

Flexion Launches Exprexion: A New Suite of Services to Increase Mobile Game Revenue and Market Freedom

LONDON, UK – 07 May 2026 – Flexion (NASDAQ: FLEXM), the games marketing company, today announced the launch of Exprexion. This integrated suite of services provides game developers with a single point of entry to alternative app stores, creator-led marketing, and direct-to-consumer sales.

The mobile gaming industry is entering a new era. After years of market domination by Google and Apple, game studios are looking for ways to be in command of their own destiny. High store taxes and rising acquisition costs have squeezed profits for too long. The Exprexion suite of services gives developers the freedom to innovate in market engagement and express their ideas directly to users, moving beyond the traditional constraints of the major app stores.

The Exprexion suite consists of three core services:

- **Exprexion Markets:** This service manages all the technical and operational requirements of distributing games on alternative platforms including Amazon, Samsung, Huawei, Xiaomi, and ONEstore. Flexion handles everything from integration to platform relations, typically adding more than 10% in incremental revenue. By taking on these tasks, Flexion reduces upfront and operational costs for developers while reducing risk.
- **Exprexion Creators:** This service focuses on influencer-led marketing and social media strategy. By managing the creative process and relationships with influencers, Flexion helps studios find high-value players who engage with games through organic interest. This approach allows developers to reach bigger audiences through broader market channels and innovative user acquisition.
- **Exprexion Direct:** This service enables developers to sell to their players no matter where those players are. By moving transactions outside of the major app stores, studios can make better margins and reclaim the 30% fee typically charged by platform owners. The service uses proven payment technology from trusted suppliers, like Xsolla, to ensure the buying experience remains smooth.

"The mobile industry has reached a point where the old methods of finding and monetizing players are no longer sustainable for many game studios," says Jens Lauritzson, CEO and Founder of Flexion. "For years, developers accepted high fees and limited data access as the cost of doing business. Now, the emergence of a more open market and the shift toward direct-to-consumer relationships have changed the math. We launched Exprexion because the market is finally in a place where developers can feasibly run their own stores and distribution networks without the massive operational overhead that used to hold them back."

Flexion's technology, people, and expertise are unique in the mobile market. The Expression services are fully integrated with one another, meaning each service perfectly complements the others. They can be combined seamlessly or used in any combination to generate profit and grow audiences bigger than ever before.

Flexion currently manages 37 top-grossing games. Four of these titles have reached the Top 10 grossing charts on Google Play. By providing a decentralized path to growth, Expression serves as a vehicle for a studio's financial freedom.

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