

RNS Contract

Exclusive Agreement with Ubisoft for Hyper Scape

BIDSTACK GROUP PLC

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15 September 2020

Bidstack Group Plc

("Bidstack" or "the Company")

Exclusive agreement with Ubisoft to deliver in-game advertising for Hyper Scape

Landmark AAA game to incorporate native in-game advertising

Bidstack Group Plc (AIM: BIDS.L), the native in-game advertising platform, is pleased to announce that it has signed an exclusive partnership agreement with Ubisoft, a leading video game company, to deliver native in-game advertising for Hyper Scape, its futuristic, free-to-play, urban battle royale game that was officially launched on 11 August 2020.

Bidstack will deliver in-game advertising for Hyper Scape across both PC and console devices, including Xbox One and PlayStation 4.

This partnership follows Bidstack's supply-side strategy to focus on working with the world's leading video games developers and publishers to incorporate Bidstack's proprietary technology into their games.

James Draper, CEO of Bidstack, said:

"This deal shows the progress the business has made over the last two years. The team at Ubisoft has become a close partner, and together we're excited to empower advertisers to run campaigns within the cross-platform battle royale Hyper Scape.

"We look forward to delivering true 'virtual out of home' advertising campaigns into these open world gaming environments together with our global relationships with game publishers and developers, agency holding groups and brands direct.

"This agreement signifies another major milestone for not only the Company but the native in-game advertising industry as a whole."

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Notes to editors

About Bidstack

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. 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 spaces within video games from their developers or publishers and sells that advertising space either directly to specific brands and their agencies or through programmatic advertising platforms.

About Ubisoft

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Far Cry, For Honor, Just Dance, Watch Dogs, Tom Clancy's video game series including Ghost Recon, Rainbow Six and The Division. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs. For the 2019-20 fiscal year, Ubisoft generated net bookings of €1,534 million. To learn more, please visit: www.ubisoftgroup.com.

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