

Adverty launches in-game advertising platform into casual action mobile game with close to 1 billion installs

Adverty AB (publ) has completed the integration of its seamless in-game advertising platform into a massively successful casual action mobile game, adding up nearly 1 billion gamers globally to connect with brands in joyful, brand safe environments during gameplay. The game is updated to include seamless in-game ads and available for download on the App Store and Google Play today.

The popular casual action mobile game was first launched in 2016 and has since grown globally to rank up close to 1 billion installs across iOS and Android. The integration of Adverty's platform enables non-intrusive brand advertising within the actual gameplay and creates a new channel for advertisers to reach unique audiences effectively and brand safe.

No order value can be disclosed at this time, although the use of Adverty's seamless advertising technology in the game will substantially increase Adverty's ad inventory for brands, media agencies and programmatic exchanges.

"Enabling Adverty in such a beloved and widely played game is a great confirmation and sign of confidence of what Adverty can offer the market, towards advertisers as well as for publishers in the gaming industry. Simultaneously, we are giving brands and advertisers access to large scale audiences and generations who are hard to find today on other media such as television or the web. I am very excited to kick off this partnership and we look forward to achieve our mutual goals of success", says Niklas Bakos, CEO of Adverty.

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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 30th of September 2019.

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 app and game developers monetize with easy-to-integrate, non-intrusive, seamless advertising. More information at www.adverty.com.