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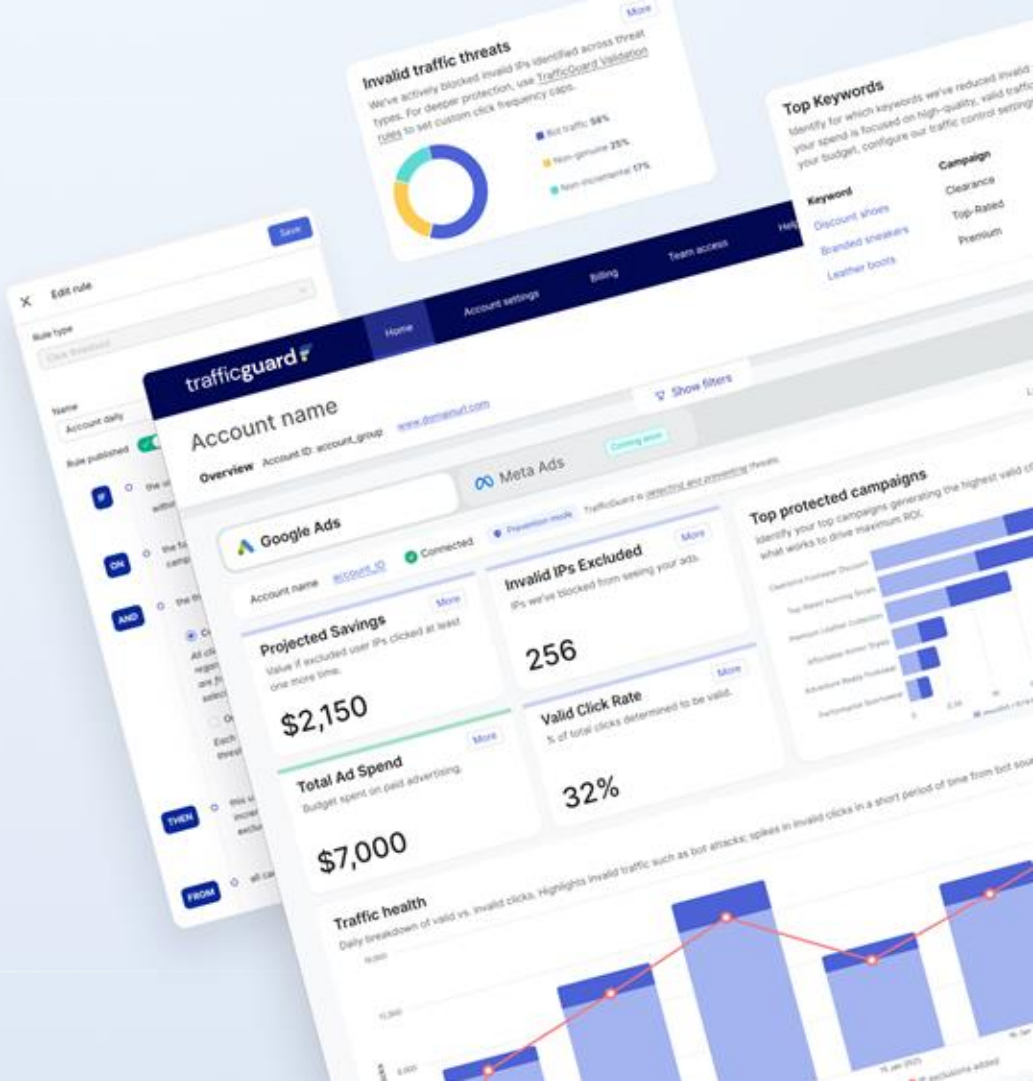
2026 AGM

Investor Presentation

Mat Ratty

Founder and Chief Executive Officer

November 2026



trafficguard
An Adveritas Company

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Agenda

01 **FY26 in review**
What we said, what we delivered, and the numbers

02 **How the industry has changed**
AI agents, AI-made fraud and AI signals, and how we adapted

03 **Trafficguard Evolution**
From removing invalid traffic to an optimisation engine your own assistant can run

04 **Driving revenue through the engines**
Five growth engines, three routes to market, one flywheel

05 **FY27: set up to stand out**
Five priorities for the year

06 **Formal business**
Resolutions, proxy results and questions

We did most of what we said we would do. Here is the scorecard

The FY26 outlook from the 2025 AGM, scored against what has been achieved

WHAT WE SAID (November 2025)	WHAT HAPPENED	
Record ARR growth	ARR increased by 59% from $10.5m to $16.6m in FY26. $17.9m at 30 September 2026	✓
Record full year cash receipts	$9.8m against $10.4m in FY25. Causes known, fixes in place; see slide 9	…
Diversified revenue and jurisdictional expansion	Revenue base diversified: sports betting now 53% of ARR (FY25: 68%). Majority of new ARR in the June quarter from US customers outside gaming	✓
Channel partners	Agency and partner share of ARR up from 7% to 27% in FY26. White-label and co-branded models progressing due to demand	✓
Increased product development	Self-serve platform launched 1 April. LLM insights rolled out across enterprise products. Meta trials converting. Detection extended to ChatGPT in October	✓
Launch self-serve and start monetising SMEs	1,704 sign-ups, 774 trials and 271 paid accounts from launch (1 April) to 30 September 2026	✓

Source: AV1 FY26 Annual Report; Quarterly Activities Reports / Appendix 4C (Q1 FY26 to Q1 FY27).

FY26:
The year we built the growth engine

Six milestones since the 2025 AGM:

AI STRATEGY FINALISED

TrafficGuard is positioned as a net beneficiary of AI. As bot fraud gets more sophisticated, demand for fraud detection grows. *(See ASX announcement dated 25 February 2026.)*

LLM INSIGHTS ACROSS ENTERPRISE PRODUCTS

Plain-language fraud insights rolled out across the Google Search and Affiliate enterprise products, cutting customer investigation time.

SELF-SERVE PLATFORM LAUNCHED

New platform launched on 1 April 2026. Sign-up to protection with no sales or onboarding, at US$49 a month. Opens a market of 200m+ SME advertisers. *(See ASX announcement dated 1 April 2026.)*

META AND AFFILIATE MOMENTUM

Meta trials converting to paying contracts. LLM-enhanced affiliate reporting delivered to customers.

US PARTNER CHANNEL LIVE

US partnerships delivering new clients in telecommunications, retail and other sectors outside sports betting.

DETECTION EXTENDED TO CHATGPT

Ads inside ChatGPT and ChatGPT-referred traffic now covered. ChatGPT ads hit a US$1bn run-rate by 31 Aug 2026 (OpenAI). *(See ASX announcement dated 6 October 2026.)*

ARR up 59%, revenue up 31%. Receipts down 5%, fixes in place

FY26 against FY25, with ARR at 30 September 2026

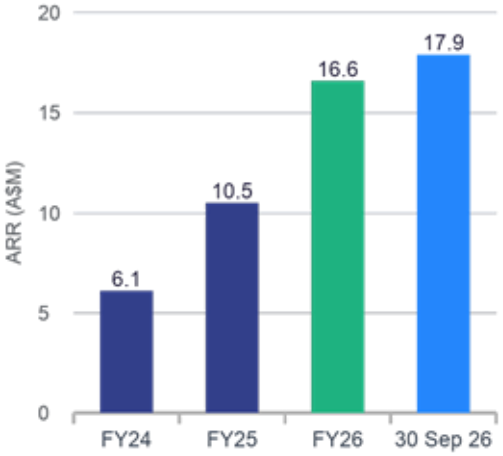


CHART 1: ARR

$10.5m to $16.6m in FY26 (59% growth).

$17.9m at 30 Sep 2026, 175% growth in two years

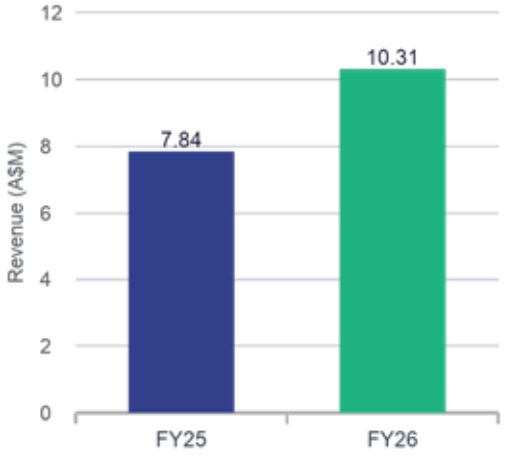


CHART 2: REVENUE

31% growth to $10.3m.

Average enterprise contract value up 33% to ~$121k



CHART 3: CASH RECEIPTS

Down 5% due to renewal timing and deferred payments (Middle East, Brazil).

Sep 26 quarter receipts up 11% on Sep 25

Source: AV1 FY26 Annual Report; Quarterly Activities Reports / Appendix 4C (Q1 FY26 to Q1 FY27).

Cash receipts: causes known, fixes in place

WHAT HELD RECEIPTS BACK IN FY26	WHAT WE ARE DOING
Unused usage allowances rolled into subsequent periods, deferring renewal payments	**Usage allowances refined and linked to a fixed term**
Renewal timing: large annual contracts renewed either side of 30 June impacting on timing of invoicing and collections	**Cross-selling existing clients into the other channels they run, adding billings outside the renewal cycle**
Deferred payments: Middle East conflict and Brazilian sports betting and online gaming advertising restrictions	**Working with affected customers to redirect budgets to other markets and regions.**

FY27 priority: grow cash receipts above FY26, driven by new client wins and cross-sell into the other channels our clients run.

COST DISCIPLINE

+7%

despite increase in revenue of 31% overheads increased by only 7%

-24%

net loss, to $5.4m (FY25: $7.1m)

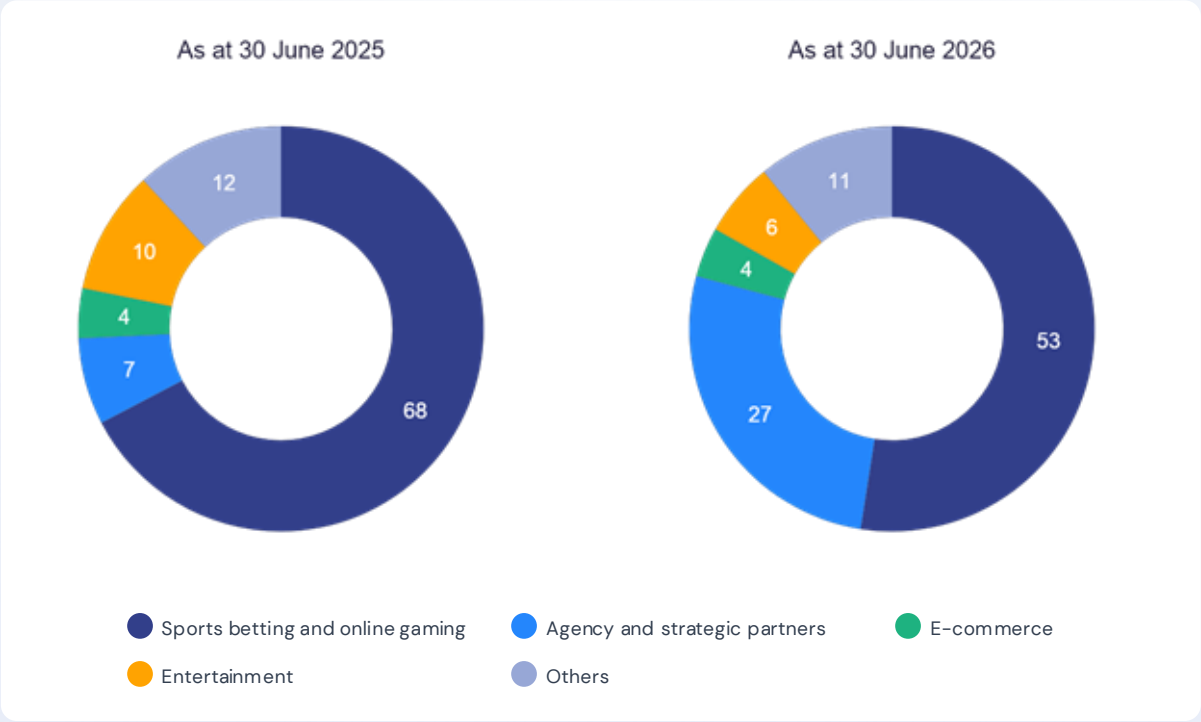
PLACEMENT, OCTOBER 2026

$2m

raised at $0.08, a 42.9% premium to the last close. Strongly supported by existing shareholders.

Growth is now coming from more places than sports betting

Composition of ARR: FY25 compared to FY26



+30%

ARR from sports betting and online gaming grew approximately 30%, up circa $2 million in FY26, despite its contribution to the overall ARR being diluted

+21%

Enterprise customer base growth in FY26

$121k

Average revenue per enterprise contract, up 33%

AI now runs the ad platforms, and it is only as good as the signal it learns from

In the last six months the industry has changed, and that is good news for TrafficGuard

WHAT HAS CHANGED

UNTIL RECENTLY

Advertisers steered bids, keywords and audiences. A fake click wasted one click.

NOW

AI runs the bids, audiences and placements, and AI assistants shop for people. A fake click now trains it to buy more.

BAD SIGNAL IN, BAD RESULTS OUT

WITHOUT TRAFFICGUARD	Bots and repeat clickers get through	The algorithm reads them as demand	Bids chase fake engagement	**Wasted spend, weaker ROAS**
WITH TRAFFICGUARD	Invalid clicks removed before the auction	The algorithm learns from real people	Bids find new, real customers	**Lower CPA, better ROAS**

WHY THIS IS EVEN BETTER FOR TRAFFICGUARD

A bad click now costs twice: it wastes the spend and it trains the algorithm. Every advertiser now needs clean signal, and we remove invalid traffic before the algorithm learns from it.

AI makes ad fraud bigger, which makes TrafficGuard more necessary

The channels we detect and protect: paid search, social, affiliate and mobile app. Detection now extended to ChatGPT

US$1.1tn

Global digital ad spend in 2024. Search, social, affiliate and mobile app are the channels we protect

DataReportal, Digital 2025

US$300bn+

US digital ad spend, forecast past US$400bn by 2028. Our largest growth market

eMarketer / Oberlo

53%

Share of all web traffic that was automated in 2025, up from 51%. Bots now outnumber people online, and AI is accelerating it

Thales Imperva, Bad Bot Report 2026

US$1bn

ChatGPT annualised ad revenue at 31 Aug 2026, about 200 days after launch. A new channel with no incumbent verification

OpenAI, reported 1 Sep 2026

US$100bn

OpenAI's projected ad revenue by 2030

eMarketer, Sep 2026

200m+

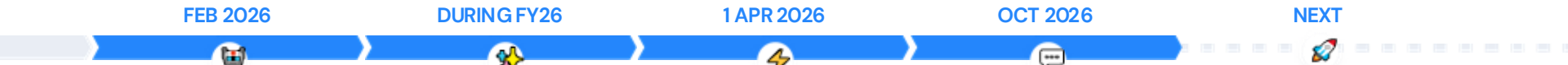
SME digital advertisers globally, now addressable through self-serve

Statista; demandsage

AI makes bots cheaper, more human-like and harder for rule-based filters to catch. That grows wasted spend and demand for detection and protection that learns. Purpose-built AI agents detect each new threat and constantly update our prevention algorithms.

We adapted fast: from AI strategy to ChatGPT detection in under eight months

As AI changed the industry, we evolved. Every step below is already live



AI strategy published

TrafficGuard positioned as a net beneficiary of AI: as fraud gets smarter, demand for detection grows (ASX, 25 Feb 2026)

AI explains every flag

Plain-language LLM insights across the Google Search and Affiliate enterprise products, cutting investigation time

Self-serve, no human in the loop

Sign-up to active protection with no sales or onboarding, at US$49 a month

ChatGPT ads covered

Detection extended to ads inside ChatGPT and ChatGPT-referred traffic (ASX, 6 Oct 2026)

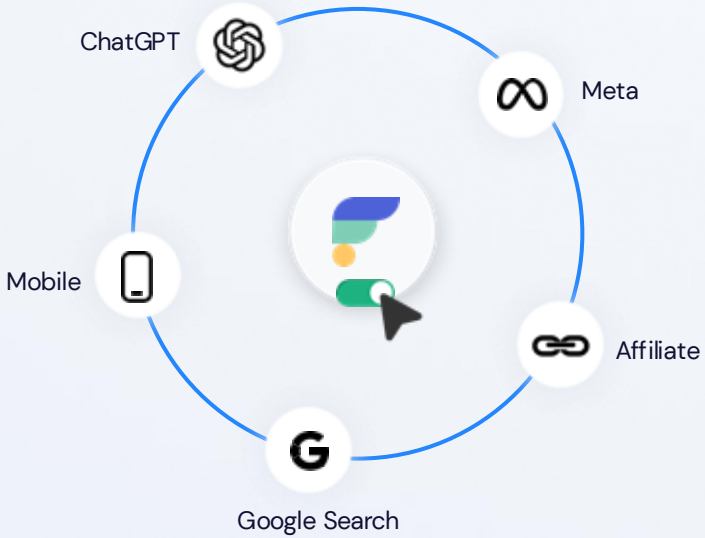
Trafficguard 2.0

From removing invalid traffic to an optimisation engine that customers, and their own AI assistants, can run

Each step runs on the same data and the same daily connection to Google and Meta. Our product is evolving to harness the data lake of digital advertisers in an AI era.

Our edge: we see the click, the visit and the outcome, and act in real time

What ten years of fraud data and direct platform integrations give us



Full-path visibility

We see the entire user journey: the impression, the click, on-site behaviour and the conversion. That full-funnel view gives us more signals to determine whether behaviour is fraudulent or legitimate.

Multi-layered detection

Device fingerprinting, behavioural analysis and proprietary machine-learning models, processing 213m events a day from 3,700 connected organisations*

Real-time prevention

Invalid clicks are blocked before the platform bills them. Exclusions and audiences are written back to Google and Meta every day, on autopilot.

Platform standing

Only PPC verification vendor admitted to the Google Cloud Marketplace. Advanced API access from Meta. Google Premier Partner.

*Source: TrafficGuard internal data.

The asset under all of this: ten years of labelled data nobody else holds

What TrafficGuard sees that ad platforms, analytics tools and fraud vendors do not

	THE AD CLICK	THE VISIT	BEHAVIOUR ON SITE	ORGANIC VISITS	THE CONVERSION	WHETHER IT WAS REAL	CAN ACT ON THE CAMPAIGN
Ad platforms	●	○	○	○	◐	◐	◐
Analytics tools	○	●	●	●	●	○	○
Customer data platforms	○	◐	◐	◐	●	○	◐
Fraud vendors	●	◐	○	○	○	●	◐
trafficguard	✓	✓	✓	✓	✓	✓	✓

10 years of labelled fraud ground truth: every click judged real or not, with the outcome attached

1.6 PB of event data since 2022, plus seven years of Google Ads click history

213m events a day from 3,700 connected organisations

Channels Search, Meta, Affiliate, Mobile and ChatGPT, paid and organic visits joined

WHY IT MATTERS: audience and analytics tools built without fraud labels amplify fraud into lookalikes. Ours removes it. **Each channel we add makes every other channel's signals better,** so the asset compounds.

Source: TrafficGuard internal data.

TrafficGuard Evolution: Meet the Tesseract

We are developing one living profile for every visitor, across every channel. The evolved TrafficGuard solution will know who will buy, steers spend to them, and proves it



KNOW WHO WILL BUY

Who is real, who will buy and where they came from, joined across every channel and answered in plain English.

STEER SPEND TO THEM

Exclusions, audiences, bids and placements written into the platforms advertisers already run, within the limits they set.

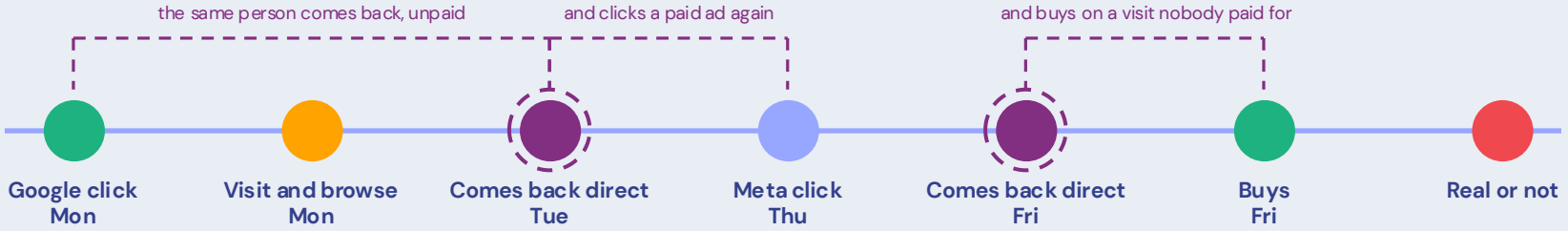
PROVE EVERY CHANGE

A plain-language reason, a measured result and a holdout for every change. Independent of the platforms that sell the media.

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One visitor, one week, five systems

A Google click on Monday. An organic return on Tuesday. A Meta click on Thursday. A purchase on Friday. One person. Only one system can see that, and act on it.

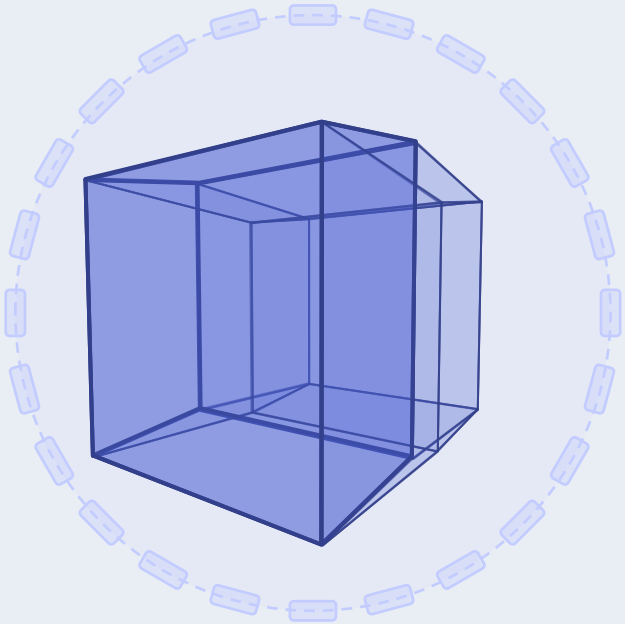


Who sees each part of the path



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A Monday morning with Tesseract



9:00, the brief

Your agent reports last week

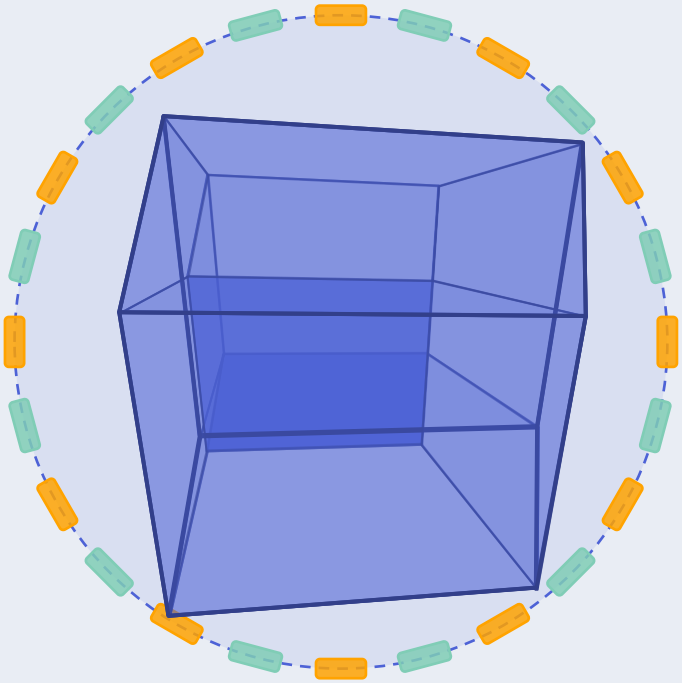
Three changes, each with its reason and its effect. Spend that reached buyers is up, and the method is shown next to the number.

The Tesseract is at rest.

Illustrative scenario

trafficguard

A Monday morning with Tesseract



9:02, your intent

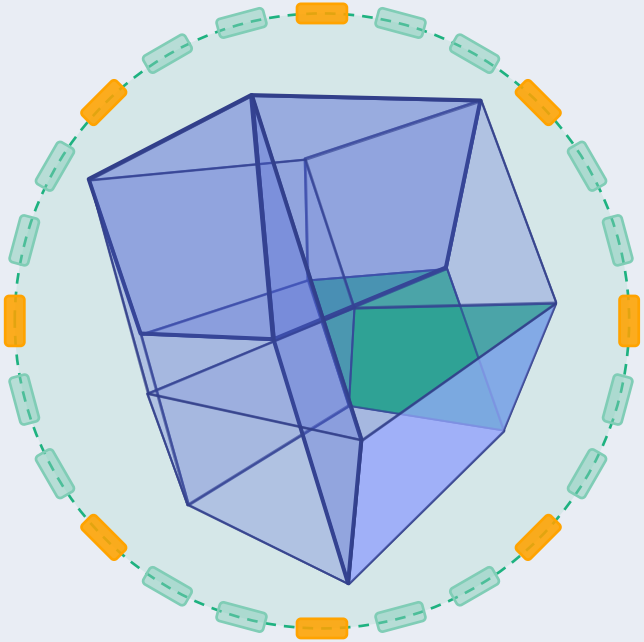
You write one sentence

"Protect Performance Max from repeat clickers who never buy. Keep the buyers."

The Tesseract scores every visitor: who buys, who only clicks. The agent proposes the changes and checks what you allowed it to do on its own.

Illustrative scenario

A Monday morning with Tesseract



9:05, done

Applied in every channel

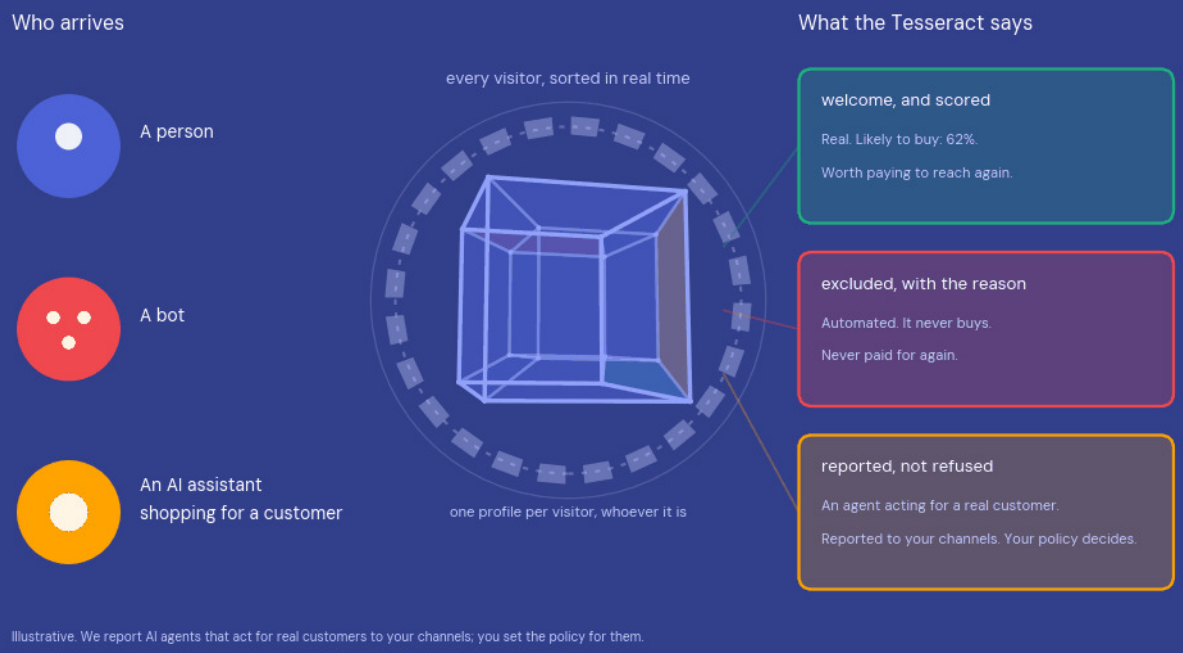
Repeat clickers excluded on Google Ads. The Meta audience refreshed. Microsoft Ads mirrored. Each change has a reason, and one click reverses it.

- Google Ads: repeat clickers excluded
- Meta: audience refreshed
- Microsoft Ads: mirrored from Google
- Every change explained, reversible

Illustrative scenario

trafficguard

Ready for the agentic internet



Illustrative. We report AI agents that act for real customers to your channels; you set the policy for them.

AI assistants already shop

People send an assistant to compare before they buy. It visits your site like a person and leaves like a bot. The Tesseract tells it apart from both.

Reported, not refused

An agent acting for a real customer is reported to your channels. You set the policy: welcome it, measure it, or exclude it.

Your assistant reads it too

Ask your own AI assistant and it reads the same Tesseract, gets the same answer, and proposes only within your limits.

From invalid traffic prevention to an AI-powered optimisation platform

The same data, read three ways.

Protect
TODAY

Block invalid traffic before it is billed, in real time, across Search, Meta, Affiliate and Mobile, with detection now extended to ChatGPT. Proof of what was stopped and ROI is clear.

Recover
NOW ROLLING OUT

TrafficGuard Refunds: for clicks billed before they could be blocked, we build the evidence, lodge the claim and the credit lands in the ad account. Every paid channel. Paid only on results.

Perform
NEXT

Steer spend toward the visitors who convert. **One view of every visitor across every channel;** signals written back to the platforms, not only exclusions. Allowing ai to optimise towards good quality traffic and conversions.

The budget we can influence becomes the advertiser's whole media spend, not only the invalid fraction of it.

Five growth engines feed one flywheel, and every client makes the next one easier to win

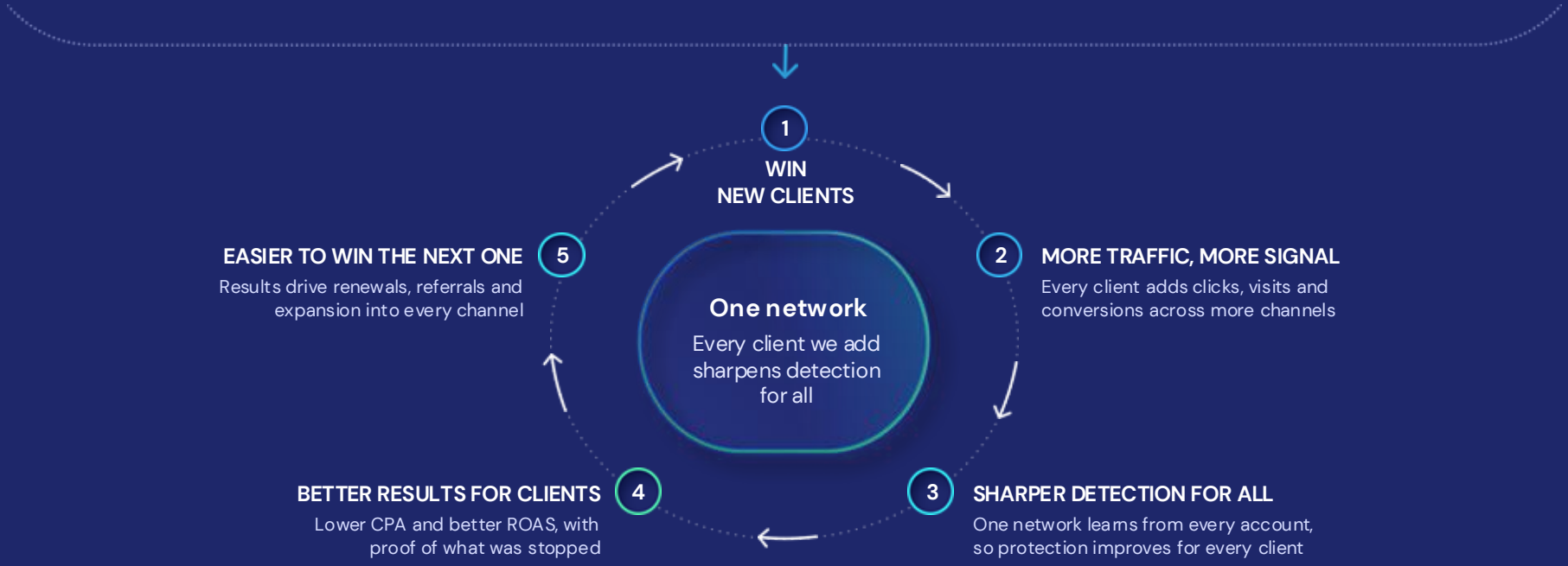
Enterprise
Named-account sales to large advertisers

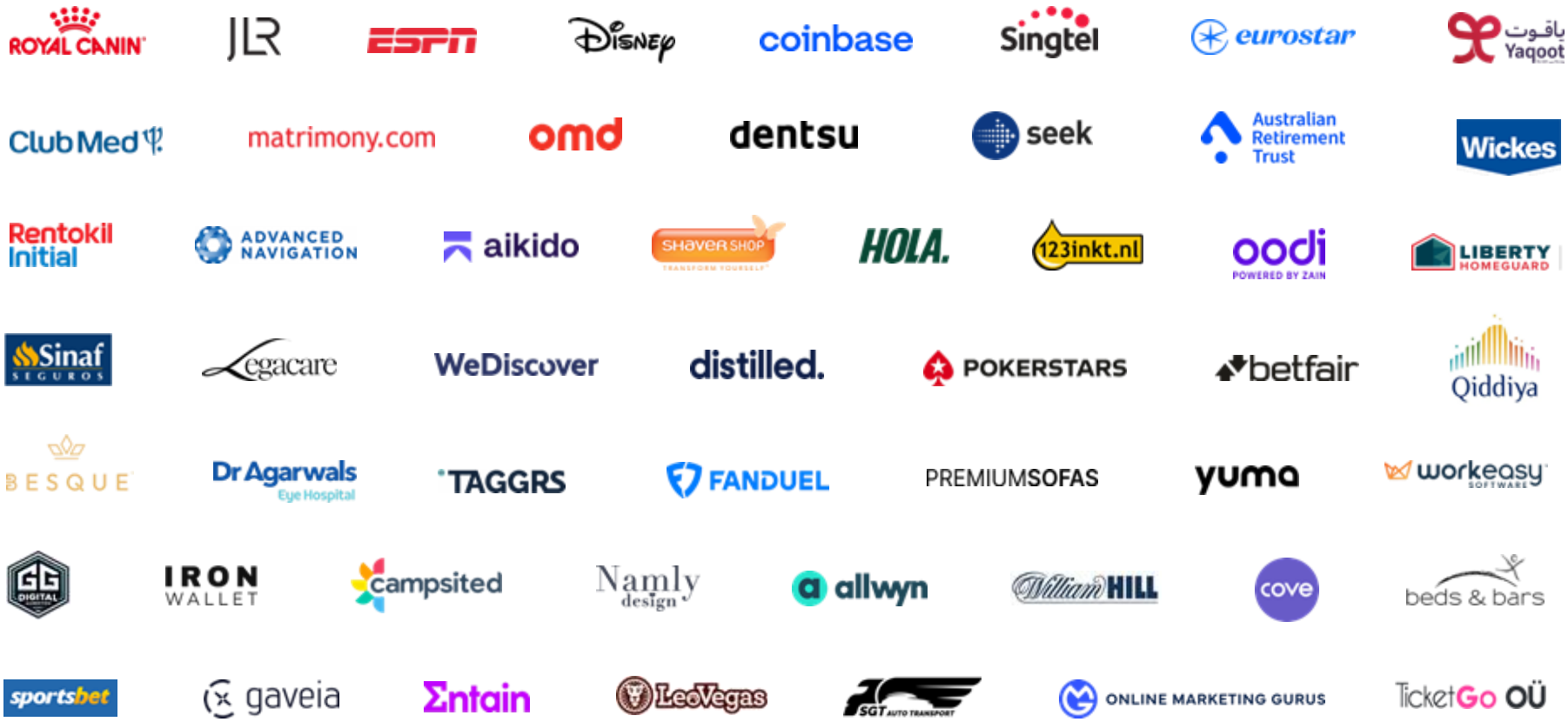
Mid-market
Inbound and outbound, free trials to annual plans

Media agencies
Agencies roll us out across their clients

Partners and resellers
Partners bring us to their own clients

Upsell and cross-sell
Clients expand from one channel to every channel





Trusted by enterprise brands, now across more sectors

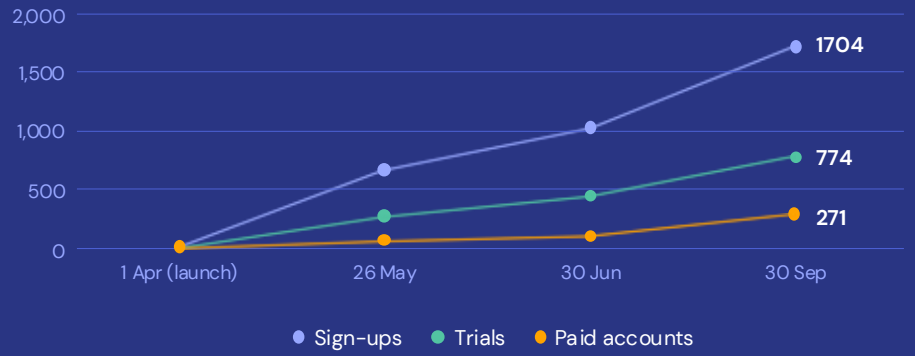
Early proof the engine is turning

$17.9m
ARR at 30 September, +47% YoY

271
Paid self-serve accounts, 1 April to 30 September 2026

+11%
Receipts in Sep 2026 quarter vs Sep 2025 quarter

Self-serve platform, cumulative since 1 April 2026 launch



ALSO IN FY27

- Detection extended to ads inside ChatGPT and ChatGPT-referred traffic; first customer discussions under way
- US partnerships delivered new clients in telecommunications and retail
- Large brand-name clients outside sports betting in trial, results positive to date

SELF-SERVE:

Product-market fit in six months, limited marketing has begun

1 April to 30 September 2026

1704 Sign-ups

45% sign-up to trial

774 Trials started (payment method connected)

35% trial to paid

271 Paid accounts

WHAT THE PLATFORM DOES

- **Sign-up to active protection** with no sales or onboarding step
- **Google Ads protection** at US$49 a month; Meta protection to follow
- **One dashboard** for ad performance and invalid traffic
- Average time from sign-up to active prevention **under one day**

NEXT STEPS

- Tiered pricing above the entry plan to **lift revenue** per subscriber
- **Partner distribution** through agencies and companies with large SME customer bases
- **LLM-driven insights** extended from enterprise to self-serve

Five priorities for FY27

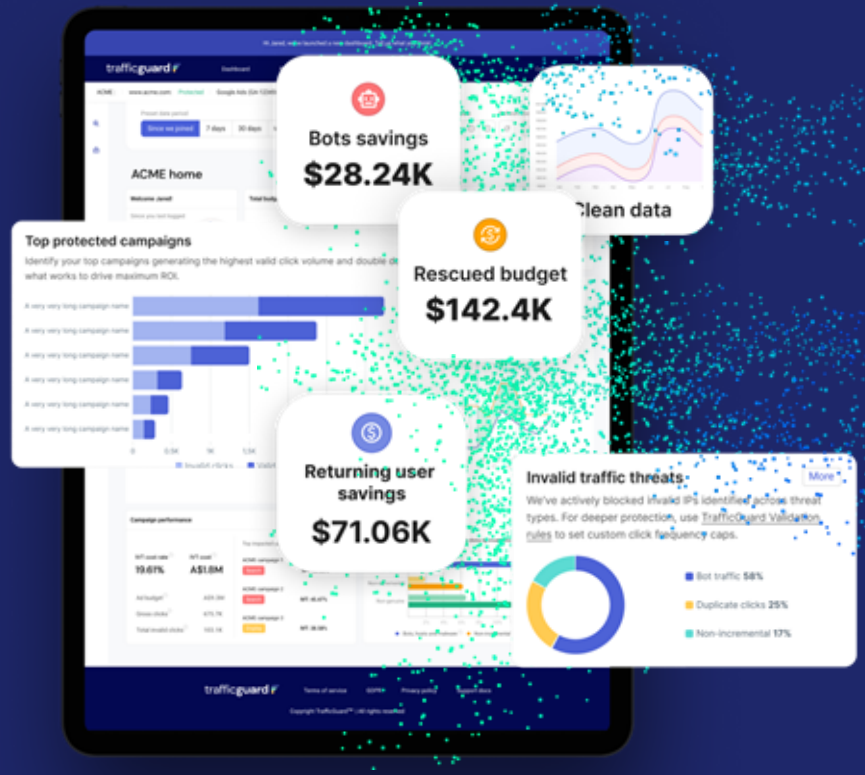
We will use these for our scorecard at the 2027 AGM

1. Grow cash receipts above FY26
2. Grow ARR with the majority of new ARR from outside sports betting
3. Scale self-serve: tiered pricing, Meta protection and partner distribution
4. Commercialise ChatGPT and LLM-channel protection with the first paying customers
5. Deliver Project Tesseract: bring our next generation of AI-powered optimisation to enterprise and self-serve customers

We are moving fast, and we are ready for the agentic world of digital advertising.

Ten years of data on every click now powers the models, and the agents, that find the customers worth winning.

Our progress this year is thanks to our staff, our customers, our investors and our board. We appreciate your continued support.





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