



Press Release

IsCool Entertainment Reports 2014 Earnings of €5.2 Million

Paris, January 29th, 2015 – IsCool Entertainment, social and mobile game studio based in France, announces its first key results for 2014:

- Full year revenue of €5.2 million (approximately \$6.3 million): 81% from micro-transactions and the remaining from in-game advertising
- A positive operating income for the first time in three years
- A €1 million (approximately \$1.2 million) growth in income from new games, equivalent to a 40% growth between 2013 and 2014 (excluding earnings from the game “Is Cool”)
- A 6-fold increase in revenue from mobile games, increasing the share of total income earned on mobile to nearly 20% in Q4 2014

According to Hadrien des Rotours and Ludovic Barra, “The company had a very good 2014 with a particularly strong growth in the mobile sector, even if this growth is slightly overshadowed by the continual decrease of the game Is Cool, the company’s previous success.”

Beyond the figures, 2014 was a year in which the company acquired new talents, confirmed its 100% Agile process, overhauled its product strategy to focus on two mastered freemium business models for synchronous and asynchronous multiplayer games, and reinforced its knowledge in the mobile game development ecosystem.

The two managing directors are optimistic, “We have built a strong foundation: we have the team, the experience, the technical platform, positive EBITDA, growing games in several countries, and the promise of success with the release of a new version of Wordox and two new titles for mobile in 2015. Our means are still limited given our ambitions, but we are preparing to raise funds with a primary objective of expanding our marketing efforts for our high-performing games.”

About IsCool Entertainment:

IsCool Entertainment is a 100% integrated game studio in social and mobile games.

Our team of over fifty passionate, creative, and innovative people helps create high quality, freemium games with a strong social dimension.

Games like Wordox, Is Cool, Belote Multijoueur, Crazy 8 or Super Kiwi Castle Run have received numerous accolades and are enjoyed by millions of players every month across the world on Facebook, smartphones and tablets.

Based in the heart of Paris in the vibrant Montorgueil neighborhood, the mix of young emerging talents and experienced industry players makes IsCool Entertainment an extraordinary and fun place to work.

IsCool Entertainment is a listed company on the Alternext under the symbol ALISC.

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