

M.O.B.A. Network Partners with Galaktus to Expand Direct Sales

Stockholm, Sweden - April 30, 2025 - M.O.B.A. Network AB today announced a new sales partnership with Galaktus Sp. z o.o., a leading gaming and technology marketing agency based in Poland. Under this new agreement, Galaktus will act as a sales partner for M.O.B.A. Network's banner and outstream video advertising inventory across its websites and in-game apps, including the popular Porofessor app.

The collaboration enables Galaktus to propose creative commercial partnerships and deliver compelling direct advertising campaigns.

"We are excited to team up with Galaktus to strengthen our direct sales in Poland, across Europe and beyond," said Anders Ribbing, CEO of M.O.B.A. Network. "Galaktus's deep expertise in gaming and tech marketing aligns perfectly with our mission to build the world's largest network empowering gamers and creators."

Mateusz Szukajt, CEO of Galaktus, added, "We are thrilled to partner with M.O.B.A. Network, whose portfolio of leading gaming communities offers a unique opportunity for brands to engage with highly passionate audiences."

This agreement marks a significant step in expanding M.O.B.A. Network's direct sales efforts, reinforcing its commitment to delivering quality advertising experiences while supporting the growth of its communities.

Poland's gaming market is projected to generate approx. USD 1.08 billion in 2025, it encompasses nearly 500 game studios, and the digital advertising market in Poland is anticipated to attain a value of USD 2.3 billion in 2025. Both the gaming and digital advertising markets are projected to see robust growth in the next couple of years.

About Galaktus

Galaktus Sp. z o.o. is a leading gaming and technology marketing agency based in Poland, specializing in communications, business development, and sales for the gaming and tech industries. With deep industry expertise and a strong network of partners across Europe, Galaktus supports brands and publishers in reaching passionate gaming audiences through innovative and targeted campaigns.

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About M.O.B.A. Network

M.O.B.A. Network owns and operates a diversified portfolio of gaming community platforms and in-game apps, with a vision to become the go-to destination for gamers and creators worldwide. Engaging millions of users across the world's most popular games, the company monetizes its platforms primarily through advertising, with an increasing share of subscription-based revenue. Headquartered in Stockholm, Sweden, M.O.B.A. Network is publicly listed on Nasdaq First North Growth Market under the ticker 'MOBA' and on OTCQX under the ticker 'MOBAFN'.

For more information, please visit wearemoba.com

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