

PRESS RELEASE

06 November 2024 15:55:00 CET

Playdigious ramps up pace in China

Fragbite Group AB's (publ) ("Fragbite Group") subsidiary Playdigious is ramping up its distribution in China by engaging new partners. Contracts for success title Loop Hero have been signed with a distribution partner to manage the application process and a publishing partner for the subsequent release on the Chinese market. Playdigious currently has three pending applications and are in negotiations with potential partners for another two titles to be submitted.

Playdigious has contracted a distribution partner to manage the application process for *Loop Hero* to gain approval for release on the Chinese market. In collaboration with the distribution partner, a publishing partner has also been contracted for the subsequent release for the success title that was released on mobile earlier this year.

"Enabling a longer commercial lifespan for our games by expanding distribution to new platforms and geographic markets is a key part of the Playdigious strategy. The titles we have released so far in China have done very well, most notably Dead Cells which is enjoying an enduring popularity on the Chinese market. We are now ramping up our efforts in China for both approved games and our pipeline of games in the process of approval. Loop Hero is our newest flagship title, and we have engaged two excellent partners to ensure the best possible application submission and subsequent release," says Abrial Da Costa, CEO, Playdigious.

Releasing games in China is preceded by an application process which typically takes at least a year, the time frame varies on a case-to-case basis. Playdigious has previously released *Evoland II*, *Dead Cells* and *Dungeon of the Endless: Apogee* on the Chinese market after granted approval. Applications for three additional games are pending, including one for award-winning title *Spiritfarer*. Negotiations for distribution, including the submission and handling of applications, and publishing for another two titles are underway.

For questions, please contact:

Erika Mattsson, Chief Communications Officer

em@fragbitegroup.com

Phone: +46 8 520 277 82

Redeye AB is the Company's Certified Adviser.

About us

Fragbite Group (publ) is a Swedish corporate group with a portfolio of established subsidiaries that develop, adapt and publish games and esports content within GAMING, ESPORTS and WEB3. Our products are developed for both traditional platforms – PC, mobile and console – and modern platforms built on blockchain technology. The Group is headquartered in Stockholm and listed on Nasdaq First North Growth Market.

Attachments

[Playdigious ramps up pace in China](#)