



Entropia Universe Launches New Onboarding Experience

Gothenburg, Sweden – 16th September 2025 – MindArk today announced the launch of a major update to Entropia Universe, introducing a completely redesigned onboarding experience for new players. The new starting zone, Setesh, replaces the former introductory area, Thule, and represents a significant expansion in scale, design, and functionality.

A New Beginning: Welcome to Setesh

Setesh offers a much larger area for new players, featuring multiple biomes, dynamic events, hunting arenas, and a new central hub city, **Port Cabrakan**. The updated onboarding mission chain guides newcomers through the region's diverse landscapes and points of interest, while side missions and hunting zones provide opportunities for extended exploration.

Port Cabrakan has been designed to feel alive and immersive, setting a new standard for future developments within *Entropia Universe*.

This new experience not only introduces new players to the game more effectively, but also gives them the means to experience Entropia Universe for longer with the initial items they receive. These changes are designed to give newcomers a stronger start and encourage longer engagement with the game.

“This new starter experience is a major improvement towards increased player retention. It goes hand in hand with our other marketing and player engagement initiatives, which help to unlock further growth in the playerbase.” said Joe Martin, Marketing Director at MindArk.

Enhanced Generative AI Gameplay Systems

The release introduces new systems that will later expand to other areas of the game:

- **Living NPCs:** Non-player characters now move independently through the world, following schedules and behaviors, adding realism and creating new possibilities for events and missions.
- **Dynamic Hand-in Missions:** Players can now exchange hunting loot for chances at more valuable rewards, with the option to chain multiple missions together.
- **A World in Motion:** Animated signs, functioning elevators, wind-blown flags, and visible building interiors contribute to a more vibrant and interactive environment.

New Player Content

The onboarding experience has been redesigned from the ground up. Highlights include:

- New weapons, including pistols, rifles, and swords, with progression-based upgrades

- A new starter vehicle, **The Wasp**
- A new starter armor set
- A “micro-economy” allowing extended play at reduced cost
- New creatures, events, mission chains and side missions for new and existing players
- Many quality-of-life improvements

49 Languages Available on Steam

With this exciting release, Entropia Universe will also now be available in 49 different languages on the Steam Version of the game - opening up accessibility for Steam users significantly. MindArk aims to grow its Steam player base through increased visibility and marketing initiatives.

Ongoing Commitment

The launch of Setesh follows the introduction of new Starter Packs earlier this summer, aimed at making *Entropia Universe* more accessible and rewarding. Additional profession-focused Starter Kits and other webshop items are also planned.

MindArk will continue refining Setesh through post-release updates, based on player feedback and analytics. Future plans include expanded missions, new activities, and an improved character creator, as well as revisions to newcomer content on Planet Calypso.

This crucial release is one of many steps forward that MindArk is taking to fundamentally improve Entropia Universe for continued growth and success.

For more information, please contact:

Joe Martin
Director of Marketing, MindArk PE AB (publ)
joemar@mindark.com
Tel: +46 31 607 260
MindArk PE AB (publ)
Org. nr. 556640-4769
Masthammsgatan 5
413 29 Gothenburg
www.mindark.com

About MindArk

MindArk PE AB (publ) (“the Company” or “MindArk”) develops and operates Entropia Universe, the world's first MMORPG (Massive Multiplayer Online Role-playing Game) with a “Real-Cash-Economy”, and Entropia Platform. Entropia Universe is a virtual universe consisting of a number of planets with different themes and activities. The software is provided globally and free of charge with the possibility to spend money in the virtual universe for anyone with access to PC and the internet. Entropia Universe consists of a digital economy where resources, materials, land, and buildings are represented as digital assets with an underlying base value. Entropia Platform is the technology platform that powers Entropia Universe. The platform is shared with partners who develop their own unique game content for their planets in Entropia Universe.