

Press Release

27 April 2023 08:00:00 CEST

## Adverty and Turborilla announce exciting partnership to grow its sports portfolio

Adverty AB (publ), the leading in-game advertising platform, is thrilled to announce a partnership with renowned Swedish gaming developer Turborilla.

Turborilla, headquartered in Umeå, Sweden, is known as studio behind the world's most successful motocross gaming franchise, including Mad Skills Motocross 2 and Mad Skills Motocross 3. Their mission is to work hard to bring joy into the gaming world and turn passion into industry-leading action-sports games.

Turborilla will integrate Adverty's In-Play™ monetization solution into Mad Skills Motocross 3, the world's best side-scrolling motocross game, to kick off a new partnership. The integration aims to offer a seamless and engaging in-game advertising experience for Turborilla's players without disrupting their gameplay experience.

*"We are thrilled to partner with Turborilla, a leading mobile gaming developer known for their exceptional sports titles," said Chloe Cave, VP of Publisher Growth of Adverty. "We believe In-Play™ ads enable game developers to deliver engaging brand experiences to their players, and the collaboration with Turborilla is just the perfect testament to that."*

*"We're really excited to work with Adverty to bring innovative in-game monetization solutions to our games," said Bryan Stealey, CMO of Turborilla. "Adverty's technology will enable us to deliver contextually relevant ads seamlessly within our games, ensuring a positive experience for our players and a new revenue stream for our business."*

About Turborilla:

Turborilla is a mobile gaming developer known for creating highly popular and engaging games for a global audience. With a focus on delivering top-quality experiences, Turborilla has a strong presence in the mobile gaming industry, with titles such as "Mad Skills Motocross 3" and "Mad Skills BMX 2" gaining more than 130 million downloads and rave reviews from players worldwide. Learn more at [www.turborilla.com](http://www.turborilla.com).

**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 2023-04-27 08:00 CEST.*

## Image Attachments

[Adverty Turborilla1](#)

[Adverty Turborilla2](#)

## Attachments

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