



## GRAM GAMES DRIVES INTERNATIONAL GROWTH AND PRODUCT DIVERSITY WITH LAUNCH OF LONDON STUDIO

**Gram's unique culture will attract new talent as it shifts focus to midcore titles**

**9<sup>th</sup> September, 2016** - Fresh off the success of its latest title, Six!, and with millions of players worldwide, Gram Games, the publisher of 1010!, Merged! and Six!, is bringing its unique approach to a new midcore game development studio in London.

The establishment of a London studio is integral to Gram Games' strategy to diversify its product portfolio towards midcore titles. The company is looking to recruit expert talent in this area. Gram sees London as one of the major hubs of the games industry in Europe and will use the city as a base from which to strengthen relationships with platforms, partners, investors, publishers and ad networks. The London studio is slated to reach 40-50 employees within a six to twelve month window.

Alex Willink, Head of Strategic Partnerships at Gram Games, said, "London, as an operational base, is a critical strategic move for Gram. We're proud to have developed and maintained a cohesive culture that we can iterate in any office around the world, and are excited about integrating more local and international talent into the Gram Games team. We're looking to complement the existing group of incredible people at Gram Games with individuals that share our passion for games and to create new games that blur the boundaries between genres and segments."

"Our intention is to become an iconic game studio of the mobile era and beyond. We will continue to develop casual titles, some of our existing team and new hires will be focusing on mid core titles to diversify our portfolio. What do we mean by midcore? Games that have a longer development time and focus on iAP as main monetisation method. We have great

ambitions, and we want to see them realised. We're looking to leverage our success in casual puzzle games sector and apply everything we've learnt to this new venture, while recruiting stand out talent to help build the future of Gram Games."

Currently Gram Games is one of the most successful mobile games developers in the world, with games that have been downloaded over 75 million times. Gram's last three titles have each achieved multiple millions of players, and each has cleared the million mark in a shorter period of time than its predecessor. Gram's latest release, Six!, hit two million players in under a week, was featured on the App Store and went on to become the top free app on the App Store within its first week. In its third week, it reached over three million players.

Gram Games is offering a new perspective on how to successfully run a business, achieve impressive feats, and become a leader in the industry. Chief People and Culture Officer, Emre Tuncbilek, has worked to establish a unique company culture that directly feeds this success. Gram encourages its employees to work autonomously and the company fiercely fosters and protects its laid-back gamer roots and culture. Above all, Gram seeks to hire the best talent in the world as it expands internationally, and to bring that talent into this culture.

Without hierarchies or traditionally corporate structures, Gram has created a culture of freedom, creativity, and egalitarianism, which has proved to be highly successful. Unlike most companies, which structure themselves on systems of regulations, Gram Games has one rule - be positive.

And when they say one rule, they mean it. There are no set office hours, no bosses or managers, no limits on vacation, and staff are encouraged to put their curiosity and creativity above all else. Every Friday, Gram has prototyping sessions, where everyone from the MD to the Accountants are invited to participate and share game ideas. Despite the relaxed atmosphere and hierarchal pressure for results, the team is extremely productive and never misses deadlines. Their extreme success is proof that the structure is working. The company's iteration in London will only further prove this.

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