



edyoutec begins test period with MAF for mobile game King Royale

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edyoutec announces that today it is starting a test period with the publisher MAF for the mobile game King Royale in order to increase its monetization.

Following a period of analysis and advertising placements according to MAF's recommendations, a test period begins with King Royale where MAF markets and evaluates the earning capacity with the aim of starting a scale-up phase.

edyoutec's CEO, Eric de Basso, comments:

"We look forward to kick-starting our collaboration with our publisher MAF and getting a broad launch as soon as possible."

For further information, please contact:

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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