

Flexion launches Pines Peak from Vizor on alternative app stores

Pines Peak marks the third title Vizor has tapped Flexion to launch on alternative platforms

LONDON, UK - 27 October, 2026: Flexion (NASDAQ: FLEXM), the games marketing company announces its latest agreement with one of the world's leading independent game developers Vizor to bring the hit new game, *Pines Peak: Merge Travel Games*, developed by Glera Games, to alternative app stores. Powered by Flexion's Exprexion Markets distribution service, the game has just launched on the Amazon Appstore, Samsung Galaxy Store, Huawei App Gallery, Xiaomi GetApps and ONE store.

Pines Peak is a new casual merge game published by Vizor. This is a deal expansion since Flexion is already working with Vizor's other blockbuster title, *Klondike Adventures*.

Flexion handles the technical work of bringing a game to alternative platforms. This approach relies on 20 years of expertise and a deep bench of alternative market experts. On average, Flexion adds more than 10% in incremental revenue to the titles it represents. Its current contracted portfolio includes 40 top-grossing games, including four titles that have reached the Top 10 grossing charts on Google Play.

Flexion will use its Exprexion Markets service to manage distribution and growth across global app stores to reach untapped players and increase margin for Vizor.

"Expanding our partnership with Vizor is a testament to the value of alternative distribution," says Jens Lauritzson, CEO at Flexion. "Exprexion is a unique mix of growth services built to take the friction out of global growth, helping great games unlock new incremental revenue and reach untapped audiences. We're proud to handle the operational heavy lifting so Vizor can focus on what they do best."

"Bringing the new title to Flexion was a no-brainer after seeing how much value they unlock," says Victoria Kuleshova, Business Development Director, Vizor. "Through their Exprexion suite, we have reached new global audiences and maximized our margins. The Flexion team handles all the technical work and delivers steady incremental revenue growth."

Pines Peak - Merge Travel Games is a casual merge game developed by Glera Games and published by Vizor, where players join characters Alex and Emma on a mystery adventure to restore their family farm and uncover secrets. The game features farm and town building, mini-games, and weekly adventures with new mechanics, limited-time expeditions, and events.

Exprexion Markets provides several services for its partners:

- **Full Management:** A fully outsourced service for alternative platforms through a single SDK and a unique mix of growth services, including UA, platform relations and store merchandising.
- **The Discoverability Edge:** Direct access to curated and preloaded store placements where users are most active.
- **Technical Support:** Rapid update management and platform-specific marketing execution.
- **Global Expansion:** A single point of entry to audiences on Amazon, Samsung, Huawei, Xiaomi, and ONEstore.

About Us

Flexion brings games to new audiences and markets, helping game developers grow revenue and engagement with minimal cost and risk. With over a decade of expertise in alternative distribution, Flexion works with leading platforms including Amazon, Huawei, Samsung, Xiaomi, and ONE Store. Flexion is listed on Nasdaq First North Growth Market, Shortname: FLEXM.

For more information, visit flexion.games

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