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GOLD TOWN GAMES

Press release:

Gold Town Games - 30 percent increase
in sales in quarter two of 2018

GOLD TOWN GAMES AB

GOLD TOWN GAMES - 30 PERCENT INCREASE IN SALES IN QUARTER TWO OF 2018

Quarter two sales of Gold Town Games rose by 30 percent, compared to quarter one of 2018, although sales stayed stable in comparison to the end of the first quarter.

The expectation for Q2 is that the company's net revenue will increase by approximately 30 percent compared to Q1's net revenue, which was 4,55 million SEK.

- March exceeded our expectations, so we are satisfied with sales continuing at the same rate as at the end of Q1,' says Gold Town Games's CEO Pär Hultgren.

'Our goal is of course to further increase sales. The encouraging news is that we are in the ice hockey off-season but sales are still stable,' says Hultgren. 'It's also gratifying to see that World Hockey Manager's revenue nearly covers its expenses, and that most of the company's costs can be attributed to our forthcoming new game, World Football Manager, and further expansion.'

During Q2, World Hockey Manager has also gone through its biggest update since its Scandinavian launch in September 2017. The training feature has evolved further and the new feature, Social League were implemented. During the first few days, some technical problems arose but the problems were solved and the features have been positively received.

The introduction of the Social League, in particular, has driven a large increase in the number of matches that users play. But it's still too early to say whether the Social League will have an impact on World Hockey Manager's retention rate.

- Updating the training feature and introducing the Social League elevates the product, says Hultgren.

(continues on the following page)

SHORT ABOUT GOLD TOWN GAMES AB

Gold Town Games is a mobile game developer company based in Skellefteå. The company, led by CEO Pär Hultgren, consists of 18 people with experience of free-to-play, which is the dominant business model in the mobile gaming industry. The company focuses on sports manager games for the two largest mobile platforms, iOS (Apple) and Android (Google). The company's first game, World Hockey Manager (WHM), was launched globally by the end of 2017. The goal is to continue developing the popular hockey game and using its proprietary technology and design platform for other sport manager games in the large arena sports.



**GOLD TOWN
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GOLD TOWN GAMES AB
Storgatan 53
931 30 Skellefteå, Sweden

IR- & PRESS INQUIRIES:
Pär Hultgren
ir@goldtowngames.com

GENERAL INQUIRIES:
info@goldtowngames.com

EMINOVA FONDKOMMISSION AB is the company's mentor at the **NGM Nordic MTF**.
Tel: 08-684 211 00 | Fax: 08-684 211 29 | Email: info@eminova.se | www.eminova.se

'The features add depth to the gameplay, thereby increasing user activity. Both features are still at an early stage but the product team aims to fine-tune the features to improve the users' gaming experience and, ultimately, encourage them to spend more time with the game and increase its lifetime value (LTV).'

During Q2 the total number of World Hockey Manager downloads will exceed 650 000. The company intends to spend less on marketing over the ice hockey off-season, as interest in hockey will be lower.

- From the start of the season in August, we expect to increase our marketing budget and scale up the user base and net revenue,' says Hultgren.

'The development work on World Football Manager (WFM) has intensified and will continue during the summer months, with the goal being soft launched at GamesCom in Cologne, Germany in the end of August.'

- We will work with World Football Manager in the same way as we did with World Hockey Manager. We will start with a soft launch on a smaller, English-speaking market to test the game's onboarding and player experience. Based on the user data that the initial phase generates, we will work to hone WFM for the next phase, says Hultgren.

For shareholders who want to more closely follow World Hockey Manager's development, the company recommends the analysis tool www.sensortower.com, which delivers monthly data for sales and downloads.

Pär Hultgren
CEO, Gold Town Games

ir@goldtowngames.com

This information is such information as Gold Town Games AB is obliged to disclose under the EU Market Abuse Regulation and the Securities Market Act. The information was provided by the above contact person, for publication on June 18, 2018 at 8.30 CET.



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Storgatan 53
931 30 Skellefteå, Sweden

IR- & PRESS INQUIRIES:
Pär Hultgren
ir@goldtowngames.com

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