



MAG INTERACTIVE

PRESS RELEASE

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Expansion of Word Domination soft launch

MAG Interactive's new game Word Domination now steps into the Swedish market following the initial soft launch on the test markets Australia, Canada and Thailand. This is an expansion of an ongoing soft launch, which means that the game is still being optimized and evaluated before a potential decision to launch globally.

Word Domination is a new word game with exciting elements. Two opponents face off in real time where they score points by forming words on a shared board. In addition to the points awarded for each word, the player can use different types of bonuses and boosters that take the gameplay to an exciting new level. The addition of this tactical element coupled with the real-time gameplay sets this game apart from other word games and has been greatly appreciated by current test market players.

MAG Interactive is now expanding the test market for Word Domination by launching the game in Sweden. This is to get even better direct feedback and also to verify the localisation of the game for non-English markets.

The decision to expand the soft launch means that the game will be made available on the Swedish market through App Store and Google Play during the first half of February 2018.

" We look forward to seeing how Swedish players experience Word Domination. The game has been greatly appreciated by initial test markets and we have finely adjusted the game continuously based on the feedback and data received during the first part of the soft launch period", says Daniel Hasselberg, CEO of MAG Interactive.

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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.

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