



## NEW DUMB WAYS TO DIE VR TITLE COMING TO META QUEST

**PlaySide Studios Limited** (ASX: PLY) ("PLY" or "PlaySide") is pleased to announce the signing of a game license and publishing agreement with **Meta Platforms Technologies, LLC** ("Meta").

Following a successful concept pitch, Meta has engaged PlaySide to bring its *Dumb Ways to Die* Original IP to Meta Quest devices via the development of a new VR title. This title is intended to be an immersive virtual reality experience involving challenging mini-games inspired by the original *Dumb Ways to Die* game.

PlaySide will receive a license fee which reflects the growing value of the *Dumb Ways to Die* IP. It will also receive development payments which will be paid out over the development of the game, and will provide live support after launch. In addition, PlaySide will receive a share of net revenues from the game in perpetuity. The development payments will be received at agreed milestones which are consistent with industry benchmark requirements for progressing the game to launch, which is expected to take approximately 18 months. The agreement is effective immediately and work on the title has commenced.

### **FY24 GUIDANCE**

Incorporating this agreement, assumptions regarding Original IP, Publishing and our Work for Hire pipeline, PlaySide expects FY24 revenue to be in the range of \$50-55m.

### **JUNE QUARTERLY AND FY23 RESULT**

PlaySide will announce its June Quarterly Activities & Cash Flow Report on Friday 28 July and its FY23 result on Thursday 24 August.



*In the last two years we have significantly expanded the reach and popularity of the *Dumb Ways to Die* brand, with hundreds of millions of new consumers engaging with us via our mobile games and social media. Given our expertise in VR and our long-standing partnership with Meta it makes perfect sense to bring this IP into the the Quest ecosystem. We are excited about the opportunity to deliver an engaging experience for VR users that best demonstrates features of Quest headsets.*

**GERRY SAKKAS, PLAYSIDE CEO**

# PlaySide Studios

AUSTRALIA'S LARGEST PUBLICLY LISTED VIDEO GAME DEVELOPER

PlaySide Studios Limited provides titles in a range of categories, including self-published games based on original intellectual property and game development services in collaboration with studios such as Take-Two Interactive, Activision Blizzard, Meta, Disney, Pixar, Warner Bros, and Nickelodeon. The company's portfolio consists of approximately 60 titles that are delivered across multiple platforms including mobile, virtual reality, augmented reality, and PC. The company was incorporated in 2011, is listed on the Australian Securities Exchange, and is headquartered in Port Melbourne, Australia.

## ASX ANNOUNCEMENT JULY 2023

**Release approved by the Chairman on behalf of the board.**

To receive business updates and investor information from PlaySide register your details here:

[investor.playsidestudios.com](http://investor.playsidestudios.com)

## INVESTOR RELATIONS

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