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Fraud Detection Capability Extended to Chat GPT and Channel Partner Delivers New Customers Further Diversifying Customer Base

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AV1**), global digital marketing anti-fraud specialists with flagship Software-as-a-Service product, TrafficGuard™, is pleased to announce two significant developments. Firstly, the extension of TrafficGuard's capability to detect ad fraud across OpenAI's ChatGPT, and secondly, a US-based channel partner has delivered a number of new clients which has further diversified the Company's customer base beyond its established sports betting and gaming core.

Key Highlights

- **Ad-fraud detection capability extended to cover advertising within OpenAI's ChatGPT.**
- **ChatGPT's annualised advertising revenue reached US$1 billion at 31 August 2026[1] and is projected to reach US$100 billion by 2030[2].**
- **Agreement with US based channel partner generates new clients and further diversifies the TrafficGuard customer base.**
- **These developments extend TrafficGuard's reach into both emerging AI-driven advertising channels and new customer segments, significantly expanding the Company's total addressable market.**

OpenAI / ChatGPT Anti-Fraud Detection

The Company is extending TrafficGuard's ad-fraud and invalid traffic (**IVT**) detection capability to cover advertising activity associated with OpenAI's ChatGPT, a widely known large language model (**LLM**) product.

TrafficGuard analyses ads served inside ChatGPT, detects invalid/bot traffic referred from ChatGPT to customers' sites, and/or verifies ChatGPT-originated paid clicks and conversions.

1. Winbuzzer, *"OpenAI: ChatGPT Ads Now at $1 Billion Yearly 'Run Rate'", 1 September 2026*: https://winbuzzer.com/2026/09/01/openai-chatgpt-ads-1-billion-yearly-revenue-pace-xcxwbn/
2. eMarketer, *"OpenAI projects $2.5 billion in ad revenues this year and $100 billion by 2030"*, September 2026: https://www.emarketer.com/content/openai-projects--2-5-billion-ad-revenues-this-year--100-billion-by-2030

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This capability is currently live and positions TrafficGuard at the forefront of a rapidly emerging advertising channel.

OpenAI has disclosed that ChatGPT's annualised advertising revenue reached US$1 billion at 31 August 2026, achieved within roughly 200 days of launching ads within the product[1].

OpenAI has guided investors of expected US$2.5 billion in advertising revenue for 2026, growing to: US$11 billion in 2027, US$25 billion in 2028, US$53 billion in 2029 and US$100 billion by 2030, underpinned by an assumption of 2.75 billion weekly users across its products by 2030[2].

The extension of TrafficGuard's fraud detection capabilities to advertising activity associated with OpenAI's ChatGPT significantly expands the Company's total addressable market. In addition, the dramatic growth of advertising within LLM products such as ChatGPT introduces new segments of invalid traffic and ad fraud that are not addressed by traditional verification tools built for search and social channels, providing even further revenue growth opportunities for TrafficGuard.

The Company is in discussions with an initial group of customers to include this capability in their TrafficGuard product suite and fee structure.

TrafficGuard Diversifies into New Customer Segments

TrafficGuard's agreement with a US based channel partner has resulted in a number of new clients predominantly located in the US across the telecommunications, retail and other sectors, further diversifying the TrafficGuard customer base. While not material, these new clients demonstrate diversification of TrafficGuard's customer base beyond its established sports betting and gaming core.

Together with recent growth in North American e-commerce, retail and agency customers, the growth in TrafficGuard's customer base from this partnership reflects the Company's continued progress in broadening TrafficGuard's exposure across new industry verticals, reducing reliance on any single customer segment over time.

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1. Winbuzzer, *"OpenAI: ChatGPT Ads Now at $1 Billion Yearly 'Run Rate'"*, *1 September 2026*: https://winbuzzer.com/2026/09/01/openai-chatgpt-ads-1-billion-yearly-revenue-pace-xcxwbn/
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Commentary from Co-founder and CEO, Mathew Ratty

"Extending TrafficGuard's protection to cover advertising within ChatGPT represents a substantial expansion of our addressable market. The AI advertising market is rapidly growing and has the potential to become the most material revenue line for the Company.

Together with our channel partnership agreements, we are continuing to diversify our customer base beyond our established sports betting and gaming core."

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

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ABOUT US

Adveritas

Adveritas Ltd (ASX: AV1) is a pioneering technology company that is revolutionising the advertising technology space. 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/

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TrafficGuard

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

TrafficGuard's 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

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. This announcement also contains third-party market data and forecasts (including from eMarketer and other sources cited in the Notes above) which have not been independently verified by the Company; such data involves assumptions and estimates that are subject to uncertainty.