Porofessor Reaches 15.5 Million Installs as Premium Strategy and Monetization Framework Deepen

Stockholm, Sweden – June 30, 2025 — M.O.B.A. Network announces that _Porofessor_, its flagship in-game companion app for _League of Legends_, has now reached 15.5 million installs globally. This milestone underscores the app's established role within the League of Legends ecosystem and sets the stage for a pivotal next phase in its evolution.

Monetization Enhancements to Support Long-Term Revenue
In 2025, M.O.B.A. Network implemented a refined advertising setup within Porofessor, aimed at improving the app's revenue performance without compromising user experience. These improvements provide a stronger and more scalable foundation for future monetization, aligned with the company's strategic goal of building long-term recurring revenue.

"We've taken important steps to strengthen Porofessor's business model," said Anders Ribbing, CEO of M.O.B.A. Network. "With a smarter ad setup and a premium strategy that continues to evolve, we are committed to sustainable growth."

Premium Offering Expands with Personalization and Cosmetics
Porofessor's current premium tier will soon include new personalization and cosmetic features, allowing subscribers to enhance their in-app experience in ways that reinforce player identity and satisfaction. These features are designed to add meaningful value while preserving the app's competitive integrity and are looking to be launched in Q3.

This is part of M.O.B.A. Network's long-term initiative to scale subscriptions and build substantial monthly recurring revenue (MRR) through premium service offerings.

Upcoming AI Feature to Power Future Premium Tier
In parallel, the team is developing a new feature powered by artificial intelligence, focused on delivering advanced, personalized insights to users. This capability is expected to lay the groundwork for a future, higher-priced premium tier aimed at more competitive or strategically-minded players.

While details are currently under wraps, M.O.B.A. Network anticipates that this feature will offer a unique and highly valuable experience that will set Porofessor further apart in the market.

"We are laying the foundation for a next-generation offering," Ribbing said. "This innovation will bring our users an entirely new dimension of value - and positions Porofessor for long-term leadership in its category."

Planned Improvements for Teamfight Tactics (TFT) in 2025
Alongside core updates for League of Legends players, Porofessor's Teamfight Tactics (TFT) offering will also be significantly enhanced during 2025. The company is committed to investing in TFT support as part of its broader product roadmap, ensuring players across game modes benefit from richer tools and insights.

Focused Execution Ahead
While the broader League of Legends ecosystem has seen temporary headwinds, M.O.B.A. Network remains focused on refining product-market fit, improving user experience, and executing against its long-term roadmap with clarity and discipline.

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About M.O.B.A. Network
M.O.B.A. Network owns and operates a diversified portfolio of gaming community platforms and in-game apps, with a vision to become the go-to destination for gamers and creators worldwide. Engaging millions of users across the world's most popular games, the company monetizes its platforms primarily through advertising, with an increasing share of subscription-based revenue. Headquartered in Stockholm, Sweden, M.O.B.A. Network is publicly listed on Nasdaq First North Growth Market under the ticker 'MOBA' and on OTCQX under the ticker 'MOBAFN'.

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