

Press release

Stockholm 2020-01-13

STILLFRONT
GROUP

Stillfront Group AB: MAU grows 26% YoY

Stillfront Group AB (“Stillfront”) 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 fourth quarter of 2019, the average number of MAUs was 6,018,000 (compared to 4,770,000 in the corresponding period 2018). The number of DAUs was 1,394,000 on average during the quarter (compared to 1,140,000 in the corresponding period 2018). Thus, during the fourth quarter of 2019, the number of MAUs increased by 26%, and the number of DAUs increased by 22%, compared with the fourth quarter of 2018.

During the third quarter of 2019, the average number of MAUs was 5,342,000 and the average number of DAUs was 1,309,000. Thus, the fourth quarter 2019 showed an increase of 13% regarding the number of MAUs and an increase of 6% regarding the number of DAUs as compared with the third quarter of 2019.

“As usual the fourth quarter is stronger than the previous, and we continue to have good growth of our user base year over year, with continued good monetisation. I’m happy to note an all-time high MAU level – during the fourth quarter, EMPIRE: Age of Knights entered global soft launch, which naturally drives MAU more than DAU with test campaigns in many territories”, comments Jörgen Larsson, CEO, Stillfront Group.

In total, the above numbers pertain to the 35 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), EMPIRE: Age of Knights, Imperia Online, Shakes & Fidget, Battle Pirates, War Commander, Vega Conflict and War Commander: Rogue Assault.

This is the last time DAU and MAU-numbers are published separately. From the first quarter of 2020, the information that is given regarding the Stillfront portfolio of games, will be published in the quarterly report. Thus, Stillfront ensures that the market receives all information at once.

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This information is information that Stillfront Group AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, on January 13, 2020 at 08.00 CET.

About Stillfront

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Stillfront is a global group of gaming studios and a market leader in the free-to-play online 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 organization 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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