

Adverty enters framework agreement with sales house w00t! Media for the UK, French and German markets

Adverty, the leading immersive advertising platform, has entered into an agreement with independent digital sales house w00t! Media to sell ads through Adverty's VR, AR and mobile apps network, primarily targeting the UK, France and German markets.

The agreement gives w00t! Media's existing and future client's access to Adverty's advertising space.

w00t! Media is a UK-based creative sales house supporting brands such as Apple, Google, Nike, Unilever, Converse, Activision and Adidas.

The agreement does not constitute a specific order value, instead orders for brand campaigns are on a continuous basis placed within the terms and conditions of the agreement, where revenue is shared between Adverty and W00t Media according to industry praxis.

"We feel that there is a great match between Adverty and W00t! as both companies are focused on delivering innovative media solutions for brands and we are excited to have found such a fitting partner to help us as we grow", commented Adam Hemming, Chief Revenue Officer at Adverty.

Austen Kay, CEO and founder of W00t! added, "We have always been innovators, so we see what Adverty does as a really strong addition to our offering. We are looking forward to be a part of their growth story".

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This information is information that Adverty AB (publ) is obliged to disclose under the EU Market Abuse Regulation. The information was provided, through the contact of the above contact person, for publication on the 17th of December 2018.

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 place at the right time. Its platform lets creators of virtual and augmented reality content monetize with easy-to-integrate, non-intrusive native advertising. More information at www.adverty.com.

About w00t! Media Ltd

w00t! Media is a digital sales house with offices in the UK. They connect advertisers with young adults while they indulge their passions for music, movies, games, fashion, nightlife & more. Their solutions include the most impactful ad formats and fantastic branded entertainment, delivered to over a third of the UK's 15-34 year olds every month on the sites they love. More information at www.w00tmedia.net.