



MAG INTERACTIVE

## PRESS release

Stockholm, Sweden, 17 January 2018

# MAG Interactive's subsidiary FEO Media will reduce its operation with 25 employees

After the acquisition of FEO Media in November 2017 MAG Interactive initiated a review of the organization working with the game Quiz Duel.

The review is now completed and the company notifies of a planned reduction of 25 out of 42 employees. Co-determination consultations with the relevant trade unions will be initiated immediately. The aim is to implement the personnel reductions as soon as possible.

MAG Interactive has a well-established platform for data analysis, performance based marketing and server side support which will be utilized also for Quiz Duel going forward.

For more information please see MAG Interactive Interim report Sep-Nov 2017 that will be published today.

---

This announcement contains inside information pursuant to Article 7 of the EU Market Abuse Regulation relating to MAG Interactive AB (publ). The information was submitted for publication through the agency of the contact persons set out below, on January 17, 2018 at 08.29 CET.

For additional information, please contact:

Daniel Hasselberg / VD / +46 (0)8 644 35 40 / [daniel@maginteractive.com](mailto:daniel@maginteractive.com)

Magnus Wiklander / CFO / +46 (0)8 644 35 40 / [magnus.wiklander@maginteractive.com](mailto:magnus.wiklander@maginteractive.com)

#### About MAG Interactive

MAG Interactive is a leading developer and publisher of casual mobile games for a global audience. MAG Interactive reaches over 10 million active players every month and the game portfolio consists of ten successful games with over 200 million downloads, including successful titles Ruzzle, QuizClash and WordBrain, all of which have reached #1 spots on the App Store and Google Play. With offices located in Stockholm and Brighton, MAG Interactive's games are distributed through virtual app stores allowing for global reach with minimum effort. MAG Interactive is listed on Nasdaq First North Premier with ticker MAGI. Avanza Bank AB is acting as MAG Interactive's Certified Adviser. For more information visit [www.maginteractive.com](http://www.maginteractive.com).

---

MAG Interactive AB (publ)

Drottninggatan 95A | 113 60 STOCKHOLM | +46(0)8 644 35 40 | [maginteractive.com](http://maginteractive.com) | Reg. no. 556804-3524