



**Bidstack Group PLC** - BIDS Bidstack and Codemasters New Gaming Collaboration  
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## **Bidstack Group PLC**

("Bidstack or "the Company")

### **Bidstack and Codemasters sign new gaming title collaboration**

Bidstack Group PLC (AIM: BIDS.L), the native in-game advertising group, is pleased to announce that it has reached a new exclusive agreement with Codemasters to deliver native in-game advertising into an upcoming 2020 title.

Through the seamless integration of Bidstack's lightweight SDK, leading brands and advertisers from around the world will be able to deliver contextually relevant ads in real time (either directly or programmatically) into natural spaces within the game. Advertisers will be able to reach an engaged audience and target advertising based on their demographic profiles.

This agreement is the third to be reached between Bidstack and Codemasters and represents a growing confidence in Bidstack's proprietary technology and another positive step forward in this partnership. The previous two titles Bidstack and Codemasters have partnered on are the critically acclaimed DiRT Rally 2.0 and GRID.

James Draper, CEO of Bidstack, said:

"It is a source of immense pride that one of our longest-standing partners, Codemasters, have entrusted us to deliver more in-game advertising into their high-spec games.

"It is a great endorsement of our relationship with Codemasters that we now have agreements in place on three titles. It is a pleasure to work with a world-class team of game developers that consistently deliver fantastic AAA rated games that engage the gaming and motorsport audiences at scale.

"We are continuing to focus on adding new inventory to our portfolio which we can then make available to the global advertising agencies we are dealing with. We are confident of making further announcements in this regard during the course of this year."

"Codemasters and Bidstack continue to enjoy a strong relationship, and we are delighted to enter into this new agreement," said Toby Evan-Jones, VP Business Development at Codemasters. "We care about giving our players the best experiences, immersing players into a world of racing is at the heart of everything we do. Bidstack's technology allows us to deliver credible advertising to the virtual trackside in a manner which mimics that of real-life motorsport."

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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 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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