



## PLAYSIDE LAUNCHES THIRD PARTY PUBLISHING DIVISION ‘PLAYSIDE PUBLISHING’

### HIGHLIGHTS

- PlaySide launches third-party publishing division ‘PlaySide Publishing’ to support independent PC and Console game developers globally.
- The new division offers a full suite of publishing services including marketing and communications, game localisation, quality assurance, and project funding support.
- Enables PlaySide to facilitate and participate in the success of third-party titles and “incubate” a deeper portfolio of titles in the key PC and console segment
- PlaySide has hired senior leaders from global publishing companies such as Team 17, Bethesda, and Activision Blizzard to execute the strategy for the new division.

PlaySide CEO Gerry Sakkas said:

*“We are thrilled to introduce our publishing division and provide best practice and support indie game developers bringing their games to the PC and Console market, both in Australia and globally.*

*“After ten years of developing our own high-quality titles including original IP (Age of Darkness: Final Stand) and third-party projects with the likes of Meta, Disney, and Warner Bros, we have the capabilities and experience to understand the key opportunities and challenges involved in game development.*

*“Our portfolio of titles also highlights our team’s passion for gaming and our deep knowledge of the industry. We look forward to launching PlaySide Publishing and partner with passionate game developers to successfully launch their titles to market.”*

## 1.

### Summary

PlaySide Studios Limited (ASX: PLY) (“PlaySide”), Australia’s largest publicly listed video games developer, is pleased to announce the launch of its third-party publishing division, PlaySide Publishing.

The new division will be focussed on PC and Console and offer a full suite of publishing services for independent developers across the globe. Publishing involves taking a developed game and launching the game to market by performing such services as marketing and communications, game localisation, quality assurance, and

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release management. It is common practice for a milestone-based investment to be paid by the publisher to the developer to complete the title prior to launch, and such investment and publishing services are provided in return for an agreed revenue share model between the publisher and the developer on sales of the title.

## 2.

### Strategic rationale

Given the scale and revenue opportunities of titles in the PC and Console segment, this will be PlaySide's focus.

PlaySide has established a global reputation for producing high-quality gaming experiences across multiple platforms. PlaySide Publishing seeks to leverage this expertise and the company's deep developer talent to bring true Triple I / AA PC and console experiences to market on behalf of its clients.

PlaySide has created its publishing division with the goal of establishing strong working relationships with independent development partners, offering fair and transparent deal terms, and ensuring that quality of the product is paramount throughout the development process.

## 3.

### Key hires

PlaySide Publishing will be led by industry experts with proven track records of delivering success for some of the biggest brands in entertainment and AAA publishing. Harley Homewood joins as Global Head of Publishing, following almost eight years leading Business Development and Publishing at Team17. Harley was responsible for driving performance for key launches such as Overcooked!, Hell Let Loose, The Escapists and Blasphemous.

PlaySide has also appointed Michael McAlister as Global Head of Marketing & Communications (ex-Bethesda Softworks & Rockstar Games) and Jordan Cameron in the role of Global Senior Communications Manager (ex-Activision Blizzard) to lead the marketing and communications strategy and campaign execution, alongside premier regional agency partners.

Commenting on the launch of the new division, Harley Homewood, Global Head of PlaySide Publishing said:

*"We are commencing a new era for PlaySide Studios, supporting developers in their vision to launch new, industry-leading experiences fans will come to love."*

Release approved by the Chairman on behalf of the board.

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

<https://playside.investorportal.com.au>

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**Gerry Sakkas**  
Managing Director & CEO



**Cris Nicolli**  
Chairman

#### **About PlaySide Studios**

PlaySide Studios Limited is Australia's largest publicly listed video game developer. It 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 60 titles that are delivered across 4 platforms, which include 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

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