

Press Release

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## **Adverty announces new partnership with Pushfire to expand In-Play reach in DACH region**

**Adverty AB (publ), the leading in-game advertising provider and multi-patent-holding creator of the programmatic In-Play ad format, is thrilled to announce a strategic partnership with Pushfire, one of Germany's largest marketers of digital and out-of-home media for young audiences, to extend its footprint in the DACH (Germany, Austria and Switzerland) region. The collaboration marks another significant milestone in Adverty's mission to revolutionize the global advertising landscape, by delivering seamless, non-intrusive and contextually relevant brand experiences within gaming.**

Adverty and Pushfire will combine their expertise to offer innovative and engaging In-Play advertising solutions for brands seeking to connect with the highly-engaged gaming audience in the DACH region. Adverty's unique and multi-patented In-Play technology enables seamless in-game ad placements, enhancing the user experience while offering brands unparalleled reach and effectiveness in capturing the attention of gamers.

"We are excited to join forces with Pushfire to bring our in-game advertising capabilities further into the hands of gamers and brands in this important part of the world. Pushfire's strong presence and deep understanding of the local market make them a perfect partner as we continue to revolutionize the advertising industry", explains Jonas Söderqvist, CEO of Adverty.

The collaboration has already resulted in a first activation with Yello, a campaign revolving around the theme of climate protection that aims to raise awareness about individual contributions to the environment. Yello is strategically targeting car racing games within the Adverty In-Play network with the captivating slogan "Get off greenhouse gas".

"Pushfire is focusing on communication solutions for brands and corporates to reach young audiences in DACH. Needless to say, gaming experiences are hyper-relevant and a global fast-growing interest for the youth. For this, we discovered Adverty as a perfect match for Pushfire. In cooperation with Adverty our team is excited to enable our clients the opportunity to reach the young audience in a native ingame-experience with maximum attention", says Guido Thiemann, CEO of Pushfire.

### About PUSHFIRE

PUSHFIRE is one of Germany's largest marketers of digital and out-of-home media for young audiences. The team around Managing Director Guido Thiemann is part of the BRANDFIT agency group, which is based in Essen and Berlin. Established in 2015, PUSHFIRE has specialised in reaching young people from 16 to 39 years, understanding their needs and their way of communication and transferring both into the perfect media mix.

The agency offers services in the disciplines of media, influencers, festivals, ambient media and gaming. More than 60% of the young audiences are reached through PUSHFIRE's media portfolio. National and international companies such as Deutsche Telekom, Apple, Adidas, TikTok, Canon, Deutsche Bahn and REWE, as well as various federal ministries have benefited from PUSHFIRE's services.

**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](http://www.adverty.com).*

*This information is information that Adverty AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2023-05-25 08:45 CEST.*

**Attachments**

**[Adverty announces new partnership with Pushfire to expand In-Play reach in DACH region](#)**