



Reach Non Regulatory Reach Announcement

Bidstack teams up with Moat by Oracle

BIDSTACK GROUP PLC

Released 10:00:00 12 February 2021

RNS Number : 9493O
Bidstack Group PLC
12 February 2021

REACH ANNOUNCEMENT

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Bidstack Group Plc

("Bidstack" or "the Company")

Bidstack Teams Up With Moat by Oracle

Beta measurements taken in January and February 2021 verify Bidstack as a reliable in-game advertising channel for brands to engage global gaming audiences

Bidstack Group Plc (AIM: BIDS.L), the native in-game advertising platform, is pleased to announce the first results of its collaboration with Moat by Oracle ("Moat"), sharing verified general invalid traffic ("GIVT") figures from a campaign featured in *Football Manager 21* in the United Kingdom, and run by Dentsu's DGame on behalf of a leading global financial institution in January and February 2021.

Moat's preliminary analysis of Bidstack's PC inventory compared to Moat's Global Q3 2020 Display benchmarks suggests Bidstack's overall PC GIVT is currently performing ~3.5x better than the industry benchmark of 2.9% GIVT (Moat Q3 2020 Desktop Display Benchmark), with more than 99% of observed impressions verified as GIVT free.

GIVT is a key component under the industry umbrella term of ad fraud, which stems from invalid, malicious or fraudulent activity that generates illegitimate ad impressions. According the eMarketer's "Global Digital Ad Spending Update Q2 2020" report ⁽¹⁾, worldwide digital ad spend is expected to reach \$526 billion by 2024, making the fight against ad fraud more important than ever.

"It is vital for brands to be able to verify whether their ads are being delivered to a real person when running in-game advertising. Moat by Oracle is excited to work with Bidstack to give brands the confidence to invest in in-game advertising on a global scale," said Mark Kopera, head of product for Moat by Oracle.

The Directors believe today's announcement is another milestone in Bidstack's commitment to create the most trustworthy in-game platform for brands, advertisers and game developers. This follows Bidstack's acquisition of cybersecurity business Pubguard in 2019 as an independent subsidiary.

"We are very impressed with Bidstack as a trustworthy in-game media channel for our clients, and having their numbers validated is further proof that they're ready to unlock the potential of the gaming audience for advertisers," said Luke Aldridge, client partner at Dentsu's DGame.

"At Bidstack our number one priority is ensuring the integrity, purity and safety of the gaming experience to both brands and game developers. We are delighted that Dentsu's DGame found reassurance in the data provided by Moat by Oracle and look forward to continuing to create amazing in-game advertising campaigns with the boldest global brands," said James Draper, CEO of Bidstack.

Notes: (1) <https://www.emarketer.com/content/global-digital-ad-spending-update-q2-2020>

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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 Moat by Oracle

Moat by Oracle is a comprehensive analytics and measurement platform that provides a suite of solutions across ad verification, attention analytics, cross-platform reach & frequency, ROI outcomes, and marketing & ad intelligence. Working with publishers, brands, agencies, and platforms, Moat helps reach prospective customers, capture consumer attention, and measure the outcomes to unlock business potential. In 2017, Oracle added Moat to its powerful suite of advertising technology solutions. Oracle provides data and technology to understand and reach your audience better, deepen your engagement, and measure it all with Moat.

About Oracle Advertising

Oracle Advertising helps marketers use data to capture consumer attention and drive results. Used by 199 of AdAge's 200 largest advertisers, our Audience, Context and Measurement solutions extend across the top media platforms and a global footprint of more than 100 countries. We give marketers the data and tools needed for every stage of the marketing journey, from audience planning to pre-bid brand safety, contextual relevance, viewability confirmation, fraud protection, and ROI measurement. Oracle Advertising combines the leading technologies and talent from Oracle's acquisitions of AddThis, BlueKai, Crosswise, Datalogix, Grapeshot, and Moat.

About Oracle

Oracle offers suites of integrated applications plus secure, autonomous infrastructure in the Oracle Cloud. For more information about Oracle (NYSE: ORCL), please visit www.oracle.com

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