

Goodgame Studios Looks Back on a Successful 2013

The Hamburg developer continues to break industry trends with record revenue and recruitment figures



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Goodgame Studios quadrupled its revenue in 2013 compared to the previous year. While many other game producers had to release staff in 2013, the Hamburg-based developer of online and mobile games more than doubled the size of its workforce from around 300 to over 650 employees.

The company's ongoing internationalization has made a significant contribution to its growth and has been underpinned by a strong marketing strategy. Indeed, the in-house online marketing department ensured the company was regularly among the top ten online advertisers with the widest coverage in Germany - ahead of other brands such as Google and Microsoft.

The second factor that drove growth in the past year was the highly successful launch of Goodgame Studios' first app for smartphones and tablets. For months, *Empire: Four Kingdoms* has been among the ten highest-grossing titles on both Apple and Android devices. The mobile game's registration and revenue figures are continuing to grow, which augurs very well for 2014.

Last year also saw the developer establish subsidiaries in Seoul and Tokyo to position itself in the attractive Asian market. *Empire: Four Kingdoms* even went straight to number one in the download charts in the Japanese App Store, representing another important milestone.

"Of course we're proud to have broken all the company records again in 2013. However, what matters even more to us is to continue the upward trend in the new year and to take another step towards our goal of being one of the highest-grossing games producers worldwide by 2020," said the co-founder and CEO Dr. Kai Wawrzinek. Consequently, three new games for mobile devices are planned for release this year. In addition, Goodgame Studios announced in November that it plans to increase the number of employees to 1200 by the end of 2014 to cover the enhanced demand for personnel.



About Goodgame Studios

Goodgame Studios in Hamburg is Europe's fastest-growing game company. Founded in 2009, the developer and publisher of online and mobile games has since grown to comprise more than 650 staff. Over 180 million registered users 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 won three "MMO of the Year 2013" Audience Awards in the categories "Best Portal", "Best Strategy Browser MMO" and "Best Casual Browser MMO".

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