

ANZU: EMPOWERING PC AND CONSOLE GAME DEVELOPERS TO GENERATE HIGH REVENUES WITH IN-GAME ADVERTISING

Anzu.io is the world's most advanced in-game advertising platform, bringing **real-world brand ads** directly into video games, esports tournaments, and streaming. Our solution blends ads in IAB-recognized formats directly into the gameplay, **enhancing game realism** and transforming ordinary in-game objects into valuable advertising collateral, all while **respecting the gamer experience**.



Backed by WPP, the global advertising giant that manages an annual media spend of \$50B, Anzu's platform empowers game developers to generate **significant sustainable revenue** streams by giving them access to direct campaigns of **premium global brands**. Among other prominent investors is **Sony Innovation Fund**, the investment arm of one of the world's largest gaming groups and the owner of PlayStation.

THE ANZU ADVANTAGE:

The only in-game advertising solution to serve **ads programmatically on console**

Full inventory control — content, data, pricing, ad formats, frequency, and ad density

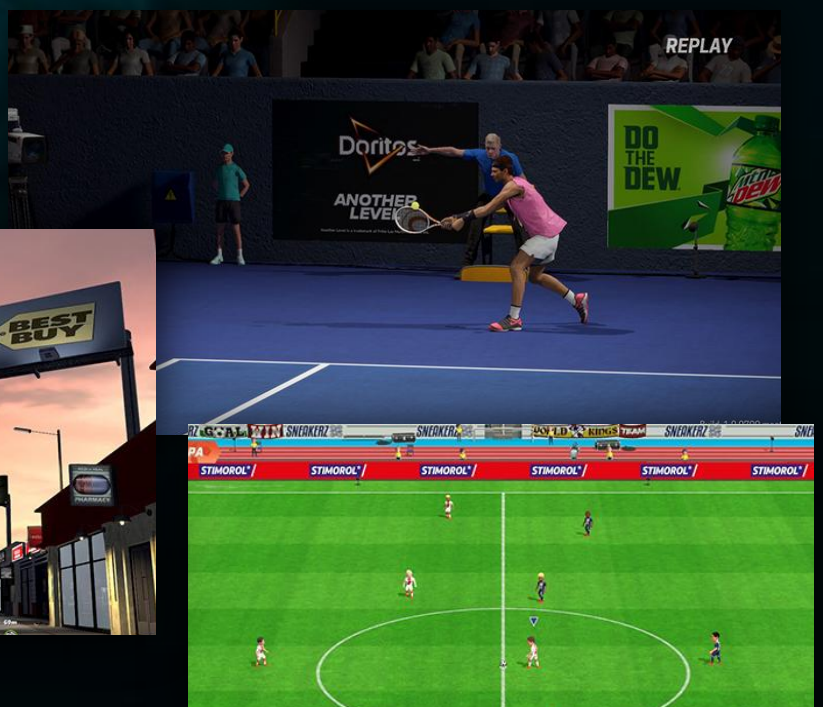
The sole in-game advertising platform licensed as an **official Xbox middleware provider**

Patent-pending, **one-of-a-kind tech for measuring ad viewability** in real-time in partnership with Moat

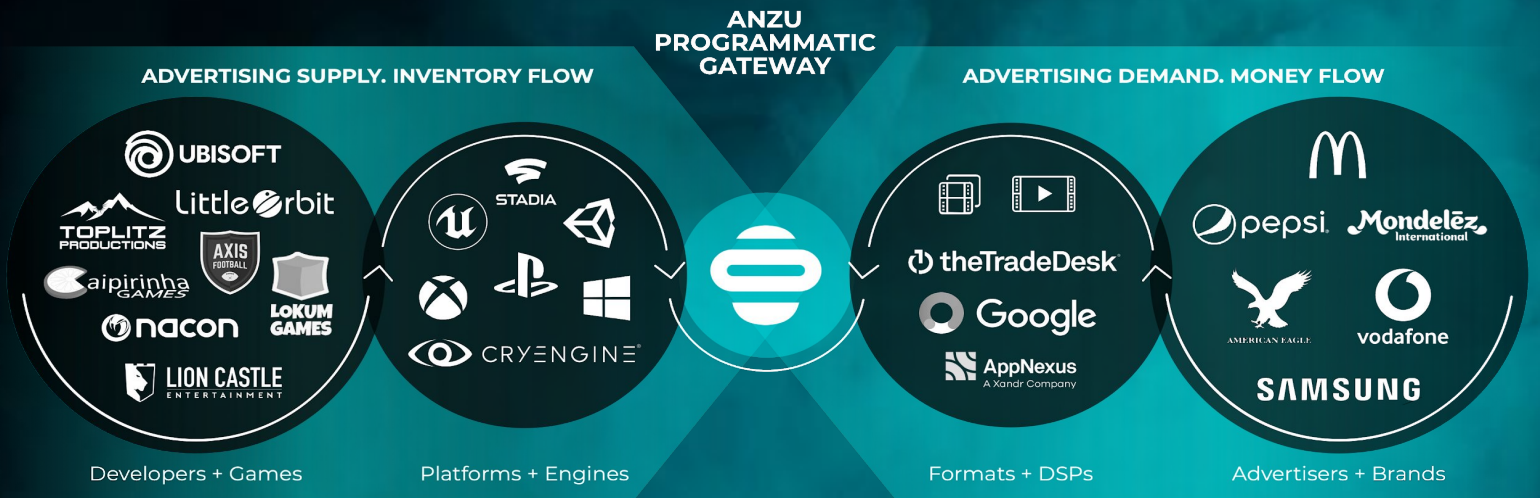
Combines **scale and fill rate of an RTB programmatic marketplace** with high CPMs and **premium direct brand deals**

ISO 27001 Information Security Standard certified, GDPR, CCPA and COPPA compliant

FORMAT SUITE: NATIVE, CREATIVE, AND DYNAMICALLY UPDATED



ANZU'S ADVANCED TECHNOLOGY:



Supports major game engines, **including Unity Cocos, Unreal Engine, CryEngine,** and **custom/proprietary** engines

Supports **all ad formats** — banners, videos, logo ads, interactive ads, and more — and multiple formats within same ad placement

Lightweight in size and performance with low impact on final build size, RAM, and CPU

Smart architecture allows for a simple push update, **no need to release a game's update**

STRATEGIC ADTECH PARTNERS:

AD VIEWABILITY AUDIT

MOAT
by ORACLE DATA CLOUD

CHEQ

comscore

FRAUD PROTECTION

MOAT
by ORACLE DATA CLOUD

comscore

BRAND LIFT MEASUREMENT

nielsen

KANTAR

comscore

AUDIENCE VERIFICATION

nielsen

COOKIE-FREE DATA ENRICHMENT

Digiseg

“ We are very happy to partner with Anzu to increase our ability to deliver high quality live experiences thanks to real advertising being displayed in our electronic stadium. ”



FLORENT CASTELNERAC
Managing Director
UBISOFT
NADEO

“ Agreed with what most people are saying about the ads - the way they're implemented is non-intrusive, doesn't get in the way of the game, and in my opinion, adds a bit of variety instead of seeing the default billboards and banners every day. ”



ARAU_
Trackmania Gamer

