

ASX Release

Noodlecake Title Delivers Strong Metrics Ahead of Further Launches Across Mobile, PC, Xbox and Nintendo Switch.

Streamplay Studio Limited (“Streamplay” or the “Company”) (ASX: SP8) is pleased to provide an update on recent and upcoming game launches from wholly owned subsidiary Noodlecake Studios Ltd (“Noodlecake”), across mobile, PC and console marketplaces.

HIGHLIGHTS

- **Super Flappy Golf: reaches over 73,000 organic installs in first two weeks.**
 - Already reflecting positive early engagement metrics since soft launch.
 - Follows free-to-play model, with optional in-app purchases ranging from AUD \$1.99 to \$19.99, including an ad-free experience for AUD \$5.99.
- **Ultimate Chicken Horse: attracted over 65,000 pre-registrations prior to launch.**
 - Global mobile release went live overnight (18 June 2025) – original title holds a 96% “*Overwhelmingly Positive*” Steam rating (more than 46,000 user reviews).
 - Released under a “*Try-Before-You-Buy*” model with a one-time unlock price of AUD \$14.99 – discounted 20% for the first two weeks.
- **Storefront Exposure: across both Apple and Google Play marketplaces.**
 - “Super Flappy Golf” and “Ultimate Chicken Horse” both featured as Apple’s “Game of the Day” in key territories after their global launches.
 - As of 11 June 2025 – “Death Road to Canada” and “Possessions” ranked #1 and #2 respectively on the Google Play Pass Top Charts.
- **Winter Burrow: surpassed 90,000 wishlists on Steam to date.**
 - Confirmed for release on Steam (PC), Xbox, and Nintendo Switch, launching day one on Xbox Game Pass – free demo available on Steam.
 - Showcased at Summer Games Fest (SGF) and First Playable, building early visibility ahead of launch – set to appear next at Gamescom this August.
 - Nintendo Switch version officially announced during Wholesome Direct 2025, part of SGF – with the broadcast drawing over 100,000 livestream views.
- **Flick Shot Rogues: achieves 16,000 Steam wishlists ahead of Q3 2025 release.**
 - Featured in THE MIX Summer Showcase, the Future Games Show, and Steam Next Fest, contributing to increased pre-release visibility and wishlists.



Overview

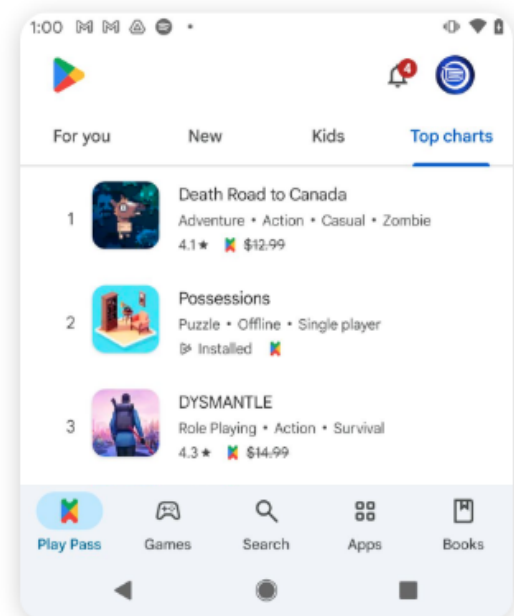
In June, Noodlecake delivered two global back-to-back mobile game launches: the **First-Party Title**¹, *Super Flappy Golf*, and the **Third-Party Title**², *Ultimate Chicken Horse*, published on the **Google Play** and **Apple App Store** marketplaces. Both titles have already secured front-page marketplace visibility with *Super Flappy Golf* already demonstrating above-industry-average player engagement metrics in its early performance.

The Company's release pipeline forms part of a broader platform strategy, with upcoming titles such as *Flick Shot Rogues* on **Steam (PC)**, and *Winter Burrow* on **Steam and Xbox Game Pass** – now also coming to the **Nintendo Switch** – both planned to launch later this year.



Notably, as of 11 June 2025, two of Noodlecake's published titles – [Death Road to Canada](#) and [Possessions](#) – held both **#1 and #2 positions** on **Google Play Pass Top Charts** simultaneously, reinforcing the studio's ability to select games that resonate with players and drive meaningful engagement.

Google Play Pass, like **Apple Arcade** or **Xbox Game Pass**, is a curated subscription service where publishers are compensated based on time spent in-game, meaning prominent placement translates into meaningful monetisation. These rankings further validate Noodlecake's reputation as a trusted partner for storefronts and a reliable curator of high-quality games across all platforms.



“It's been a huge month for the team, with back-to-back launches, App Store features, and chart-topping success across multiple titles. Seeing our games connect with players is incredibly rewarding. We've got a lot more planned – and coming – later this year!”

— Ryan Holowaty, CEO of Noodlecake

¹ **First-Party Title:** Developed internally; revenue fully retained by Streamplay.

² **Third-Party Title:** Externally developed; published under a developer revenue share model.



Super Flappy Golf (First-Party Title)

Released globally on 5 June 2025, *Super Flappy Golf* marks the return of one of Noodlecake's most iconic, revenue generating franchises – and the studio's first internally developed First-Party Title in over five years. Building on its legacy of fast-paced, arcade-style gameplay, the latest entry introduces new gliding and dive-bomb mechanics, online multiplayer, and an expanded customisation system for unlocking collectible bird characters.



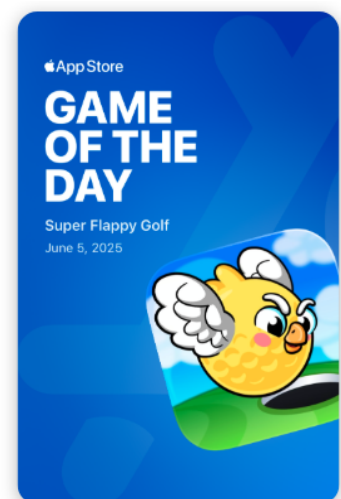
The launch followed a successful soft rollout in *Australia, New Zealand, Canada, and the Philippines* (ASX: 20 February 2025), which helped inform refinements to gameplay and monetisation. During this phase, the game recorded early retention rates of **~46% on Day 1**, **~25% by Day 7**, and **10% by Day 28**, significantly outperforming industry benchmarks.

Since its global release, the title has generated **more than 73,000 organic installs** and received strong App Store support – including being featured as **Apple's Game of the Day** in *Australia and New Zealand* on 18 May 2025, and again in the *United States* on global launch day, accompanied by a dedicated [Apple editorial feature](#) in the App Store.

The game follows a free-to-play monetisation model, generating revenue through both in-game advertising and optional in-app purchases. Players may purchase cosmetic “birdies”, in-game currency, or progression boosters, with pricing ranging from **AUD \$1.99 to \$19.99**, depending on item type. A once-off ad removal upgrade is also available for **AUD \$5.99**, with premium “legendary” packs priced up to **AUD \$14.99**.

This monetisation structure is designed to support wide player accessibility while offering clear premium pathways for those seeking additional content or progression advantages.

Visit FlappyGolf.com for the official trailer and more information.



Ultimate Chicken Horse (Third-Party Title)

Released globally on 19 June 2025, *Ultimate Chicken Horse* marks the mobile debut of the award-winning party platformer originally developed by *Clever Endeavour*. Known for its unique blend of strategy and chaos, the game challenges players to build each level as they play – placing traps and obstacles to outwit their opponents while still trying to reach the finish line first.

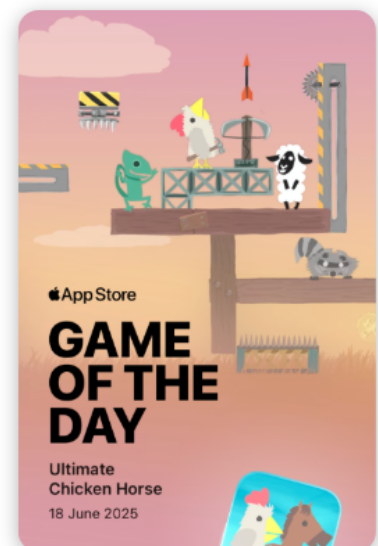


Widely praised by players and critics, *Ultimate Chicken Horse* holds a **96% “Overwhelmingly Positive”** rating on Steam from **more than 46,000 reviews**. The game also received industry recognition including the Audience Choice Award and Best Game Design at the Boston Festival of Indie Games, and a nomination for Best Game Design at the Canadian Video Game Awards.

Ahead of its global launch, the title attracted **over 65,000 pre-registrations** and featured as **Apple’s Game of the Day** in *Australia and New Zealand* on 18 June 2025, the day prior to its global release – reinforcing early interest and storefront visibility.

In contrast to *Super Flappy Golf*, the mobile edition of *Ultimate Chicken Horse* adopts a “Try-Before-You-Buy” model. Players can install and preview the game for free, with the option to unlock the full version through a one-time in-app purchase of **AUD \$14.99**. For the first two weeks post-launch, the game is available at a 20% discount (approximately AUD \$11.99) to encourage early adoption.

Visit UltimateChickenHorse.com for more information.



Winter Burrow (Third-Party Title)

With *Super Flappy Golf* and *Ultimate Chicken Horse* both now live globally, Noodlecake will focus on supporting both titles through ongoing content updates, feature refinements, and community engagement while progressing its broader release pipeline – the most anticipated of which is *Winter Burrow*, a cozy survival narrative game in development with *Pine Creek Games*.



The title has continued to gain media and platform traction, including a feature on [Windows Central](#), and its recent appearance in [Wholesome Direct 2025](#) – a curated indie showcase held as part of Summer Games Fest in Los Angeles, which drew over 100,000 livestream views. During the broadcast, *Winter Burrow* was officially announced to also be “**coming to Nintendo Switch**”, joining its previously confirmed platforms.

Winter Burrow was also showcased at *First Playable* in Italy, and the team will next be exhibiting the game at *Gamescom* in Cologne this August – Europe’s largest gaming event. The title has now attracted **over 90,000 wishlists on Steam**, reflecting strong early interest and growing audience anticipation.

Winter Burrow will launch later this year on **Steam, Xbox, and Nintendo Switch**, with **day-one availability on Xbox Game Pass**, full support for **Xbox Play Anywhere** – including the recently announced and highly anticipated [ROG Xbox Ally](#) handheld.



Visit [SteamPowered.com](#) for early access to a playable demo.

Our publishing slate also continues to gain visibility, with Third-Party Title *Flick Shot Rogues* featured in THE MIX Summer Showcase, Future Games Show, and Steam Next Fest – helping it surpass **16,000 Steam wishlists in four weeks** ahead of its expected Q3 2025 release.

“ These recent updates reflect the strength of Noodlecake’s strategy and the depth of its execution, from storefront features and chart success to the expansion of our platform partnerships. We’re proud to see both original IP and published titles gaining traction so quickly. With more titles in the pipeline, and new commercial opportunities already underway – including a recently announced collaboration with Amazon (ASX: 29 May 2025) – we believe the foundations are in place for a strong year of growth.

— Bert Mondello, Chairman of Streamplay Studio

For further information

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About Streamplay Studio

Streamplay Studio Limited (ASX:SP8) is a leading provider of competitive casual gaming and eSports technology, game development and publishing, music and sports streaming services, and telco value-added services across Africa, the UAE and Pacific Islands. With a portfolio spanning original IP game development, publishing services, and innovative entertainment solutions, Streamplay collaborates with partners across the globe to deliver engaging experiences on web, mobile, console, and PC platforms. The Company continues to innovate to meet the evolving needs of gamers, streamers, and telco users worldwide.

Streamplay is the owner of North America-based Noodlecake Studios, an award-winning indie game studio known for its innovative original IPs and collaborative publishing projects. With over 60 published titles and more than 270 million downloads globally, Noodlecake has established itself as a leader in the casual and indie gaming market.

More information: www.streamplay.studio
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ASX release authorised by the Board of Directors of Streamplay Studio Limited

