



Wicket Gaming launches the game Idle King under own brand

Wicket Gaming has now launched the free-to-play mobile game Idle King under its own App Store and Google play. This after acquiring the rights to the game on December 21, 2022, as previously communicated.

The game is an easily accessible strategy game where you, as a medieval king, have to rescue the princess who has been captured by enemies. As a king, you have the opportunity to hire workers that will generate gold coins which in turn can be used to unlock and upgrade troops that fight the enemy outside the castle walls.

Idle King has been downloaded over 450,000 times since its test launch. The game has a Google Play rating of 4.3 and a corresponding rating in the Apple App Store of 4.7.

In a comment, Wicket Gaming's CEO, Eric de Basso, says:

"The sharp launch of Idle King will be very exciting to follow given the successful test launch. We have high hopes of being able to scale up the user base and thus create significant monetization opportunities going forward with development of features in the game".

More information about the game can be found at the links below:

[Google Play: http://play.google.com/store/apps/details?id=de.motap.idleking&hl=en&gl=US](http://play.google.com/store/apps/details?id=de.motap.idleking&hl=en&gl=US)

[Appstore: http://apps.apple.com/us/app/idle-king-tycoon-tap-games/id1479539390?l=en](http://apps.apple.com/us/app/idle-king-tycoon-tap-games/id1479539390?l=en)

An interview with Wicket Gaming's CEO regarding the acquisition of Idle King has previously been published on the link below:

<http://www.youtube.com/watch?v=PFMKfh6GO-g>

Idle King KPIs:

Retention Data: Players Returning to the Game

Day 1: 36%

Day 3: 14%

Day 7: 6.5%

Day 28: 1.4%

ARPDau (Average revenue per daily user): 0.10 USD

**Top Game Benchmark - Arcade/simulation (Source: GameIntel
The data is latest Q4 Y 2022)**

Day 1: 28%
Day 3: 11%
Day 7: 6.5%
Day 28: 1.7%

ARPDau: 0.04 USD

For further information, please contact:

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About Wicket Gaming

Wicket Gaming is a Swedish game development company founded in 2015. The company's business concept is based on developing and distributing so-called free-to-play games in the sports genre based on proprietary brands. Since its inception, the Company has worked to develop its first title, Cricket Manager, which is a manager game in cricket for mobile devices that aims to create and own its own cricket club and compete against other players around the world. The goal is to create one of the world's most popular cricket manager games for mobile devices and to use a technical platform to broaden the game portfolio to include other sports manager games.

For more information, see Wicket Gaming's website www.wicketgaming.com