

Press Release

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Adverty's Successful Roadtrip to Toronto: Building Stronger Relations and Exploring New Horizons

Adverty's CEO Jonas Söderqvist and VP Partner Sales Alex Ginn recently embarked on an exciting and highly productive business trip to Toronto in Canada to visit our strategic sales partner Apex Mobile Media. A few days packed with meetings to fortify our existing collaboration and explore new avenues for growth in the vibrant Canadian and North American markets.

During the trip, we accomplished remarkable milestones, leaving no stone unturned. With a clear objective to educate and motivate Apex's entire sales team, we shared valuable knowledge and insights on how to enroll Adverty's innovative In-Play ad solution to their local markets.

"We were thrilled to have Adverty's senior team join us in Toronto to educate and evangelize the powerful offering and solutions that Adverty has to offer to the Canadian market and our clients. We are beyond excited to continue to grow together in the Canadian market and continue to bring world class in-game solutions to our clients".

- Walder Amaya CEO/Co-Founder of Apex Mobile Media

The trip allowed us to engage in face-to-face meetings with renowned brands including Toyota, Hasbro, Pizza Hut, KFC, Taco Bell, McDonald's, Disney, Skip The Dishes and Mattel, where we would showcase the unique benefits and limitless possibilities that Adverty's cutting-edge advertising platform offers, fostering connections and laying the groundwork for fruitful potential new partnerships.

The North American market presents enormous potential and our visit to Toronto only reinforced our belief in the incredible opportunities that lie ahead. The enthusiasm and positive response received from our partner and industry stakeholders fuel our excitement for the future. The trip not only solidified our bond with Apex Mobile Media but also amplified our determination to revolutionize the in-game advertising landscape in Canada.

Reflecting on this amazing journey, we are thrilled with the outcomes and eagerly anticipate the prospects that may unfold in the near future. As we continue to pioneer advancements in the field of In-Play advertising, Adverty embraces the challenges and possibilities that lie ahead. Stay tuned as we embark on an exhilarating journey of innovation, collaboration and growth in the North American market.

For further information, please contact:

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About Adverty

Adverty, the leading in-game ad platform, delivers spectacular In-Play™ ads to connect brands and people through its revolutionary and multi-patented technology built for VR/AR and mobile games. The platform offers programmatic video and display ad inventory at scale and allows content creators to monetise the complete experience with unobtrusive, easy-to-integrate, immersive ads.

Founded in 2016, Adverty has offices in Stockholm, London, Istanbul and Lviv and enables new gaming revenue streams for developers and empowers advertisers to reach uniquely engaged audiences. More information at www.adverty.com.

Image Attachments

[Adverty Apex1](#)

[Adverty Apex2](#)

[Adverty Apex3](#)

[Adverty Apex4](#)

Attachments

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