

Advertly's Unity SDK goes from beta to full public release with improved performance and new features

Advertly, the leading immersive advertising platform, is today announcing version 1.0 of its platform Software Development Kit, "SDK", for Unity-based applications made for mobile, Virtual and Augmented Reality. The public release adds wider compatibility, improved performance and new features for advertisers.

Unity is the leading game and application development engine with support across 25+ different platforms on Desktop, Mobile, Consoles, VR, AR and the Web. In supporting Unity, Advertly's technology can within minutes be integrated into more than half of today's mobile games and applications available in Google Play and Apple Appstore and by more than 70% of everything ever built for VR and AR (1).

The Advertly SDK for Unity is a plug-in for app creators that enables drag-and-drop of ad surfaces directly into their virtual game or application environments. The installation process and use of the plug-in is quick and easy, enabling the developers to start monetizing their creations within minutes.

The SDK has been in closed beta since the company launched its VR platform late last year. Advertly's launch partner, The Coca-Cola Company, advertised in over 1.5 million virtual Coca-Cola Christmas billboards within various Advertly-supported VR games across the globe during that period.

"Our biggest launch to date is designed from the ground up to implement a modular and flexible SDK capable of running ads as we are used to see them today, with the additional Advertly novelty "in-game" concept, and finally also implementing support for the ad display of tomorrow", explains Emilio Lando, CTO Client for Advertly.

The new SDK is optimized for most of today's consumer hardware and comes with long-awaited features such as click-to-web, an interaction method that drives users from the seamless ad campaigns displayed in a mobile, VR or AR app directly to a website without exiting the main experience.

The Advertly platform SDK version 1.0 for Publishers can be downloaded by signing up on www.advertly.com. The SDK is free of charge and Advertly applies a revenue share commission based on the actual ad spend.

(1) <https://techcrunch.com/2018/09/05/unity-ceo-says-half-of-all-games-are-built-onunity>

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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 Advertly

Founded in 2016, Advertly 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.advertly.com.