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Press Release



Miniclip Acquires Dutch Developer of Online Soccer Manager, Gamebasics

London, 19th January 2021

Miniclip, a world leader of market-defining mobile titles, announced today the acquisition of **Gamebasics**, developer of the successful franchise **OSM** (Online Soccer Manager). **OSM** was first launched in 2004 and since then has grown to become a leading soccer management game across both web and mobile. Miniclip is excited to welcome Gamebasics to the Miniclip Family!

Gamebasics is an independent studio based out of Zoetermeer in the Netherlands. The studio consists of a 60-person team, dedicated to developing the OSM franchise, plus new unannounced titles. Miniclip will support the studio in achieving its growth plans and continuing to build its development capabilities. The acquisition continues to cement Miniclip's position in the mobile sports category. Miniclip sees the Netherlands as a great gaming ecosystem and the acquisition will accelerate our plans to make new and exciting projects there. The current management team have been running the business well for many years and Miniclip is delighted to be working with them to drive the future success that it believes Gamebasics to be capable of.

Gamebasics CEO Jasper Schwartz, said: "Over the last couple of years, our team has worked hard to make Online Soccer Manager the success that it is today. Together, we have built a company and cultivated a culture that people want to be part of. Miniclip recognized this and valued this in the right way. We believe that Miniclip will give Gamebasics a push in executing our ambitions. Together we will be able to take OSM to new heights and expand our portfolio of games. This partnership is yet another confirmation that the gaming industry in the Netherlands plays an increasing role in our economy. It is an industry that will continue to grow and contribute to employment, careers and the wellbeing of people in the coming years."

"Partnering with Gamebasics was really a "no-brainer" for us. We were impressed with the team from our first encounter. Both Miniclip and Gamebasics share a similar culture and a focus on casual games which we believe are key ingredients in helping us to unleash the gamer in everyone. We couldn't be more excited to collaborate and start this partnership", said Jurgen Post, CEO of Miniclip.

For press enquiries, please email corporateservices@miniclip.com

About Miniclip:

Miniclip is a global leader in digital games with a mission of unleashing the gamer in everyone. The Company develops, publishes and distributes highly engaging games to an audience of over 200 million monthly active users across mobile, social and online platforms.

Founded in 2001, the Company has successfully grown a huge global audience in over 195 countries and across six continents. Miniclip has a unique understanding of the digital games space and has developed a strong portfolio of over 60 high-quality mobile games, extensive worldwide distribution, and an internationally recognised brand name. To date, Miniclip franchises including 8 Ball Pool™, Golf Battle™, Football Strike™ and Agar.io™ have generated more than 2 billion downloads. As of April 2020, Miniclip has

more than 50 million daily active players reaching people across the world in the pursuit of ‘unleashing the gamer in everyone’.

In February 2015, Miniclip was excited to receive a large majority investment from Tencent, one of the world’s largest technology companies and the world’s largest games publisher. This new chapter in Miniclip’s history strengthens the Company’s position, with Tencent recognising its achievements to date and future potential.

In the past two years, as part of their ambitious growth plans, Miniclip have been delighted to welcome the teams from Playsport (famous for Motorsport Manager), Yakuto (creators of Darts of Fury), Masomo (home of Head Ball 2), Ilyon (designers of Bubble Shooter), Eight Pixels Square (Sniper Strike), and more recently, Gamebasics (creators of OSM Online Soccer Manager) to the Miniclip Group.

For more information, visit <http://corporate.miniclip.com>

About Gamebasics

Founded in 2004, Gamebasics has become one of the leading mobile game studios in the Netherlands. Serving over 3 million monthly users with the worldwide evergreen game Online Soccer Manager (OSM), we are dedicated to the growth of the company and our people, whilst creating those fun and memorable moments in a gamer’s day.

For more information about Gamebasics please visit <https://www.gamebasics.nl>