

**PRESS RELEASE**

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# In-house marketing of MMA Manager 2 has been initiated

**FunRock and Prey Studios ("FunRock & Prey Studios"), wholly-owned subsidiary of Fragbite Group AB (publ) ("Fragbite Group" or "the Group"), has initiated inhouse publishing and marketing of mobile game MMA Manager 2 - Ultimate Fight. UA activities are carried out with support by Lucky Kat, a subsidiary within the Group.**

As previously communicated, the game engine for management games developed by subsidiary FunRock & Prey Studios and game title *MMA Manager 2 - Ultimate Fight* has been returned to Fragbite Group for in-house publishing, after having previously been published by an external partner. The process of transferring the game and all accrued third-party data has recently been completed and marketing of the game has been initiated.

Leveraging expertise across the Group, FunRock & Prey Studios are assisted in the marketing of the game by the Lucky Kat team and their UA specialists. The marketing campaign is initially focused on UA activities in the USA and will gradually be expanded across markets and platforms.

*"Players enjoy MMA Manager 2, and with a strong theme in a popular genre it has the potential for success. The timing of recent changes to the conditions of the mobile gaming market have however had a significant impact on this title, and thus it has been imperative to spend time improving the internal KPI:s of the game, to ensure sufficient ROI on marketing efforts. With MMA Manager 2 now returned to us, and with the assistance of the skilled Lucky Kat team, we will be able to better assess the results of our marketing activities under more favourable conditions,"* says Magdy Shehata, CEO and Co-founder, FunRock & Prey Studios.

*"In a short period of time, Fragbite Group has both grown and expanded its business, as well as established synergies within the Group. FunRock & Prey Studios receiving marketing assistance from Lucky Kat is an example of how these synergies within the Fragbite Group ecosystem are utilised. I very much look forward to evaluating the results of the UA campaign for this game as well as the in-group collaboration,"* says Marcus Teilman, President and CEO of Fragbite Group.

**For questions, please contact:**

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## **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**

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