

SUCCESSFUL GLOBAL LAUNCH OF MOUSE: P.I. FOR HIRE



PlaySide Studios Limited (ASX: PLY) (“PlaySide” or the “Company”) is pleased to provide a market update regarding the global digital launch of its highly anticipated title, *MOUSE: P.I. For Hire*.

The title launched at 1:00am AEST on Friday 17 April simultaneously across Steam (PC), PlayStation 5, Xbox Series X|S, and Nintendo Switch 2. Initial data indicates a highly successful launch across all major platforms, underpinned by strong critical reception and significant player interest. Thus far, the game has featured strongly in the ‘top selling’ charts across each sales platform and has been actively picked up by content creators on major streaming platforms and social media.

Note that the following performance data represents management’s best estimate as at 7am AEST on Monday 20 April. Each platform provider updates unit sales data at different intervals, and final reconciled figures may vary. The Company emphasises that early-stage launch data may not be indicative of future sales performance, revenue trajectory or the title’s full lifecycle performance. Further, management does not consider the currently available data to be sufficiently reliable to support forecasting or to provide updated earnings guidance at this time.

KEY HIGHLIGHTS

- **Sales Volume:** Estimated sales of 360,000 units across all platforms. This includes approximately 47,000 pre-orders fulfilled on Steam.
- **Platform Mix:** Console sales have shown strong momentum, representing approximately 44% of unit sales.
- **Financial Performance:** Gross sales are estimated at US\$10.4 million. Net sales to PlaySide (reported revenue net of platform fees, VAT and returns) are estimated at US\$6.3 million.
- **Market Rankings:** *MOUSE* achieved the #2 best-selling paid title position on Steam globally for its launch day and secured the #2 ranking in the Nintendo Switch 2 eShop.
- **Wishlist Growth:** The game entered launch with 1.73 million total wishlists. At present total wishlists have grown to 2.08 million, providing a strong pipeline for ongoing conversion.
- **Player Reception:** The title has achieved an ‘Overwhelmingly Positive’ rating on Steam (95% review score) and a near-perfect 4.92/5 rating on the PlayStation Store.
- **Critical Reception:** The title currently has an aggregated critic score of 83 on OpenCritic, placing it in the 90th percentile of titles reviewed on the platform, and a Metacritic score of 80.
- **Community Engagement:** Streamer support has been exceptional, reaching a peak concurrent viewership of 71,000 on Twitch across all channels.



*“We are incredibly satisfied with the initial performance of *MOUSE: P.I. For Hire*, with early sales and player reception metrics tracking positively. We look forward to reporting on further data as it is received over the coming weeks.*”

BENN SKENDER, PLAYSIDE STUDIOS CEO

The Company's publishing arrangement for MOUSE: P.I. For Hire prioritises the recovery of PlaySide's milestone payments, publishing and marketing costs from initial sales. As such, the early sales performance of the title will strongly support near-term cash inflows.



PlaySide Studios

AUSTRALIAN VIDEO GAME DEVELOPER AND PUBLISHER

PlaySide Studios Limited ("PlaySide") develops video games for multiple platforms including PC, Console, mobile, 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.

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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