

PRESS RELEASE

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FunRock Prey strengthens growth trajectory as first white-label game is released

Fragbite Group AB's (publ) ("Fragbite Group" or "the Company") subsidiary FunRock & Prey Studios ("FunRock Prey") has increased its profitability, with projected EBITDA for the full year 2025 reaching 4 MSEK, up from 0.6 MSEK in 2024. This growth is primarily driven by the company's hybrid work-for-hire vertical, which today marks a milestone as the first white-label game is released. FunRock Prey holds revenue share rights, offering additional upside if the title performs well. Plans to expand and rebrand this vertical are underway.

Over the past year, FunRock Prey has delivered a successful turnaround, achieving profitability across both its proprietary game development and its new hybrid work-for-hire business vertical. The subsidiary is well on track to reach its updated full-year financial targets, among them projected EBITDA of 4 MSEK for 2025, up from 0.6 MSEK for 2024.

The hybrid work-for-hire model has been a key driver of EBITDA growth, with two major projects built on the game engines for MMA Manager and Capital War. Both have expanded significantly in scope during development, reflecting strong demand and client engagement. Today marks a milestone as the first of these white label games is released. In addition to remuneration for design and development, FunRock Prey holds revenue share rights for these projects, offering additional upside if the titles perform well. Negotiations are ongoing for further extensions and potential new titles under the same model.

"It is incredibly rewarding to see our first white-label title go live, a project that began as an idea in 2024 and is now fully launched in 2025. It is a real testament to the effort and precision of our team. The feedback from our partners has been very encouraging, and I'm excited to see how the game performs. By building on the MMA Manager platform, we not only saved development time but delivered a polished, high-quality experience," says Magdy Shehata, CEO, FunRock Prey.

Following this momentum, FunRock Prey is preparing to scale the vertical further. Plans include increasing commercial efforts and launching a refreshed sales strategy and brand identity later this year.

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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

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