



MAG INTERACTIVE

PRESS RELEASE

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'Word Domination' to Launch on Mobile Stores This Spring

An Exciting Take On a Classic Word-Forming Formula With a Twist

Mobile developer and publisher MAG Interactive today announced that its latest game, Word Domination, is launching globally on the App Store and Google Play at the end of Q2, 2018. Word Domination is all the classic word-forming fun, supercharged with a large variety of boosters.

"We are finally gearing up towards bringing Word Domination to a global audience, which is the 11th title to join the MAG family with more than 10 million active players every month", said Daniel Hasselberg, CEO of MAG Interactive. "After a successful soft launch, it is clear that we are onto another great concept that we know players around the world will enjoy. We have never seen higher engagement in a game in terms of time spent playing and it already has a rating of 4.7 out of 5 on the App Store."

Word Domination is a modern game with a tactical twist where players challenge each other in a fresh and exciting real-time battle of words. Opponents face off forming words on a shared board to score points in five-round matches. In addition to points granted for each word and bonus tiles that increase the score of any letter or word played on them, players can also collect and play over 40 unique booster cards to supercharge their turn. This tactical element coupled with real time gameplay is what sets Word Domination apart from other games in the genre and has shown highly popular with players in test markets.

Word Domination is currently available on iOS and Android in Australia, Canada, Sweden and Thailand.

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 March 29, 2018 at 08.00 CET.

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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, Quiz Duel 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.

MAG Interactive AB (publ)

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