



# BUSINESS DEVELOPMENT NEWS

## facebook

We have secured the Facebook Authorised Sales Partner status for Myanmar, Laos and Cambodia, formally launching the representation in January 2020. This increases the number of markets on which Httpool represents Facebook to 10.



Our partnership with Twitter expanded to the Nordic region, which includes Finland, Sweden, Norway and Denmark. This opens up important opportunities across very advanced markets with high purchasing power and strong global performance advertisers.



The team is currently discussing the terms for 2020 including branding buy, auction buy and targeting per geographies.



In December we will define the selected markets and the go to market strategy for the Activision Media.