

M.O.B.A. Network Unveils M.O.B.A. Forge: A New Innovation Hub to Accelerate Growth

Stockholm, Sweden - 2025-04-23 - M.O.B.A. Network is excited to announce the launch of M.O.B.A. Forge, a new internal innovation hub created to supercharge product development, explore emerging technologies, and shape the future of the gaming and creator economy. Led by Alex Ennerfelt, Product Owner at M.O.B.A. Network, this dedicated unit will play a key role in expanding the company's capabilities while maintaining its commitment to operational efficiency.

M.O.B.A. Forge has been established to operate with high agility and low overhead, enabling rapid experimentation across apps, websites, and internal tools. The team's mission is clear: to launch the next generation of gaming and creator tools faster than ever before. By focusing on well-scoped features, brand extensions, and entirely new product concepts, Forge aims to push boundaries while supporting the broader M.O.B.A. Network ecosystem.

"This is about investing in speed, creativity, and sustainable innovation," said Anders Ribbing, CEO of M.O.B.A. Network. "M.O.B.A. Forge gives us a platform to explore bold new ideas and build value quickly - without disrupting our core business operations."

From day one, M.O.B.A. Forge has embraced a "fail cheap" mindset, recognizing that experimentation is essential to long-term growth. The initiative will test new ideas swiftly, share learnings transparently, and double down on concepts that gain traction with users. By keeping the structure lean and goals autonomous, M.O.B.A. Forge can operate as a startup within the larger organization - inventive and unafraid to challenge the status quo.

One of the team's first projects is already under development. The product under development is expected to go from prototype to Minimal Viable Product (MVP) in Q2.

Looking ahead, M.O.B.A. Forge will explore a wide range of potential initiatives, including app development for additional M.O.B.A. brands, AI-powered features, creator tools, and products for new games and platforms.

With a small but highly capable team of developers and designers, and leadership from one of M.O.B.A. Network's most experienced product innovators, M.O.B.A. Forge is well positioned to become a catalyst for growth, diversification, and long-term value creation. It also reinforces the company's broader strategic vision: to become the go-to destination for gamers and creators worldwide through cutting-edge tools, strong communities, and forward-thinking technology.



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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'.

For more information, please visit wearemoba.com

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