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Warsaw, 26 January 2021

POLISH FINANCIAL SUPERVISION AUTHORITY APPROVES THE PROSPECTUS FOR THE INITIAL PUBLIC OFFERING OF HUUUGE, INC.

Huuuge, Inc. ("Huuuge" or the "Company"), a global free-to-play games developer and publisher focused on the fast-growing mobile gaming market, today announces that the Polish Financial Supervision Authority ("KNF") has approved the prospectus for the Offering. Huuuge expects to publish the prospectus on 27 January 2021.

The Company expects that gross proceeds from the issuance of new shares will amount to up to approximately USD 150 million. The net proceeds of the Offering will be primarily used to fund growth initiatives such as potential acquisitions and investments and - to a lesser extent - continued long-term growth through game development and marketing.

Credit Suisse Securities, Sociedad de Valores, S.A. and J.P. Morgan AG are acting as the Joint Global Coordinators and Joint Bookrunners, and IPOPEMA Securities S.A. as a Joint Bookrunner and Investment Firm.

"We are pleased with the approval of the prospectus, which enables us to take the next steps in undertaking the initial public offering of Huuuge," said Anton Gauffin, founder and CEO of Huuuge. "The public offering will be a milestone in the company's history. I am confident that the proceeds from the offering will allow us to accelerate the implementation of our build & buy strategy and achievement of our vision of enabling billions of people to play together. We are happy that new shareholders will be able to participate in the exciting next stage of our growth."

Detailed information on the Offering can be found in the Prospectus approved by the Polish Financial Supervision Authority, which will be available on the Company's website at www.huuugegames.com and for informational purposes on the website of the Joint Bookrunner and Investment Firm at <https://huuuge.ipopemasecurities.pl>.

HUUUGE HIGHLIGHTS

Huuuge is an international free-to-play games developer and a global publisher of digital games on mobile and web platforms, with a **mission to empower billions of people to play**



together, as part of the HUUUGE vision to transform mobile gaming into a massively social experience.

In order to continue building one of the global leaders in real-time, free-to-play mobile gaming, HUUUGE aims to redefine the user experience by offering best-in-class live operations and innovative social features in its games.

Mobile games, including smartphone and tablet games, constitutes the largest (45%) and fastest-developing part of the global games market accounting for approximately USD 69 billion of consumer spending in 2019, with an expected annual growth rate of 12.6% through 2022E¹.

HUUUGE is one of the fastest-growing mobile game developers², having generated annual consolidated revenue growth of 30.6% in the period between 2017 and 2019 (CAGR). The Company develops and publishes its games globally and its users play its games in almost every country in the world.

The Company's major areas of operations are developing and publishing mobile games across HUUUGE's global player and customer base. Development encompasses a full range of activities from generation of the initial idea, through beta testing and ultimately to global launch and live-operations. HUUUGE has a proven track record of developing successful games within the social casino genre with its core titles: HUUUGE Casino and Billionaire Casino. Publishing encompasses activities from the launch of a game onwards, including building relationships with distributors, marketing and continuous post-launch game optimisation.

HUUUGE operates through three main divisions, Mighty, Brave and HUUUGE X. These divisions manage HUUUGE's internal and external studios and its games, while growing the HUUUGE portfolio. They are responsible for the Company's core offering of games within the social casino subgenre (Mighty), for casual games through publishing deals (Brave) and for innovative new generation casual games (HUUUGE X).

HUUUGE currently has multiple games at various stages of maturity in its portfolio, including, among others: social casino games such as HUUUGE Casino, Billionaire Casino, Stars Slots and HUUUGE Bingo Saga; casual games, such as those under the Coffee Break Games label, Traffic Puzzle, Transport it!, Trolls Pop and Luna's Quest Bubble Shooter; and games in the early stages of development such as Arena, Rogue Land, Arrows & Empires and Solitaire TriPeaks: Adventure Journey.

As of September 30, 2020 HUUUGE had 4.74 million Monthly Active Users ("MAU") compared to 3.98 million, 3.72 million and 3.32 million as at calendar year end 2019, 2018 and 2017, respectively.

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¹ Source: Newzoo

² Source: App Annie



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The date of admission of the Company's shares to the Warsaw Stock Exchange ("Admission") may be influenced by various circumstances, some of which are beyond our control, including market conditions. There is no guarantee that Admission will occur and you should not base your financial decisions on the Company's intentions in relation to Admission at this stage. Acquiring investments to which this announcement relates may expose an investor to a significant risk of losing all of the amount invested. Persons considering making such investments



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