



edyoutec

edyoutec intensifies dialogues with publishers regarding King Royale after greatly improved retention data

Against the background of greatly improved KPIs in terms of recurring players (so-called retention), interest among reputable publishers for edyoutec's mobile game King Royale has increased significantly. Dialogues are now being intensified with them to reach an agreement.

Following the successful implementation of a series of strategic marketing campaigns and game updates, edyoutec reports significantly improved retention data for the mobile game King Royale in strategically important markets.

"Our determined efforts to strengthen the game's appeal have started to show results. We see rapidly rising retention data, especially for day seven. The ambition is to continue to strengthen our KPIs in order to secure a publishing agreement with one of the most prominent players in the global arena", says edyoutec's CEO, Eric de Basso.

The improvements in the so-called day seven retention, which indicates how many players return to the game seven days after they started playing, are clear. The figure shows an increase in key markets of around 27% (from 6.7% to 8.5%). The metric has been deemed by edyoutec to be highly important in order to engage with a major global publisher. As a result of the improvements, dialogues have also intensified recently.

"The fact that further publishers have contacted us is proof that we have reached relevant milestones in the game's development. For edyoutec, a publisher agreement would be particularly important and generate significant revenue for the company. Talks with reputable publishers have been initiated and intensified. We want the best possible agreement that reflects the economic capacity of the game", says Eric de Basso, who adds that a possible agreement will be of great economic importance for the entire group.

"A publishing agreement will have a strong financial impact on the entire edyoutec group. With the right agreement in place, I envision that we can become cash flow positive and thus lay the foundation for us to grow profitably and provide room for more acquisitions on our growth journey."

Link to King Royale - Google Play

<http://play.google.com/store/apps/details?id=de.motap.idleking&hl=en&gl=US>

Link to King Royale - App Store

<http://apps.apple.com/us/app/king-royale-idle-tycoon/id1479539390>

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About edyoutec

edyoutec is a Swedish company in games and digital education that consists of two verticals, EdTech and games. In the EdTech vertical, the company focuses on developing products in genres such as game-based learning and Serious Games, it is in these areas that edyoutec has identified the greatest synergies between the company's two verticals. In the Games vertical, the business concept is based on developing and distributing free-to-play ("F2P") mobile games for Android and iOS.

For more information, see edyoutec's website www.edyoutec.com