterprise client
- **Highlights substantial upsell potential**

Omni channel Solution

Mobile App

- Prevent invalid clicks reaching the MMP to solve for misattribution of installs and events – a key negative effect of click fraud
- Verify and invalidate installs and events not caught by the MMP
- Leverage features to control the quality of paid for installs and events
- Ensure the networks optimise to valid activity. Valid clicks replace invalid clicks unlock even more growth
- Empowers advertisers and their supply partners with data in real time, down to the Site ID level, so there is no manual reconciliation and they can optimise out of invalid traffic

Attribution

Affiliate

- Full funnel and multipoint solution that is not just looking at the conversion in isolation
- Instream prevention allows real time decisions in addition to near-real time and post conversion detection
- Behaviour analysis measuring end-users engagement, intent and propensity to convert

PROTECTION & INTELLIGENCE

PPC

- Track and measure invalid traffic beyond what Google identifies
- Verify every click to understand what invalid traffic is in the activity
- Optimise and mitigate for invalid traffic using real data, in real time
- Remove preventable threats on an automated pre-bid basis
- Have always on detection and analysis

Pre Bid

Social

- Track and measure invalid traffic beyond what Facebook identifies
- Verify every click to understand what invalid traffic is in the activity
- Optimise and mitigate for invalid traffic using real data, in real time
- Remove preventable threats through custom audiences
- Have always on detection and analysis

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Online Gaming & Sports Betting Traction

Path to Positive Cashflow

- Positive cashflow achievable through online gaming & sports betting segment alone

Strong Traction

- ~1,000+ target clients in this segment
- Currently servicing ~50
- Servicing and running trials with the Top 10 sports betting companies globally
- Record pipeline of new customers for current quarter and Q1 of the 2025 calendar year

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Scalable Technology can be Applied Across all Verticals

Agency Partnerships

Currently in commercial negotiations and trials with several large agencies with TrafficGuard PPC and PMax products which is transformational to our GTM strategy and revenue line.

Agencies manage ad budgets for thousands of enterprise clients (including Fortune 500)

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What Our Clients Say

"PPC and Mobile Fraud prevention improvements have been excellent"

★★★★★ 5.0 out of 5

The tool's effectiveness and the on-hand team. For both our PPC and Mobile Fraud prevention efforts TrafficGuard has proven itself to be incredibly...

"One of the best fraudulent traffic tools out there"

★★★★★ 5.0 out of 5

TrafficGuard has saved our clients thousands by preventing fraudulent traffic. We're able to make continuous campaign optimisations backed …

"Great experience with TrafficGuard"

★★★★⯪ 4.5 out of 5

We rely on TrafficGuard to monitor our daily traffic and prevent wasting money on invalid clicks and traffic. I particularly appreciate…

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Recognised in the Industry

WINNER
DIGIDAY TECHNOLOGY AWARDS

Leader
SOURCEFORGE
Spring
2024

2024 WINNER
GDEA
Global Digital Excellence Awards

2024
NORTHERN DIGITAL AWARDS
WINNER

MARTECH BREAKTHROUGH AWARDS 2024

G2
Leader
SPRING
2024

GLOBAL 2023
SEARCH AWARDS
WINNER

APAC SEARCH AWARDS 2023

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Growth Strategy **for 2025**

Cost Control

Further cost control with reduction of $1 million to be identified before June 30, 2025

Sports Betting

Sports betting and gaming remain a focus and drive towards break even

E-Commerce

Sales and Marketing efforts targeted towards both sports betting and e-commerce

Agencies

Strategic partnerships and global agreements with media agencies for hyperscale

Partnership

Execute agreements with strategic partners and resellers for reach and scale

Social Solution

Imminent launch of TrafficGuard's social solution, allowing for major upsells through the client base

Innovation

Innovate through the continued use of AI and ML to detect and prevent ever evolving fraud techniques

Product Evolution

Evolving the product in order to gain further product market fit

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

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**Zain KSA, first MENA telco to implement TrafficGuard**

Zain KSA, the pioneering telco providing a comprehensive range of services to individual and business customers in Saudi Arabia, wanted to evaluate and stop the invalid traffic from its search campaigns to maximise their return on those ad budgets.

Operating in a highly competitive and saturated environment, Zain was already faced with a high-cost brand search environment.

Instead of driving repeat visitors to the Zain KSA homepage, OMD implemented a daily frequency cap to use more of the PPC budget on reaching new users.

Bot traffic was also identified and stopped. OMD optimised campaigns to maximise budgets on best-performing channels, minimise invalid traffic and drive better results.

The Results
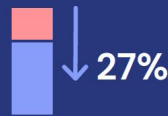
27% ↓ Invalid clicks were **cut by 27%** and their cost dropped by **20%**

$7,000 **saved in one month** by reducing returning users, bots and non-genuine engagement and reinjected in the campaign

13X ↑ ROI — All in all, Zain got a **13x ROI** from preventing ad fraud.

$6,000 **saved in one month** through audience and channel optimisation and reinjected in the TrafficGuard solution

"Ensuring our ad budget brings real value is critical in the competitive telecom sector. Thanks to TrafficGuard and the strategic insights from OMD Worldwide, we've been able to protect our investments and enhance our digital campaigns. By reducing invalid clicks by 27% and saving costs by 20%, we've strengthened our position in the market and achieved a solid 13x return on investment.
Sara Abdullah Alsammah – Channels Management Manager Zain KSA

"TrafficGuard's solutions brought us a 13x return—that speaks for itself. Not only did we curb invalid clicks and save significantly, but we also gained the confidence to expand our reach knowing our budget was protected.
George Achkouty – Head of Digital Acceleration OMD MENA

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TrafficGuard Brings Invalid Traffic Into Focus for Online Camera Retailer

Background

A global online camera retailer was running Google campaigns to increase new customer acquisition. After testing with TrafficGuard, they could see that **10% of their budget was being lost to invalid traffic.**

TrafficGuard found a high incidence of bot traffic and their budget was being used to reach existing customers using sponsored search results to get to their website. **One user clicked on their paid ads over 100 times in less than 1 week.**

Solution

TrafficGuard automates the detection and removal of invalid traffic so the customer could win more valid traffic in real time from real users with genuine intent.

TrafficGuard prevented Bot traffic and set custom click frequency thresholds limiting the amount of budget wasted on returning users. Instead, the saved budget could then be spent on reaching new customers.

Results

After implementing TrafficGuard, invalid traffic reduced significantly. In just 2 weeks, TrafficGuard's real time invalid traffic prevention resulted in:

- **75% decrease** in Invalid Traffic

- **£6,195** of budget unlocked through the prevention of Bot clicks and traffic.

- **£5,129** of budget unlocked through managing returning users.

- Combined this is equivalent to **£300,000 per year,** the equivalent of an **ROI of 5X.** That is before you take into account the incremental revenue opportunity of reaching new users.