

# Global B2B SaaS solutions protecting advertisers against US\$19bn ad fraud



## Company Overview - 1 April 2019

Adveritas Limited (ASX:AV1) provides global B2B software-as-a-service (SaaS) solutions to protect mobile app advertisers from digital marketing fraud. Recent product extensions have significantly expanded its addressable market from mobile app advertising to wider digital marketing segments.

## **Key Products**

TrafficGuard® is a proprietary anti-fraud solution for digital publishers and advertisers which protects digital media advertising from fraudulent and invalid traffic. Internally developed, it is patent-pending and is 100% AV1 owned.

Nxus® is a proprietary tech platform that finds mobile app installs for its customers using trillions of proprietary data points on a cost-per-install (CPI) basis. It has future potential as another SaaS product offering for AV1.

#### **Key Customers**

Target media agencies, advertising networks and high growth segments (eg. gaming, gambling, food service, transport etc)

ClearPier – min A\$50k per month, 12 month contract, with capacity to charge extra where clicks exceed an agreed limit. http://clearpier.com/

Omnicom – US\$17 bn, NYSE-listed. 6-mth MENA exclusive; global expansion potential. https://omnicommediagroupmena.com/

**Campaign Management Platforms (CMPs)** – where the digital marketing ecosystem collaborates. **TrafficGuard**® has integrated with the 2 largest global CMPs, providing significant sales optionality across thousands of potential users. CMPs have significant VC support including Accel, Greycroft, Icon.

## **Key Recent News**

Date	Event		
25 Mar 19	Integration with Partnerize campaign management platform		
28 Feb 19	Integration with HasOffers campaign management platform		
7 Dec 18	Name changed from Tech Mpire (TMP) to Adveritas to reflect the global B2B SaaS business model.		
12 Nov	Technology enhancements.		
8 Nov	McConnell buys on-market and takes placement of 3,333,334 shares for 7.5 cps (67% premium to 4.5cps rights issue).		
23 Oct	Successful tech entrepreneurs Mark McConnell & Adam Schwab underwrite 4.5cps rights issue with listed call options AV10 (10cps exercise, 2021 expiry).		
13 Aug	Omnicon Media Group MENA becomes SaaS client.		
3 Aug	90% sale of Mpire Network to ClearPier for \$900k with SaaS agreements for both TrafficGuard® and Nxus.		
1 Jul	TrafficGuard® SaaS launch.		
20 Mar	Appointment of interim CEO Mathew Ratty (later permanent CEO on 9 Nov).		

# Stock and Capital Structure Overview

Management and Board own 20%: key holders are Mark McConnell 8.1%, CEO 7.2%, founder/COO 3.6%. The Top 20 own 45%.

Ordinary Equity	2019A	
Shares on issue (m)	145.4	
Share price (A\$) (1)	0.165	
Market cap (A\$m)	24.0	
52 week high-low (A\$)	0.17 - 0.03	

Exercise price (cps)	Expiry	No. options issued (m)
10 (1)	25 Oct 2021	55.5
10	7 Dec 2020	1.0
15	24 Dec 2020	3.5
45	30 Mar 2020	1.5
45	25 Aug 2020	<u>0.5</u>
Total no	o. options issued	62.0

Source: Adveritas ASX releases.

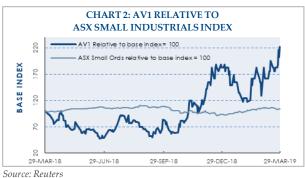
Notes: 1. This option series is ASX-listed AV1O.

## Share Price – Absolute Performance

Share price is up ~3.7x from 4.5cps rights issue (Oct 18) to 16.5cps (29 Mar 2019) as investors see:

- (i) AV1's global scalability with Campaign Management Platform integrations directly exposing 1000s of potential SaaS customers to TrafficGuard®;
- (ii) Several enterprise clients in trial stages; and (iii) Omnicom global revenue potential.





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