

Flexion adds Hero Wars: Alliance from Nexters to alternative store portfolio

LONDON, UK – 19 March 2026 – Flexion (NASDAQ: FLEXM) has signed a partnership with Nexters Global (part of GDEV) to bring its flagship title, *Hero Wars: Alliance*, to the alternative app stores. The mid-core RPG will launch on the Amazon Appstore, Samsung Galaxy Store, Samsung Instant Play, Xiaomi GetApps, Epic Games Store, and ONE store during Q2 2026.

Hero Wars: Alliance consistently maintains a strong position among the top 60 highest-grossing titles on Google Play and is the newest addition to Flexion's long list of well-known top grossing games.

"Nexters has a proven hit with Hero Wars: Alliance," says Jens Lauritzson, CEO of Flexion. "Our role is to take that existing success and generate more revenue by reaching users in the alternative stores. We don't just handle updates and marketing; we provide the full infrastructure and services to ensure a game performs at its peak on every platform."

"We built this game to last," says Olga Egoshina, Director of Business Development, Nexters. "If you limit yourself to one or two big stores, you miss out on a massive audience using other markets. Flexion lets us expand into those spaces without the typical upfront costs or effort. It is a low-risk way to quickly grow our revenue and player base while Flexion handles the messy technical work."

Flexion takes on the heavy lifting of bringing a game to alternative channels by managing every piece of the process. This approach relies on specialized technology and services that can't be replicated elsewhere. On average, Flexion adds more than 10% in incremental revenue to the titles it represents. Its current portfolio includes 35 top-grossing games including four Top 10 grossing titles.

Flexion provides several specific services for its partners:

- Full integration and management for alternative platforms
- Platform-specific marketing and go-to-market execution
- Technical support and rapid update management
- Access to curated and preloaded store placements

The mobile market is changing. Developers are increasingly looking for higher margins and diversified revenue streams. By managing the operational side of these stores, Flexion allows studios to capture that extra 10% of revenue without the typical upfront costs.

Hero Wars: Alliance is a free-to-play mobile strategy RPG where players collect and upgrade a roster of powerful heroes to battle against dark forces and rival players. Set in the fantasy world of Dominion, users recruit heroes from multiple factions, build effective team synergies, and lead them through story-driven campaign missions, PvP arenas, and large-scale guild wars.

Press Release
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FLEXION

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