

## M.O.B.A. Network Expands Direct Sales in the Nordics Through New Partnership with Execute Media

**Stockholm – June 9, 2025 – M.O.B.A. Network, a leading digital media company operating some of the world's largest gaming communities, announces a new strategic partnership with Execute Media, a Nordic-based ad sales specialist. Execute Media is launching a new gaming vertical in the Nordics and will feature M.O.B.A. Network's premium ad inventory as the centerpiece of their offering. This includes both M.O.B.A. Network's web brands and in-game apps.**

This agreement marks another step in M.O.B.A. Network's direct sales expansion strategy, which combines a focused set of global partners with a broader network of regionally specialized direct resellers. The partnership with Execute Media is expected to enhance fill rates and drive stronger CPMs in the Nordic markets.

"M.O.B.A. Network's mission is to maximize the value of our inventory by aligning with top-tier partners who have deep regional expertise," said Anders Ribbing, CEO of M.O.B.A. Network. "The addition of Execute Media to our reseller ecosystem ensures we are well-positioned to capture more direct demand in the Nordics"

M.O.B.A. Network continues to actively seek additional direct sales partners with strong market knowledge and established client relationships in key geographies.

### **About Execute Media**

Execute Media is a digital-first media company built to thrive in today's fast-moving attention economy. The company specializes in delivering impactful advertising, content, and technology solutions that connect brands with highly engaged audiences across gaming, entertainment, and emerging digital platforms.

### **Contacts**

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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](https://wearemoba.com)

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