



Warsaw, 5<sup>th</sup> April 2022

## HUUUGE, INC. CLOSES Q1 22 WITH BOOKINGS<sup>(1)</sup> OF USD 84.1M

Huuuge, Inc., a global developer and publisher of free-to-play games has published its sales bookings data for the 1<sup>st</sup> quarter of 2022

- In Q1 2022 Huuuge generated total sales bookings of USD 84.1m (-12% yoy). The decline was a blend of decrease in core franchises (*Huuuge Casino* and *Billionaire Casino*) as well as lower revenue generated from titles discontinued during 2021 and growth in *Traffic Puzzle* and Publishing.
- Core franchises generated USD 74.1m of bookings in Q1 2022 (-11% yoy), the decline reflected much lower spend on user acquisition in H2 2021 vs. H2 2020 and also the high base effect from Q1 2021
- *Traffic Puzzle* generated bookings of USD 8.6m in 1Q 2022, up 11% yoy. QoQ decline in bookings was related partly to lower spend on UA, which was a reaction to seasonal high eCPAs (Q4 2021) as well as the product features road map and scaling paused until these were ready (Q1 2022). In addition, we saw a seasonal effect of eCPM decrease in Q1 2022 vs Q4 2021, which had an impact on ad revenue as *Traffic Puzzle* is largely monetized by ads. Huuuge is exploring the possibility of growing *Traffic Puzzle* into a multi-product franchise.
- Publishing: Huuuge added to its growing free to play games portfolio *Time Master*, a hybrid social casino game. *Time Master* has been embraced by a community of players worldwide, as is backed by a talented and experienced team of developers. Huuuge is continuing to invest in building and publishing new productions.

(1) **All numbers (USDm) refer to sales bookings excluding deferred revenues**

### **CONTACTS FOR MEDIA:**

#### **Huuuge**

Marta Andreasik

PR Manager

+48 538 519 789

[marta.andreasik@huuugegames.com](mailto:marta.andreasik@huuugegames.com)

**M+G**



Magda Kołodziejczyk

+48 501 16 88 07

[magda.kolodziejczyk@plusg.com.pl](mailto:magda.kolodziejczyk@plusg.com.pl)

**More information at <https://ir.huuugegames.com/>**

## **ABOUT HUUUGE**

Huuuge is a global mobile free-to-play games developer and publisher, with a mission to empower billions of people to play together, and a vision to transform mobile gaming into a massively social experience.

Huuuge games provide entertainment every month to millions of players from across the globe, and its games are available in 17 languages. Huuuge employs over 600 people at 9 offices around the world. The Company's shares have been listed on the Warsaw Stock Exchange since February 2021.