

PRESS RELEASE

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FunRock partners with Tilting Point to publish strategy game *Capital War*

The expanded partnership will bring the MENA-based game to new countries worldwide.

Swedish mobile games developer FunRock Development AB, a fully owned subsidiary of Fragbite Group AB, signed a deal with Tilting Point, a leading free-to-play games publisher, to bring their mobile strategy game *Capital War* to the global market.

Tilting Point accelerates success for free-to-play game developers with its progressive publishing model, scaling their games through UA (User Acquisition) funding and management, app store optimization (ASO), ad monetization, platform deployment and more, in addition to teaming up with existing partners to deepen relationships through co-development and M&A.

"We've had a great experience working with FunRock to power up *MMA Manager 2021*, and I am pleased that we have this chance to strengthen our relationship with a second game," said Jean-Sebastien Laverge, Senior VP of Growth at Tilting Point. "*Capital War* is an excellent game for new audiences to discover, and I'm excited to see it grow along with our partnership with FunRock."

The game is built on the same game engine as FunRock's the existing version of *Capital War* which was previously launched successfully by FunRock in the Middle East and North Africa. The game allows the players to form military alliances, build massive bases and stage epic battles to control the capital.

"Tilting Point are experts at publishing free-to-play games, with multiple strategy games in their portfolio. I'm looking forward to this partnership which will take our unique strategy game to audiences across the world", said Magdy Shehata, FunRock CEO.

The deal will see Tilting Point take over UA for the strategy game in all territories outside of MENA and GCC (Gulf Cooperation Council) using the publisher's \$132 million UA Fund. The deal will also utilize Tilting Point's expertise in app store optimization, asset creation, platform relations, and more.

"Our vision is to build scalable game engines that can produce multiple games and this partnership is an important verification and milestone of this," said Stefan Tengvall, CEO and President of Fragbite Group AB (publ) the parent company of FunRock.

Tilting Point and FunRock have previously worked together on *MMA Manager 2021*, which led to surging revenues, following the partnership.

For questions, please contact:

Stefan Tengvall, President and CEO

st@fragbitegroup.com

Phone: +46 8 520 277 82

Marcus Teilman, Deputy CEO

mt@fragbitegroup.com

Telefon: +46 8 520 277 82

Certified Adviser:

Redeye AB

Phone: +46 8 121 576 90

E-mail: certifiedadviser@redeye.se

About us

Fragbite Group is a digital gaming entertainment group with subsidiaries active in the mobile games and e-sports industry. The group consists of companies with people who all share the same passion for gaming. The Group is headquartered in Stockholm, Sweden and has physical representation in Alexandria, Egypt and in Montpellier and Nancy, France. The group has two internal game development studios and employs approx. 50 employees. The subsidiaries Funrock Development AB and P Studios AB develop, publish, distribute and market mobile games for the global gaming market. Fragbite AB is one of the Nordic region's leading E-sports media companies that organizes and broadcasts e-sports tournaments live. Playdigious SAS is a publisher that adapts games for mobile devices and develops indie games. For more information, please visit www.fragbitegroup.com

Attachments

[FunRock partners with Tilting Point to publish strategy game Capital War](#)