

## Flexion adds Fishing Travel from ARK Games to growing alternative store portfolio

**LONDON, UK – 13 May 2026 – Flexion (NASDAQ: FLEXM) has signed a partnership with ARK Games to bring *Fishing Travel* to its growing portfolio of titles on the alternative app stores. The game will launch on the Amazon Appstore, Samsung Galaxy Store, Samsung Instant Play, Xiaomi GetApps, Epic Games Store, and ONE store during during Q2 2026.**

*Fishing Travel* is currently a Top 30 Grossing Casual game in the United States alone. It has over 1 million downloads on Google Play and a 4.5-star user rating.

Flexion handles the technical work of bringing a game to alternative channels. This approach relies on 20 years of expertise and a deep bench of alternative market experts. On average, Flexion adds more than 10% in incremental revenue to the titles it represents. Its current portfolio includes 37 top-grossing games, including four titles that have reached the Top 10 grossing charts on Google Play.

As part of this agreement, Flexion will use its Expresion Markets service to manage the technical requirements and platform relations for ARK Games.

*"The old playbook for mobile growth is broken," says Jens Lauritzson, CEO of Flexion. "For too long, developers have been forced to rent their audiences from a duopoly that takes a 30% cut of every dollar earned. We are providing the independence studios need to expand. By using Expresion Markets, we help partners like ARK Games reclaim their margins and reach global audiences on their own terms."*

The mobile market is shifting toward alternative distribution as a strategic necessity. High store taxes and rising acquisition costs have made the traditional model difficult for many studios to sustain. Flexion acts as a partner in scaling revenue and securing earned margins without the typical upfront costs.

*"We built *Fishing Travel* to be a high-quality simulation, and we want to reach the widest possible audience of enthusiasts," says Xie Xiaoran, BD Director, ARK Games.*

*Fishing Travel* is an exploratory fishing game where players choose from a variety of settings—lakes, rivers, and the open ocean. Each location hosts unique species that require specific skills to catch.

### Expresion Markets provides several services for its partners:

- **Full Management:** Total integration for alternative platforms through a single SDK.
- **The Discoverability Edge:** Direct access to curated and preloaded store placements where users are most active.
- **Technical Support:** Rapid update management and platform-specific marketing execution.

Press Release  
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# FLEXION

- **Global Expansion:** A single point of entry to audiences on Amazon, Samsung, Huawei, Xiaomi, and ONEstore.

## About Us

*Flexion brings games to new audiences and markets, helping game developers grow revenue and engagement with minimal cost and risk. With over a decade of expertise in alternative distribution, Flexion works with leading platforms including Amazon, Huawei, Samsung, Xiaomi, and ONE Store. Flexion is listed on Nasdaq First North Growth Market, Shortname: FLEXM.*

For more information, visit [flexion.games](https://flexion.games)