

Pressrelease

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STILLFRONT
GROUP

Stillfront Group AB: MAU grows 30% YoY

Stillfront Group systematically works with improving the product portfolio to optimize performance and reward/risk. Among many things, Stillfront continuously monitors the number of active users of the online games on a monthly (MAU – Monthly Active User) and daily (DAU – Daily Active User) basis.

During the third quarter of 2019, the average number of MAUs was 5,342,000 (compared to 4,098,000 in the corresponding period 2018). The number of DAUs was 1,306,000 on average during the quarter (compared to 954,000 in the corresponding period 2018). Thus, during the third quarter of 2019, the number of MAUs increased by 30%, and the number of DAUs increased by 37%, compared with the third quarter of 2018.

During the second quarter of 2019, the average number of MAUs was 5,881,000 and the average number of DAUs was 1,317,000. Thus, the third quarter 2019 showed a decrease of 9% regarding the number of MAUs and a decrease of 1% regarding the number of DAUs as compared with the second quarter of 2019.

In the beginning of June 2019, Kixeye was acquired by Stillfront, and from July 1 2019, Kixeye is consolidated in Stillfronts financial reporting, including the numbers above.

“The numbers for the third quarter are affected by seasonality due to vacation months in July and August. During the period this year we have not launched any new titles. Despite this, our userbase is growing year over year, even if Kixeye is excluded, and the monetization is still strong”, comments Jörgen Larsson, CEO, Stillfront Group.

In total, the above numbers pertain to the 34 largest online games as ranked by revenues, i.e. Call of War, Supremacy 1914, Conflict of Nations, ManagerZone, DragonRealms, GemStone IV, SIEGE: Titan Wars, SIEGE: World War II, Tank Storm, Admiral, Nida Harb 3, Strike of Nations, Age of Lords, World at War, War and Peace: Civil War, Vietnam War: Platoons, Game of Trenches, eRepublik.com, Online Fussball Manager, Goodgame Poker, Legends of Honor, Goodgame Empire, EMPIRE: Four Kingdoms, Big Farm, BIG FARM: Mobile Harvest, BIG COMPANY: Skytopia, EMPIRE: Millennium Wars (Mobile), EMPIRE: WWII (Browser), Imperia Online, Shakes & Fidget, Battle Pirates, War Commander, Vega Conflict and War Commander: Rogue Assault.



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About Stillfront

Stillfront is a global group of gaming studios and a market leader in the free-to-play online strategy games genre. Our diverse and exciting games portfolio has two common themes; loyal users and long lifecycle games. Organic growth and carefully selected and executed acquisitions embody our growth strategy and our 650 co-workers thrive in an organisation that engenders the spirit of entrepreneurship. Our main markets are the US, Germany, MENA, France and UK. We are headquartered in Stockholm, Sweden and the company is listed on Nasdaq First North Premier.

For further information, please visit: stillfront.com

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