Bidstack Group PLC   -   BIDS   Collaboration with Codemasters for DIRT 5
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Bidstack Group PLC

("Bidstack" or "the Company")

Bidstack confirms collaboration with Codemasters for DIRT 5

Bidstack Group PLC (AIM: BIDS.L), the native in-game advertising group, is pleased to announce that its exclusive agreement with Codemasters, referred to in the announcement on 16 March 2020, is to deliver native in-game advertising for DIRT 5™.

The new game will be released from October 2020 on the Xbox Series X and PlayStation®5, the next generation of consoles that are due to be released later this year, as well as on the PlayStation®4 computer entertainment system and the Xbox One family of devices, including the Xbox One and Windows PC (via Steam). DIRT 5™ will also be available on Google Stadia in early 2021.

James Draper, CEO of Bidstack, said:

"It's great to be working with Codemasters, using our technology to deliver native in-game advertising for DIRT 5, which is the first racing game to be confirmed for the all-new Xbox Series X.

"The launch of the Xbox Series X and PlayStation®5 later this year will bring a new level of gaming to gamers throughout the world. Where our technology is deployed within the games, brands and the global advertising agencies we are dealing with will be able to engage with gamers in a completely natural way."

"We have made a new video available on our website, www.bidstack.com, which illustrates how our technology works."

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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.

About DIRT 5™

DIRT 5 will provide fans with a new off-road experience set in amplified real-world locations, such as New York City and Rio de Janeiro, alongside the more challenging and remote areas of Greece and China. Players will experience extreme racing in a variety of vehicle classes from buggies, unlimited trucks, rock bouncers to traditional and modern rally cars.

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