

PRESS RELEASE

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Success title Dead Cells releasing on Netflix

Fragbite Group AB's (publ) ("Fragbite Group" or "The Company") wholly-owned subsidiary Playdigious SAS ("Playdigious") has entered into an additional distribution agreement regarding the game Dead Cells, which from October 31 will be made available via Netflix's global platform for mobile games. Since its launch in 2019, Playdigious' mobile version of Dead Cells has sold over 5 million units.

Playdigious' mobile version of critically acclaimed game title Dead Cells was launched in August 2019 on iOS, then in June 2020 on Android and most recently in December 2022 on the Apple Arcade global platform. In January 2023, the Company announced that the game had sold over 5 million units. The distribution of Dead Cells will now be further expanded through the agreement with global platform Netflix, with the game and all DLC:s released to date made available to Netflix subscribers starting October 31.

"Dead Cells continues to be a great success, and the Playdigious team once again demonstrates their impressive business acumen by broadening their partnership with global distributors. Netflix is already successfully offering titles Spiritfarer as well as TMNT: Shredder's Revenge, and everything points to Dead Cells also doing well on the Netflix platform. I believe that subscription as a business model for games will continue to grow and it offers the opportunity to reach new target groups. Therefore, this is another positive confirmation of Playdigious' capacity to launch more titles on the major global platforms," says Marcus Teilman, President and CEO of Fragbite Group.

As previously communicated, Playdigious has increased both the release pace of new games, as well as the pace of activities for existing games with launches onto new platforms and/or geographic markets, as well as the release of downloadable content updates (DLC:s) for purchase. This platform extension for Dead Cells, a title already part of the Playdigious catalogue, is subsequently not included in the financial estimate communicated in August 2023 for the then upcoming pipeline of new game releases.

For questions, please contact:

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Redeye AB is the Company's Certified Adviser.

About us

Fragbite Group AB (publ) is a group that operates in mobile gaming and e-sports. The Company is listed on Nasdaq First North Growth Market in Stockholm and has its registered office in Stockholm. The subsidiaries FunRock/Prey Studios, Lucky Kat, Playdigious and WAGMI are active in the global mobile gaming market, developing, publishing, distributing, adapting and marketing games for desktop, consoles and mobile devices. The subsidiary Fragbite AB is the Nordic region's leading organiser and media company in e-sports. The Group has offices in Sweden, France, the Netherlands, Gibraltar and Egypt, with a total of 80 employees all sharing the same passion for gaming.

Attachments

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