



Bidstack Group PLC - BIDS New contract with The Trade Desk
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29 August 2019

Bidstack Group PLC ("Bidstack or "the Group")

New contract with The Trade Desk

Bidstack Group plc (AIM: BIDS.L), the in-game advertising group, is pleased to announce it has signed a contract with digital advertising technology platform, The Trade Desk, Inc. (NASDAQ: TTD) ("The Trade Desk") to bolster its programmatic offering for in-game advertising.

Founded in 2009 by pioneers of real-time bidding advertising technology, The Trade Desk's global digital advertising platform has become one of the fastest growing demand-side platforms (DSP) in the industry. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize data-driven digital advertising. These ad campaigns can be delivered across ad formats including display, video, audio and native, on a multitude of devices, such as computers, mobile devices, and connected TV.

This new contract with The Trade Desk will make Bidstack's inventory even more accessible to any advertisers globally.

James Draper, CEO of Bidstack said, "We're delighted to have forged this agreement with The Trade Desk; a multi-billion Dollar, California based, public advertising company, who operate one of the world's Top 10 DSPs. We are big fans of what Jeff Green and his team have achieved and we look forward to working closely with them going forward."

Dave Castell, General Manager of Inventory and Partnerships for EMEA at The Trade Desk said, "Bidstack's product and services bring the virtual and real worlds together seamlessly, making the most of the latest technology to serve impactful native ads directly into console and PC games. In an industry that's always hungry for innovation, we at The Trade Desk are thrilled to bolster Bidstack's programmatic offering, helping

both brands and consumers alike by bringing world-class advertising straight to Esports gaming audiences."

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Notes to editors

Bidstack is an advertising technology company which provides dynamic, targeted and automated native in-game advertising for the global video games industry across multiple platforms. Its proprietary API technology is capable of inserting adverts into natural advertising space within video games across multiple video games platforms (mobile, PC and console).

Bidstack's customers are games publishers and developers and advertising agencies, brands and programmatic advertising platforms. Bidstack contracts exclusive access to the native in-game advertising space within video games from their developers or publishers and sells that advertising space either direct to specific brands and their agencies or through programmatic advertising platforms.

About The Trade Desk

Founded in 2009 by Jeff Green and Dave Pickles, The Trade Desk™ is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize digital advertising campaigns across ad formats and devices. Integrations with major data, inventory, and publisher partners ensure maximum reach and decisioning capabilities, and enterprise APIs enable custom development on top of the platform. Headquartered in Ventura, California, The Trade Desk has offices across North America, Europe, and Asia Pacific.

In the year to 31 December 2018 the value of clients' purchases plus The Trade Desk's platform fees were approximately US\$2.35bn, The Trade Desk had GAAP revenues of approximately US\$477m with net income of approximately US\$88m. The market capitalisation of The Trade Desk is approximately US\$11.17 bn.

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