

STILLFRONT GROUP

Press Release
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Stillfront acquires mobile strategy game Iron Throne: The Firstborn

Stillfront Group AB (publ) has entered into an agreement to acquire the game “Iron Throne: The Firstborn”, under name change to “Rise of Firstborn”, a popular mobile strategy game developed and published by Netmarble Corporation. The acquisition is structured as an asset acquisition and the game will be operated by Stillfront’s studio Kixeye.

“Iron Throne: The Firstborn”, which was released globally in May 2018, is a mobile strategy game that combines hero role-playing-game (RPG) elements with real-time player-versus-player (PVP). In September 2021, the game had approx. 100k monthly active users (MAU). The game generated total bookings of approx. 12 MUSD during the last twelve months ending September 2021.

Following the acquisition, the game will be operated by Stillfront’s studio Kixeye, which will be able to leverage its existing development and live operations resources to further develop the game. Kixeye has extensive experience from successfully operating and growing mobile strategy games, including its blockbuster title War Commander: Rogue Assault.

“Asset acquisitions continue to be an important part of Stillfront’s growth strategy. ‘Iron Throne: The Firstborn’ is a high-quality strategy game with a loyal user base that fits perfect in our portfolio of long-lifecycle games. The game is built on a state-of-the-art game engine which potentially can be used for engine sharing and further scaling within Stillfront. Kixeye is a great home for ‘Iron Throne: The Firstborn’ and we look forward to what we can do with the title as a part of the group”, says Jörgen Larsson, CEO, Stillfront Group.

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About Stillfront

Stillfront is a leading free-to-play powerhouse of gaming studios. 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 1,250+ co-workers thrive in an organization that engenders the spirit of entrepreneurship. Our main markets are the US, Germany, MENA, UK and Canada. We are headquartered in Stockholm, Sweden, and the company is listed on Nasdaq Stockholm. For further information, please visit: stillfront.com

Attachments

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