

PRESS RELEASE

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MMA Manager 2: Ultimate Fight has increased its ARPU by 82% compared to the original title

FunRock & Prey Studios, wholly owned subsidiaries of Fragbite Group AB (publ) have launched MMA Manager 2: Ultimate Fight in July 2022. The game is now scoring top positions in charts in different countries and showing impressive metrics. When comparing its first 30 days since the global launch with Tilting Point to the same period when the original title "MMA Manager 2021" was released, the ARPU (Average Revenue Per User) has increased by 82%.

MMA Manager 2: Ultimate Fight is based on the successful game MMA Manager 2021, where players step into the role of MMA manager and develop the skills of their fighters. As managers, they hire coaches, buy gyms and equip them with state-of-the-art equipment and plan their fights.

"I'm glad to say that our numbers in July are in line with our expectations and highlight the results of the hard work put in by the entire team. We had 3x the number of installs in July compared to the release month (April 2021) of MMA Manager 2021 with Tilting Point. We also see better retention rates and overall engagement. However, the number I'd like to highlight the most is our ARPU, which increased by 82% compared to the same 30 day period of the launch of MMA Manager 2021", said Magdy Shehata, CEO of FunRock and Prey Studios.

Right now, the game ranks in the top 5 in 7 countries for Role Playing and 6 countries for Sports. As for the top 10, the game ranks in the top 10 in 18 countries for Role Playing and 16 in Sports. Currently the iOS and Android versions have a rating of 4.7 and 4.5 respectively (out of a maximum of 5.0), increasing popularity in the stores.

"The game also was selected by the editorial team to be featured by Apple's Appstore on release in 115+ countries, which only becomes relevant for a handful of games. In addition, the game was selected to be featured by Apple in the (New games we love) section" said Magdy Shehata.

MMA Manager 2: Ultimate Fight is available for download in the US, Europe, and most Western countries. The studio is currently in talks with multiple publishers from Asia and the MENA region for the release of the games in these regions.

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About us

Fragbite Group AB is a digital gaming entertainment group with subsidiaries active in the mobile gaming and e-sports industry listed on Nasdaq First North Growth Market in Stockholm. The Group consists of companies with in total about 80 employees who all share the same passion for gaming. The Group is headquartered in Stockholm, Sweden and has physical representation in Alexandria, Egypt, Montpellier, Nancy and Paris, France, Hague, the Netherlands as well as in Gibraltar. The Group has three internal game development studios; Lucky Kat, FunRock/Prey Studios and WAGMI that develop, publish, distribute, and market games for desktop, console and mobile devices for the global gaming market. The subsidiary Fragbite AB is one of the Nordic region's leading E-sports media companies that arranges, and broadcasts e-sports tournaments live. Playdigious SAS places and adapts games for mobile phones and develops indie games. For more information, see www.fragbitegroup.com.

Attachments

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