



Bidstack Group PLC - BIDS 2019 Year End Trading Update
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11 February 2020

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

2019 year end trading update

Bidstack Group plc (AIM: BIDS), a leading provider of in-game advertising technology for the video games ecosystem, provides a trading update for the year ended 31 December 2019.

Subject to audit, financials for the year ended 31 December 2019 are expected to include revenues in the region of £150,000, arising mainly from programmatic advertising spend, and an expected operating loss of £5.30 million incurred in laying the foundations for the Company's growth. Net assets are expected to be in the region of £3.57 million including available cash as at 31 December 2019 of £3.14 million.

Bidstack and its partners are trailblazing the creation of in-game advertising as a new advertising category which comes with many technical, regulatory and commercial hurdles. Notwithstanding the Company having failed to meet its revenue targets for 2019, the Board is pleased with Bidstack's progress towards its goal of becoming the world's leading advertising network in video games, evidenced most recently by the signing of a major advertising trading agreement announced on 19 December 2019 under which the Company has already commenced engagement with major advertisers with significant budgets.

The Company is also progressing discussions with other global advertising agencies. However, giving the world's leading advertising agencies the comfort to buy and report on this new inventory takes time and the Board believes further building blocks are still required before those revenues can be fully exploited. While this may be frustrating for investors, the Board and Bidstack's commercial partners can see evidence of positive benefit ahead for the Company.

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 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 (on the supply side), and advertising agencies, brands and programmatic advertising platforms (on the demand side). 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.

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