



edyoutec

edyoutec signs publisher agreement with MAF for the mobile game King Royale

Press release on December 15, 2023

edyoutec announces that it has signed a publishing agreement with MAF for the mobile game King Royale. This initially means that Edyoutec, together with MAF, begins a test period with the aim of increasing the monetization of the game. MAF has the opportunity to expose King Royale to its user base of 50 million monthly users.

After a series of successful game updates, King Royale has achieved stronger KPIs and is ready to focus on monetization to further strengthen its presence in the gaming market.

The agreement means that MAF markets and evaluates King Royale with the aim of starting a scale-up phase. As long as they act as publisher of King Royale, MAF will take care of all marketing activities for the game. The parties have agreed on an industry standard revenue split for commission level. The financial scope of the agreement is linked to King Royale's success during the scale-up phase and is influenced by factors such as retention, advertising earnings and the willingness of users to pay.

MAF is ranked as one of Europe's fastest growing companies by the Financial Times and has the opportunity to, among other things, expose King Royale to its own user base of 50 million monthly users.

edyoutec's CEO, Eric de Basso, comments:

"I am very pleased with the progress we have seen following the latest updates for King Royale. For us, it is important that we enter into a partnership with a publisher who believes in our game and has the necessary expertise and distribution network. We look forward to evaluating the results in the near future and then make a decision on how we should proceed to further strengthen King Royale to ensure a successful global launch and a strong position in the gaming market."

MAF's Game Publishing Managing Director, Candemir Y, comments:

"King Royale is a game with tremendous potential that, through creative storytelling and fun gameplay elements, has managed to create an engaging gaming experience. I am confident that our collaboration with the game makers will elevate the game and establish it as a major title globally in its niche."

For further information, please contact:

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This information is such information that edyoutec AB is obliged to publish in accordance with the EU Market Abuse Regulation. The information was submitted through the care of the above contact person, for publication on 2023-

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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

About MAF

MAF assists developers in turning their apps into successful businesses and making the app economy more prosperous. The company offers an all-in-one solution to grow and monetize apps, transforming advertising into a discovery.

For more information, see MAF website www.maf.ad