



Warsaw, 7 October 2021

## **HUUUGE, INC. ANNOUNCES EXECUTIVE PROMOTIONS AND CHANGES IN THE MANAGEMENT TEAM**

**Huuuge, Inc., a global developer and publisher of free-to-play games focused on the mobile gaming market, today announced the promotions of three senior executives within the business, and two departures.**

- Jon Bellamy, Wojciech Wronowski and Amir Kwiat, who held senior positions in Huuuge's global management team, will assume new leadership roles.
- Jon Bellamy was promoted to Executive Vice President Strategy & Investment, Wojciech Wronowski was promoted to Executive Vice President Product & Operations and Amir Kwiat was promoted to Senior Vice President Marketing.
- Tal Shoham and Elad Kushir will transition from their current positions as CMO and COO and become advisors to the CEO and the Company.
- Huuuge's strategy and key goals remain unchanged.

According to **Anton Gauffin, founder and CEO of Huuuge:**

*"2021 has been a unique year in Huuuge's history. In February we began our journey as a publicly listed company and in April we completed the company's most material M&A transaction to-date; acquiring Traffic Puzzle, the top-grossing match-3 hit game initially published by Huuuge in 2019. Neither of these crowning achievements would have been possible without the leadership of both Elad Kushnir and Tal Shoham. I would like to thank both Elad and Tal for playing pivotal roles in Huuuge's development in recent years, and I'm grateful for their continued efforts and support as formally-appointed advisors to the business."*

Elad Kushnir will be returning to his formerly-held advisory role, and passing his executive responsibilities to Wojciech Wronowski - Executive Vice President of Product & Operations.

Elad Kushnir joined the business as its Chief Operating Officer in 2019, after multiple years of involvement as an investor and advisor to the CEO. Elad subsequently took responsibility for the preparation of the organisation for operation as a public company. Elad has played a crucial role in driving the growth and success of the organisation since joining, and was integral to driving Huuuge's pursuit of operational excellence, which enabled the company's IPO earlier this year; the largest IPO in the mobile gaming space in 2021.

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*"Wow. What a ride. 3 amazing years as COO. It was an Unforgettable experience that I will cherish forever. I am super proud of what team Huuuge around the globe has been able to achieve. Wrona embodies our Huuuge values of: hungry, humble and resilient. He knows the company from the inside out having progressed from his first role as an intern 16 years ago to one of the best gaming executives in the market today. He is the best person to continue our mission. I move back to my original role as advisor to Anton with an immense sense of achievement. I wish my friends and colleagues across the globe lots of growth and success. Go team Huuuge !!!"*

**Elad Kushnir, former COO**

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Tal Shoham's responsibilities within the marketing division will be assumed by Amir Kwiat, Senior Vice President of Marketing, and management of the third party publishing division will continue to be the responsibility of Jon Bellamy, Executive Vice President of Strategy & Investment.

Tal Shoham joined Huuuge in early 2020, as the company's Chief Marketing Officer, and assumed responsibility for all marketing efforts and user acquisition expenditure across the business. Tal's efforts were directly consequential to the revitalization of Huuuge's third party publishing division; the acquisition and scaling of Traffic Puzzle in early 2021, and the evolution of the company's marketing team to the world class division it is today.

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*"I am super confident in the success of Huuuge and I truly believe Huuuge is an amazing company, with amazing culture and people. I am super thankful for having a chance to work with so many talented people and touch many aspects of the business. I could not be more confident to see JB and Amir step up to new leadership roles. JB will be strengthening the "Buy" part of Huuuge's strategy with his broad experience in gaming investments and acquisitions, and having grown the third party publishing division to new heights. Amir will undoubtedly leverage his deep know-how in marketing, UA and monetization from the best gaming companies in the mobile sector."*

**Tal Shoham**, former CMO

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Gauffin concludes:

*"The transition of both Elad and Tal to advisory roles leaves ample opportunity for the next generation of Huuuge leadership to accept additional responsibilities and bring their professional excellence and unique perspectives to the executive team. Our newly promoted leaders are experienced executives who have proven themselves to be examples of Huuuge at its best over the past few years, and it is with strong conviction that I announce their increased responsibilities today."*

**Anton Gauffin**, Founder & CEO

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**Jon "JB" Bellamy, Executive Vice President, Strategy & Investment** joined Huuuge in early 2018. Previously he worked as an early-stage games industry venture capitalist at London Venture Partners, a leading games industry VC firm, where he worked on a number of distinct deals, from direct investments, to secondary sales and acquisitions. Prior to his time in VC, Jon worked at Jagex Games Studio, within the strategy and M&A team, where he worked on the turn-around and sale of the business to Shanghai Fukong Interactive Entertainment Co. JB is responsible for defining and driving the company's strategy, and for all matters pertaining to investment, M&A, and third-party publishing across the business. JB is based in London, UK.

**Wojciech "Wrona" Wronowski, Executive Vice President, Product & Operations** has been with us since 2006, when he joined Gamelion (Huuuge's predecessor company). As a founding team member of Huuuge, Wrona played a leading role in the creation of the Huuuge Casino & Billionaire Casino games. He advanced to VP Product in 2014 where he was responsible for managing the company's product portfolio. In 2018 he was promoted to SVP of Games where he has led over 300 people in our most successful games' studios. Currently, as one of the globe's most experienced games executives, Wrona acts as an EVP Product & Operations and is responsible for product strategy and setting the directions for the development of our current and new games. Wrona is based in Warsaw, Poland.

**Amir Kwiat, Senior Vice President, Marketing**, joined Huuuge in early 2020 as VP User Acquisition & Growth. Amir is responsible for the marketing strategy including ad-monetization, user acquisition,



retargeting and marketing creatives. Prior to HUUUGE, he served as Marketing Director at Playtika and was part of the establishing team of Playtika's marketing studio. Amir has also served as Game Director leading the growth and scale of prototype games at Playtika. He has been in the gaming industry for the past 10 years and was serving various marketing roles. Amir is based in Tel-Aviv, Israel.

#### **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)

Monika Pietraszek

+48 501 183 386

[monika.pietraszek@plusg.com.pl](mailto:monika.pietraszek@plusg.com.pl)

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

#### **ABOUT HUUUGE**

Huuuge is one of the fastest-growing mobile free-to-play 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.

The Company's main areas of operations are developing, publishing, scaling and operating mobile games to a broad player base. HUUUGE provides entertainment every month to nearly 3,5 million players from 195 countries and are available in 17 languages. HUUUGE employs over 600 people at offices around the world. HUUUGE shares have been listed on the Warsaw Stock Exchange since February 2021.