

Goodgame Studios is pleased with the developments of the past – and optimistic about those in the future

2012 was the most successful year in the company's history: it boasts a sixfold increase in sales, an increase in personnel to 300 employees, and 100 million registered players

Hamburg, January 8th, 2013. It was mid-December when the company was able to celebrate the registration of their 100,000,000th player, and since then the number of registered users has risen to over 103 million. 2012 ended with new record sales, with a figure almost six times that of the previous year. At the beginning of the year, the 300th employee was welcomed into the company, by mid-January there will already be close to 330. At the turn of the year, the online games developer [Goodgame Studios](#) from Hamburg, Germany, could celebrate an abundance of highlights, which had been building throughout the whole of 2012. "The past year surpassed all of our expectations," COO and co-founder Dr. Christian Wawrzinek concluded. "Keeping our expansion sustainable despite its rapid speed is very important to us. Goodgame Studios operates very profitable – our sales figures and EBIT are growing at a much faster rate than our headcount."



New products, lots of new staff

Goodgame Big Farm and Goodgame Galaxy have proven to be successful new releases among the products accounted for by Goodgame Studios. Within the record time of less than six weeks, Goodgame Big Farm could boast over one million registered players, contributing its share to the total of over 100 million registered players that were achieved by the company in just three-and-a-half years. Nearly half of this almost unparalleled growth has taken place within the past year.

The successful opening of new international markets is reflected in the number of times the company's own game portal has been accessed. According to the statistics service for Internet traffic and Amazon-subsiary [Alexa](#), the portal currently ranks on position 514 among the most-visited websites in the world. This is yet another indicator that the upward trend will continue.

Beyond these abstract figures visible changes have been going on at Goodgame Studios these past twelve months. The office space nearly tripled in order to make room for about 150 new colleagues in 2012. Despite the rapid growth, personnel is selected with great care, Christian Wawrzinek emphasizes: "Because we are looking for the best of the best,

we only hire about 2% of the 2,000 applicants who write to us every month." Yet, the staff grows monthly by approximately 40 people. Which is why the next expansion of office space is already in its final stage: in February the Goodgame Studios offices will grow by yet another 33% to over 7,000m².

Looking forward

Wawrzinek is optimistic about developments in the near future: "Our analysis-oriented approach, high levels of dedication and the willingness to learn will enable us to stay on the path to success in 2013 – where, in addition to the expansion of our Internet presence, we are planning the release of several products for mobile devices."

About Goodgame Studios

Goodgame Studios in Hamburg is Europe's fastest-growing game company. Founded in 2009, the developer and publisher of online games has since grown to comprise more than 330 staff. Over 103 million people worldwide play these social games online. This rapid growth has been recognized with numerous awards, including Entrepreneur of the Year 2011. The game Goodgame Empire received both the "European Games Award" and the "BÄM! Award" in 2012. Goodgame Studios wants to expand the number of employees to 800 in order to continue this success story.

Your Contact

Andreas Haase, Press Officer
E-mail: ahaase@goodgamestudios.com
Phone: +49 (0)40 / 851 92 49-15
Fax: +49 (0)40 / 851 92 49-24

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