

PlaySide Publishing signs viral sensation **MOUSE** by Fumi Games

PlaySide Studios Limited (ASX: PLY) ("PlaySide") is pleased to announce that Fumi Games' *MOUSE* is the latest title to be signed to its Publishing division.

Set to launch on PC/Console in calendar 2025, *MOUSE* is a classic first-person shooter with a retro, 1930s-inspired cartoon aesthetic, rubber hose animation style, distinct level design and a vast array of playful weaponry.

PlaySide will provide Fumi Games with development advances in accordance with agreed milestones that are consistent with industry benchmark requirements for bringing the game to launch. PlaySide is responsible for publishing and marketing the title, and will pay Fumi Games a share of net revenue from the sale of the game as part of this agreement. It is expected that PlaySide's investment in milestone payments and marketing prior to launch will be in the mid-single digit millions, to be funded by existing balance sheet cash.

While PlaySide cannot predict the likely revenues to be generated by the game, it is of note that *MOUSE* already has a strong following and wish lists on Steam, with considerable press coverage. The official Gameplay Trailer was released in December 2023 and has received 20 million total views across tier one gaming news channels and social media - exposure comparable to that of several AAA titles announced that year.

MOUSE is the third title to be signed by PlaySide Publishing. The division was established to leverage PlaySide's game development expertise, complementing its internally developed IP with high quality games developed by third parties. This ensures a regular cadence of PlaySide releases as its pipeline of games under development continues to grow.



Having enjoyed the run-and-gun action and 1930s-inspired visuals of Cuphead back in 2017, we were instantly attracted to the broad consumer potential of MOUSE. Similar to our Dumb Ways to Die brand, we see a huge opportunity to use our experience growing a social media audience to build out the value of this IP as well as further anticipation for the game.

The Fumi Games team have already done a tremendous job on MOUSE and we look forward to working with them in bringing this title to PC and Console next year.

GERRY SAKKAS, PLAYSIDE CEO

PlaySide Studios

AUSTRALIA'S LARGEST VIDEO GAME DEVELOPER AND PUBLISHING STUDIO

PlaySide Studios Limited ("PlaySide") develops video games for multiple platforms including mobile, PC/ Console, virtual reality and mixed reality, with a portfolio of approximately 60 titles. The Company publishes its own games based on original intellectual property, as well as providing end-to-end game development services in collaboration with AAA game studios and major technology and entertainment companies such as Activision Blizzard, Meta, Netflix Games and Take Two Interactive. It also has a Publishing arm which provides funding, development support, marketing and publishing of third-party games from smaller independent studios.

PlaySide was incorporated in 2011 and is headquartered in Port Melbourne, Australia. Its shares are publicly traded on the Australian Securities Exchange under the code PLY.

Fumi Games

WARSAW-BASED VIDEO GAME DEVELOPER

Fumi Games is an independent game development studio based in Warsaw and is focused on developing premium games. The company has two titles in development; MOUSE, a gritty, jazz-fueled cartoon first-person shooter, and action platformer Galaxi Taxi.

Release approved by the Chairman on behalf of the board.

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

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