

PRESS RELEASE

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# Fragbite Group to publish game engine inhouse

**Fragbite Group AB (publ) ("Fragbite Group") has in mutual agreement with publisher Tilting Point agreed to terminate the current contract. The game engine for management games on mobile devices developed by subsidiary FunRock & Prey Studios will now be published independently by Fragbite Group, this includes the title MMA Manager 2: Ultimate Fight.**

Fragbite Group has decided to terminate the contract regarding publishing of the game engine for management games on mobile devices developed by subsidiary FunRock & Prey Studios. This entails that game title *MMA Manager 2: Ultimate Fight* will be returned to Fragbite Group, which will resume responsibility for marketing the game moving forward.

*"We have been in discussions with Tilting Point for some time now regarding the future of the game engine and the title MMA Manager 2: Ultimate Fight. We have in good faith agreed that both are best served from this point forward if the publication is carried out inhouse. It will allow us greater flexibility as we are able to choose channels and level of expenditure on marketing, something we believe will generate improved margins over time,"* says Marcus Teilman, President and CEO of Fragbite Group.

*MMA Manager 2: Ultimate Fight* will soon be returned to FunRock & Prey Studios, and work on an updated marketing plan for the game is ongoing. As previously communicated, FunRock & Prey Studios have for a period of time been focusing on improving the game's internal KPI:s, partly as a consequence of changing conditions on the mobile gaming market. This work has yielded positive results so far, something which will be additionally supported by this opportunity for the Group to reduce marketing costs without reducing the game's exposure.

## **For questions, please contact:**

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Redeye AB is the Company's Certified Adviser.

## About us

Fragbite Group AB (publ) is a group that operates in mobile gaming and e-sports. The Company is listed on Nasdaq First North Growth Market in Stockholm and has its registered office in Stockholm. The subsidiaries FunRock/Prey Studios, Lucky Kat, Playdigious and WAGMI are active in the global mobile gaming market, developing, publishing, distributing, adapting and marketing games for desktop, consoles and mobile devices. The subsidiary Fragbite AB is the Nordic region's leading organiser and media company in e-sports. The Group has offices in Sweden, France, the Netherlands, Gibraltar and Egypt, with a total of 80 employees all sharing the same passion for gaming.

## Attachments

[Fragbite Group to publish game engine inhouse](#)