

## Adverty launches in-game advertising globally in leading mobile eSport game Critical Ops

The global launch follows a successful beta testing phase and will be available in August to over 70 million gamers who have downloaded Critical Ops on their mobile phones and tablets.

Adverty and Critical Force, a critically acclaimed Finnish games studio, rolled out seamless in-game ads in the leading mobile eSport game Critical Ops to beta testers in the last months. The companies are now taking the next step in their partnership by launching Adverty's ad solution globally in Critical Ops next week, reaching millions of active users across the world through real-time, live brand advertising displayed in the shapes of in-game billboards and posters.

*"Critical Ops is one of the largest eSport games on mobile and this launch enables us to drive advertisers into a new, brand safe environment and reach exclusive audiences who in many cases cannot be reached through traditional channels",* explains Niklas Wallgren, Head of Business Development at Adverty.

The aggregated order value is defined by the number of active ad units in the game that are viewed by the end users. Revenue is generated by filling the units with ads from the Adverty network. In the typical case Adverty generates 30-50 SEK gross revenue per one thousand viewed ads (CPM).

Critical Ops can be downloaded on the App Store and Google Play through the following links:

<https://apps.apple.com/app/critical-ops-multiplayer-fps/id1017717218>

<https://play.google.com/store/apps/details?id=com.criticalforceentertainment.criticalops>

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*Mangold Fondkommission AB, phone +46 8 5030 1550, act as certified advisor/mentor and market maker for the company at NGM Nordic MTF.*

### **About Adverty**

*Founded in 2016, Adverty is an ad tech company that empowers mobile, augmented and immersive virtual experiences for brands to connect with consumers in the right time and place. Its platform lets creators of mobile, virtual and augmented reality content monetize with easy-to-integrate, non-intrusive seamless in-app advertising. More information at [www.adverty.com](http://www.adverty.com).*