MOUSE: P.I. FOR HIRE SURPASSES 1M UNIT SALES

PlaySide Studios Limited (ASX: PLY) ("PlaySide" or the "Company") is pleased to provide an update on the continued strong performance of MOUSE: P.I. For Hire.

KEY HIGHLIGHTS

- **Sales Volume:** MOUSE: P.I. For Hire has now surpassed 1M units across all platforms since launch. Console units remain at around 50% of total units sold.
- **Financial Performance:** Estimated gross platform sales of US$28.7m (~A$41.4m) since launch.
- **Net Revenue to PlaySide (before Fumi Games' royalties):** Approximately US$17.6m (~A$25.4m) in reported revenue (gross platform sales less platform fees, VAT and returns) generated since launch.
- **Current Sales Initiatives:** MOUSE: P.I. For Hire was recently featured in Steam's annual Summer Sale with a 20% discount off the base game. The sale ran from 25 June to 9 July (US time). Physical copies of the game are available at major retailers on a global rolling basis from 10 July, and fully paid pre-orders have commenced shipment to consumers.
- **Player Reception:** MOUSE holds a 'Very Positive' rating on Steam with a 94% review score, and continues to maintain near-perfect scores on the PlayStation Store and XBOX Marketplace.
- **Wishlist Growth:** Total wishlists across all platforms remain robust at 3.17m. Importantly, more than 50% of unit sales on Steam have come from players that wishlisted the game, underpinning the importance of participating in sales campaigns and creating new content for the title that permit us to engage with wishlisters and give them an opportunity to convert to purchase.

"We have been really pleased to see MOUSE: P.I. For Hire sell over one million copies in less than three months since its global digital launch, and the recent Steam Summer Sale provided the catalyst for the title to achieve this milestone. The Fumi Games team are currently working on the first paid downloadable content (DLC) for the game which includes extensive new gameplay and features, new characters, and an expansion on the narrative. We are excited about the opportunity this will create to reengage with existing players as well as bring new players into Mouseburg.

The launch of physical editions of the game this month is a new 'first' for PlaySide, and we are confident these initiatives as well as our participation in future sales events across Steam, PlayStation, XBOX and Nintendo will ensure a strong sales trajectory for MOUSE in FY27.

BENN SKENDER, PLAYSIDE STUDIOS CEO

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ABOUT

PlaySide Studios

AUSTRALIAN VIDEO GAME DEVELOPER AND PUBLISHER

PlaySide Studios Limited ("PlaySide") develops video games for multiple platforms including PC, Console, mobile, virtual reality and mixed reality, with a portfolio of approximately 60 titles. The Company publishes its own games based on original intellectual property, as well as providing end-to-end game development services in collaboration with AAA game studios and major technology and entertainment companies such as Activision Blizzard, Meta, Netflix Games and Take Two Interactive. It also has a Publishing arm which provides funding, development support, marketing and publishing of third-party games from smaller independent studios.

PlaySide was incorporated in 2011 and is headquartered in Port Melbourne, Australia. Its shares are publicly traded on the Australian Securities Exchange under the code PLY.

Release approved by the Chairman on behalf of the board.
To receive business updates and investor information from PlaySide register your details here:
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