

## **PLAYSIDE STUDIOS LAUNCHES NEXT TITLE IN THE WARFARE FRANCHISE: “TOY WARFARE”**

### **Summary**

PlaySide Studios Limited (ASX: PLY) (“PlaySide”) is pleased to announce the global launch of its second title in the Warfare franchise “Toy Warfare”. The follow up to Animal Warfare is now available in over 170 countries on both the Apple App Store and Google Play Store. Animal Warfare is PlaySide’s most successful original IP title to date with over 7.7m downloads thus far and continues to perform strongly on the US Apple App Store charts with a current ranking of 18 in the Strategy genre.

Toy Warfare is a mobile auto-battle sim where users can collect, merge and level up dozens of different cute, cuddly and somewhat aggressive toys including action figures, remote control cars, and teddy bears that are sent into epic battles to win gold, glory and the occasional bragging rights.

This is the second title in PlaySide’s highly successful Warfare franchise and is built using PlaySide’s development system titled WARkit which allows the Company to rapidly design, develop and deploy additional warfare casual titles. It is expected that the WARkit system will be utilised to develop a number of future titles to further capitalise on the strong interest shown from consumers in the warfare style of gameplay.

Consistent with its data driven mobile game development strategy PlaySide continues to iterate on the WARkit system in order to drive incremental improvements in user retention and monetisation. This process, combined with new themes and brands, is planned to enable PlaySide to grow the Warfare franchise over the course of 2021 and beyond.



### **“Idle Area 51” Global Launch and feature by Apple App Store**

PlaySide is also pleased to announce the global launch of “Idle Area 51” in over 170 countries on the Apple App Store. The global launch coincided with the title being featured by Apple on its App Stores in the US, Canada,

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Australia and New Zealand on 11th March 2021. This is an important validation of the high-quality design and functionality of the title and PlaySide is proud to have again been selected by Apple to showcase one of its titles.

Idle Area 51 is a mobile casual clicker title within the "idle" genre in which the player oversees a secret research recovery facility called Area 51 that is formed around a UFO crash site. The goal is to maximise the efficiency of the facility by leveraging the available resources within the game.

Idle Area 51 was soft launched on 19th December 2020 and Playside has continued to refine the game prior to its official launch. With strong retention and monetisation metrics having been achieved the title has now been globally launched with user acquisition marketing activities to promote the title underway. The title has performed strongly thus far reaching the number 10 rank on the US Apple App Store chart in the Strategy genre.

The next steps are to continue the execution of the user acquisition strategy with a plan to launch an Android version on the Google Play Store by the end of this week.



### "Garbage Truck 3D!!!" Hyper Casual Title Global Launch

PlaySide is also pleased to announce the global launch of its hyper casual title "Garbage Truck 3D!!!" through the Company's hyper casual "Tap2Jump" brand in over 170 countries on the Apple App Store.

The Hyper Casual genre consists of simplistic but highly addictive gameplay mechanics with instant gameplay that anyone can enjoy. "Garbage Truck 3D!!!" was developed in just 7 weeks, soft launched on February 9th and has performed strongly in a short timeframe by reaching number 27 on the overall US Apple App Store Top game charts. This result further validates PlaySide's skills and capability to acquire users in a rapid manner in the largest Apple app store market in the world.

The next steps are to continue the execution of the user acquisition strategy whilst further refining monetisation metrics ahead of the anticipated launch on the Google Play Store in late March.

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### Casual Game Development Update

The global launch of Toy Warfare, Idle Area 51 and Garbage Truck 3D!!! brings the total original IP titles launched since Playside's IPO in December 2020 to three. This has been achieved during a period of rapid growth in employees, systems and processes for the Company as the necessary infrastructure to scale the business has been implemented. With the WARKit system fully developed and significant work completed on a system for the idle genre it is anticipated that the casual game development pipeline will be strong for the balance of 2021.

### Release approved by the Chairman on behalf of the board.

To receive business updates and investor information from PlaySide register your details here: <https://playside.investorportal.com.au>

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## About PlaySide Studios

PlaySide Studios Limited  
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PlaySide Studios Limited is one of the leading video games developers in Australia. It provides titles in a range of categories, including self-published games based on original intellectual property and games developed in collaboration with studios, such as Disney, Pixar, Warner Bros, and Nickelodeon. The company's portfolio consists of 55 titles that are delivered across 4 platforms, which include mobile, virtual reality, augmented reality, and PC. The company was incorporated in 2011 and is headquartered in Port Melbourne, Australia.

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