

ASX Release

Noodlecake Launches Winter Burrow – Over 210k Wishlists Ahead of Global Xbox, Nintendo Switch and Steam Debut

Streamplay Studio Limited (“Streamplay” or the “Company”) (ASX: SP8) is pleased to announce the global launch of *Winter Burrow* on **Steam (PC)**, **Xbox**, and **Nintendo Switch** – developed by Danish indie studio *Pine Creek Games* and published by wholly owned subsidiary Noodlecake Studios Ltd (“Noodlecake”).



HIGHLIGHTS

- **Winter Burrow launches globally across Xbox, Nintendo and Steam**, marking one of Noodlecake’s largest multi-platform releases to date.
- **Xbox Series X|S** – Launches day one on *Xbox Game Pass*, providing immediate exposure to approximately 37 million subscribers and ensuring strong day-one visibility.
- **Nintendo Switch** – Featured in *Nintendo’s Indie World Showcase* and highlighted among the platform’s most anticipated indie releases for 2025.
- **Steam (PC)** – *Surpassed 210k wishlists* (up from 130k in October), a key performance indicator strongly correlated with post-launch sales and long-term player engagement.
- **Priced at USD \$19.99 (~AUD \$30.60)** across these major storefronts, reinforcing *Winter Burrow*’s positioning as a premium cross-platform release.
- **Launches with significant platform funding**, offsetting most of the development and marketing costs, reinforcing Streamplay’s scalable Tier-1 publishing model.

A Major Global Launch

Winter Burrow represents one of the Company's largest multi-platform launches to date, marking its entry into the global premium console and PC market. The title has gained strong pre-release momentum through extensive platform support, widespread media attention, and accelerating player interest across major regions.

The title received widespread coverage from major gaming platforms and publications, including prominent features in **Nintendo's Indie World Showcase**, **Xbox's Tokyo Game Show broadcast**, and at **Gamescom 2025**, with positive early coverage from outlets such as *Game Rant* and *GamingBoulevard*.

Early hands-on previews have been overwhelmingly positive, praising *Winter Burrow's* distinctive art style, music and emotional tone.

Since its initial showcases, *Winter Burrow* has experienced sustained audience growth across PC storefronts – rising from **90,000 Steam wishlists in June (ASX: 19 June 2025)** to **130,000 by October (ASX: 30 October 2025)**, and now **surpassing 210,000 ahead of launch**.

This growth has been driven by strong engagement across North America (~63,000) and Western Europe (~48,000) – with continued momentum across Asia and Latin America, underscoring the title's global appeal and pre-launch visibility.

Winter Burrow is currently retailing at **USD \$19.99 (~AUD \$30.60)** on the [Nintendo eShop](#), [Xbox Store](#), and the [Steam Store](#).

“

immaculate vibes

...

*a genuinely curious
and cozy experience*

— Game Rant

“

*the perfect game for
those looking for a
cozy yet challenging
survival experience*

— GamingBoulevard

“ *Winter Burrow is shaping up to be one of Streamplay's strongest multi-platform releases yet. Crossing 200k wishlists ahead of launch speaks directly to demand, and with direct platform cash investment and Game Pass exposure, it's positioned to generate meaningful returns from day one. It follows the same trajectory we've seen with collaborations across Apple and Amazon – validation that our publishing model continues to scale successfully across Tier-1 platforms.* ”

— Bert Mondello, Chairman of Streamplay Studio



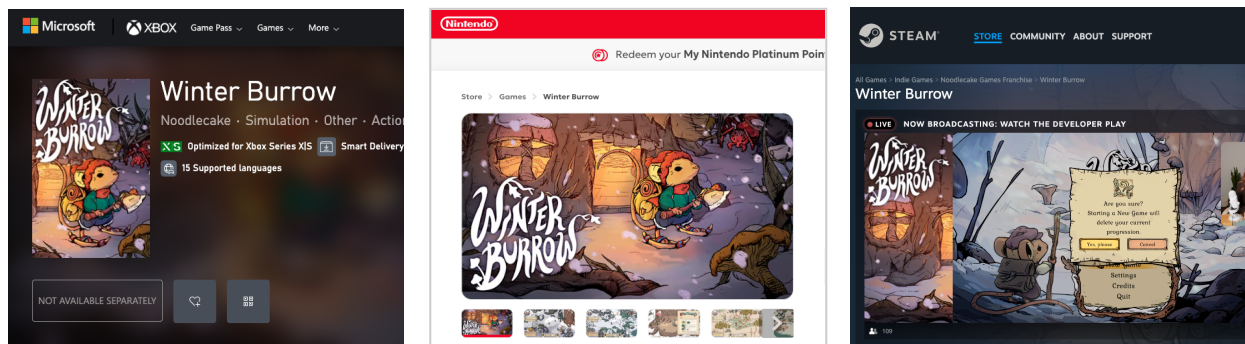
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Strategic Context

The launch of *Winter Burrow* marks Noodlecake's fifth major title release since its acquisition by Streamplay in early 2025 – following *Super Flappy Golf* (ASX: 20 February 2025), *Sacre Bleu* (ASX: 17 Apr 2025), *Ultimate Chicken Horse* (ASX: 19 June 2025), and *Flick Shot Rogues* (ASX: 18 September 2025).

The title launches with substantial platform funding support, offsetting most of the total production and marketing costs. This model demonstrates the scalability of the Company's partnership strategy, enabling Noodlecake to deliver high-quality titles across multiple platforms while maintaining disciplined capital efficiency.

Launching on **Xbox Series X|S while included day-one on Game Pass** further strengthens the commercial outlook, providing immediate exposure to a global subscriber base **currently estimated at over 37 million players** and ensuring strong day-one visibility. Subscription services such as Game Pass provide platform funding and broad audience reach, enabling developers and publishers to achieve both upfront returns and long-tail discoverability across storefronts including Steam and Nintendo eShop.



On **Steam**, wishlists are a key leading indicator of post-launch sales performance. Each wishlist represents a player's intent to purchase once a title becomes available, with conversion rates typically spiking at launch and during promotional cycles. Industry research shows that higher wishlist volumes correlate strongly with both day-one and long-tail sales.

Surpassing 210,000 Steam wishlists ahead of launch therefore represents a significant commercial milestone, evidencing strong market anticipation and pre-release visibility. The game's cross-platform debut – *spanning Xbox, Nintendo and Steam* – positions *Winter Burrow* for broad global reach and sustained contribution to Streamplay's FY26 revenue base.

With a robust FY26 pipeline of internally developed and third-party titles in advanced stages of production, Streamplay continues to accelerate its growth as a diversified global games business across mobile, PC, console and emerging cloud platforms.

Game Overview

Winter Burrow is a cozy woodland survival adventure that blends exploration, crafting and storytelling in a hand-painted world brought to life with **Unreal Engine 5**. Players step into the role of a small mouse returning from the big city to its childhood burrow, rebuilding a home, reconnecting with family, and surviving the harshness of winter.



Drawing inspiration from nature, art and fairytales, *Winter Burrow* combines gentle storytelling with satisfying gameplay loops – from gathering resources, cooking and crafting to repairing the burrow and forging friendships with woodland neighbours. Every system, from the changing weather to the warm glow of the hearth, contributes to an experience that balances challenge with comfort and reflection.

The game has been praised for its distinctive hand-painted aesthetic, dynamic seasonal atmosphere, and a celebrated original soundtrack composed to heighten its emotional tone. Designed for players seeking immersion, artistry and heart, *Winter Burrow* encourages a slower pace – inviting exploration, curiosity and a sense of belonging in its snow-covered world.

“ *Winter Burrow has connected deeply with players even before release – reaching over 210,000 wishlists is a huge achievement for Pine Creek Games and a testament to their craft. For Noodlecake, it showcases our commitment to partnering with exceptional independent developers and bringing their stories to the world.* ”

— *Ryan Holowaty, CEO of Noodlecake*

About the Developers

Pine Creek Games is a small, fully remote game studio founded in Denmark. The team is inspired by nature, art and fairytales, which they interpret into games with curiosity and love. Their creations are designed as fascinating worlds that are easy to step into and enjoy, while still offering challenges, excitement and depth at a player's own pace. *Winter Burrow* marks Pine Creek Games' debut launch title.



For further information

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About Streamplay Studio

Streamplay Studio Limited (ASX:SP8) owns North America-based Noodlecake Studios, an award-winning game developer and publisher recognised for its innovative original IPs and long-standing commercial relationships with Tier-1 platforms including Amazon, Apple, Nintendo, and Microsoft. With more than 60 published titles and over 270 million downloads worldwide, Noodlecake continues to lead in premium mobile and indie gaming. Broader operations span development and publishing, esports, streaming, and telco-aligned gaming services across North America, Australia, the Middle East, Africa, and the Pacific Islands.

More information: www.streamplay.studio

www.noodlecake.com

ASX release authorised by the Board of Directors of Streamplay Studio Limited

