

Enad Global 7s viral success with My Singing Monsters has now reached over one Billion hashtags on Tiktok

In September Big Blue Bubble's game My Singing Monsters celebrated 10 years. Following a successful Easter campaign, the 10th year anniversary marked the start of a ramp up in My Singing Monsters viral success taking the game to top 10 in over 100 countries in the iOS games category and reaching the #1 spot in more than 15 countries.

The franchise has seen a large uptick of active players due to the explosive success My Singing Monsters has seen on Tiktok with now over 1.4 million followers, over 120 million video views and over 1 billion hashtags mentions across the platform. The My Singing Monsters brand has firmly entrenched itself as a viral phenomenon with TikTok creators, spawning dozens of unique trends, hundreds of thousands of posts, and hundreds of millions of combined views.

My Singing Monsters is a Free-to-play game franchise by EG7s business unit Big Blue Bubble where players collect and breed Monsters that sing and contribute to create a song. By building a collection of Monsters, the players can purchase new Islands, which each have their own song and new Monsters for players to discover.

My Singing Monsters is available on Android, iOS, Microsoft Windows and PlayStation. For more information, visit [Big Blue Bubble](#).

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About EG7

EG7 is a group of companies within the gaming industry that develops, markets, publishes and distributes PC, console and mobile games to the global gaming market. The company employs 470+ game developers and develops its own original IPs, as well as acts as consultants to other publishers around the world through its game development divisions Daybreak Games, Piranha Games, Toadman Studios, Big Blue Bubble and Antimatter Games. In addition, the group's marketing department Petrol has contributed to the release of 1,500+ titles, of which many are world famous brands such as Call of Duty, Destiny, Dark Souls and Rage. The group's publishing and distribution departments Fireshine Games hold expertise in both physical and digital publishing. EG7 is headquartered in Stockholm with approximately 880 employees in 16 offices worldwide.

Nasdaq First North Growth Market Ticker Symbol: EG7

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Attachments

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