



# edyoutec deepens collaboration with the publisher MAF for the mobile game King Royale

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**edyoutec announces that it is now deepening the collaboration with MAF for the mobile game King Royale. This means that MAF will take over the complete game development and marketing of the game.**

After King Royale underwent a period of various tests, marketing campaigns and game updates, the game has achieved stronger KPIs. MAF now takes over the entire game development and marketing.

The new agreement sees MAF dedicate a senior team to the game development and marketing of King Royale in order to begin a scale-up phase. MAF, as long as they are the publisher of King Royale, will take care of all game development and marketing costs for the game. The parties have agreed on a revenue distribution according to the industry standard 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 potential and the willingness of users to pay inside the game.

**edyoutec's CEO, Eric de Basso, comments:**

"I am very pleased with this extended agreement as we now get a comprehensive solution with a very committed partner to increase the pace of scaling and further development of King Royale. We have been in daily contact and have followed the game's KPIs. We share the view that there is great potential and we strongly believe that King Royale will see success with MAF as a partner. It should be noted that edyoutec will continue to own the game going forward."

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

“King Royale has been showing great KPI:s during our test period. It is a game with many exciting gameplay elements that shows great promise when it comes to attracting new players and making them come back, time and time again. We see a strong potential to scale up and are therefore willing to invest our resources to make the game reach its true potential.”

**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](http://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](http://www.maf.ad)*