

Press Release

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Adverty announces partnership with League-M for DACH region

Adverty AB (publ), the leading in-game advertising provider and multi-patent-holding creator of the programmatic In-Play ad format, has announced a strategic partnership with League-M to expand its in-game advertising portfolio to the DACH (Germany, Austria, and Switzerland) region.

As part of this partnership, Adverty will leverage League-M's strong relationships with Media agencies and Trading Partners in the region, providing brands with access to a wider range of inventory and audiences. This will enable Adverty to deliver highly engaging in-game advertising campaigns to brands seeking to reach their target audiences in the DACH region.

"Partnering with League-M is a major step forward for us as we continue to expand our global reach and strengthen our position as the leading In-Play advertising platform," said Jonas Söderqvist, CEO of Adverty AB.

"We are excited to partner with Adverty to bring their innovative in-game advertising solutions to our network of agencies and brands," said Florian Lormes, Managing Director of League-M.

"Adverty's seamless, engaging and non-intrusive approach to in-game advertising aligns with our values and we are confident that this partnership will enable brands to effectively reach their audiences in the DACH region."

About League-M:

League-M Europe is THE digital Sales House for international reach. Founded in early 2019 by Pia Kniprath, Gunnar Obermeier and Florian Lormes, LME quickly developed into one of the most important sales house of premium publishers in Europe, such as global player Fandom, Airtango, Anyclip and many more. Furthermore, League-M sees itself as a pan-European sales hub for international brands and adtech companies. League-M supports the successful entry and development in the highly complex European market. "We advise our clients as holistically and comprehensively as possible and help them to understand and successfully establish themselves in the fractal European advertising market," says Pia Kniprath, Co-Founder of League-M. To learn more about League-M Europe, visit www.league-m.com

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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.verty.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 2023-05-10 08:00 CEST.

Attachments

[Adverty announces partnership with League-M for DACH region](#)