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## **HUUUGE, INC. CLOSSES Q2 2022 WITH BOOKINGS\* OF USD 79M**

**Huuuge, Inc., a global developer and publisher of free-to-play games has published its sales bookings data for the 2nd quarter of 2022**

- In Q2 2022 Huuuge generated total sales bookings of USD 79m (-19% YoY, -6% QoQ). The decline was seen mainly in core franchises and resulted from the high base of Q2 2021, which was record high in terms of revenue. In addition, the whole mobile gaming market after years of consecutive growth and further Covid-19 fueled acceleration in 2020/2021 has been facing major headwinds. According to Sensor Tower, Q2 2022 marked a second consecutive quarter of YoY revenue declines (-7% YoY worldwide and -10% in US for H1 2022). In response to these market conditions, Huuuge invested less in user acquisition in Q2 2022 and this trend should also be visible in the second half of the year.
- Core franchises generated USD 70m of bookings in Q2 2022, -19% compared to the same quarter last year, which was a record quarter in the studio's history. The decline was also partially driven by lower user acquisition spend both yoy and qoq.
- Traffic Puzzle generated bookings of USD 8m in Q2 2022 (-5% YoY). The decline resulted from lower in-app advertising revenue and declining eCPMs. QoQ decrease was also connected with lower UA spend on the game. We are pulling back our marketing until we can be confident the product is further along enough on the roadmap. The whole genre has become quite competitive (high CPIs). As a result, UA-led growth needs to be complemented with product and LTV improvements as the category matures.

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

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#### **ABOUT HUUUGE**

Huuuge is one of the fastest-growing mobile games developers and publishers, 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 c. 600 people at 9 offices around the world. The Company's shares have been listed on the Warsaw Stock Exchange since February 2021.