

Press Release

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## Adverty and The Bond Digital announce partnership for Turkiye

Adverty AB, the leading in-game advertising provider and multi-patent-holding creator of the programmatic In-Play ad format, has announced a new partnership with Bond Digital, a prominent digital sales house in Turkiye. This strategic partnership is aimed at expanding Adverty's in-game advertising activities in the Turkish market.

Through this collaboration, The Bond Digital will utilize its extensive network of media agencies to bring Adverty's innovative In-Play advertising solution to brands seeking to reach their target audiences through engaging In-Play campaigns in Turkiye.

"We are thrilled to partner with The Bond Digital to expand our presence in the Turkish market," said Jonas Söderqvist, CEO of Adverty. "The Bond Digital's expertise and network will enable us to deliver highly engaging in-game advertising campaigns in Turkiye."

"Through our collaboration with Adverty, we are thrilled/excited to bring the newest advertising gem to our inventory. We will work together with Adverty to expand our network by utilizing their state-of-the In-Play advertising technology." said Uluç Selamet, General Coordinator of The Bond Digital.

### About Bond Digital

Established in 2015; Bond Digital is one of the leading ad network in Turkey with more than 35 local and global publishers, creating innovative and 360° digital advertising solutions with custom approach to enhance online business growth both for advertisers and publishers.

### 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 2023-05-11 10:58 CEST.*

#### **Attachments**

**[Adverty and The Bond Digital announce partnership for Turkiye](#)**