



# PROJECT NEXUS

## BUSINESS OVERVIEW



Gordon Brothers presents an opportunity to acquire a UK-headquartered, technology-led digital advertising business specialising in the delivery of non-intrusive, in-game advertising across premium video game environments.

The Company has developed a proprietary platform that enables brands to programmatically serve contextually relevant advertising within live gaming environments, integrating seamlessly into gameplay without disrupting user experience. The technology connects advertisers with hard-to-reach audiences across console, PC and mobile titles, offering measurable brand outcomes and high engagement rates. The business operates a scalable, software-led model and benefits from strong structural tailwinds driven by the continued growth of gaming, digital advertising spend and brand demand for premium, brand-safe inventory.

This opportunity may be of interest to ad-tech platforms, media and marketing groups, gaming and entertainment strategics, data and programmatic advertising providers, and financial investors seeking exposure to differentiated digital media IP and high-growth advertising formats.

## VALUE PROPOSITION



- Proprietary in-game advertising technology enabling seamless, non-disruptive brand placement within premium gaming environments.
- Access to highly engaged, difficult-to-reach audiences across console, PC and mobile gaming ecosystems.
- Software-led scalable platform supporting programmatic delivery, analytics and campaign measurement.
- Strong alignment with structural growth in digital gaming, digital media consumption and brand demand for premium inventory.

## ASSETS AVAILABLE



- Proprietary in-game advertising platform, including software, APIs and campaign delivery infrastructure.
- Developed IP and technical know-how relating to ad insertion and gameplay integration.
- Commercial relationships with advertisers, agencies and gaming publishers.

## DEADLINE



A deadline for expressions of interest has been set for **Wednesday 10 June 2026 at 5:00pm (BST)**.

## FURTHER INFORMATION

Requests for further information should be addressed to Emily Muir of Gordon Brothers.

Access to additional information can be provided upon receipt of a signed NDA. All offers are to be supported by proof of funding.



**EMILY MUIR**

[emuir@gordonbrothers.com](mailto:emuir@gordonbrothers.com)

+44 (0) 7442 936 429