



PRESS INFORMATION – 08 February

185% User Growth in 2011 - Berlin Start Up #3 on Facebook

- Berlin-based game developer grew active user base to 40m and becomes number 3 on Facebook
- Company will hire 100 additional employees in 2012 and will focus on mobile development

San Francisco, USA - February 8, 2012 - In 2011, Wooga saw its user base grow by 185% - surging from 14 million in January 2011 to over 40 million users currently playing Wooga's games every month. New games Diamond Dash and Magic Land launched on Facebook, with synchronized mobile versions following shortly after that enabled players to connect across platforms, and in turn brought Wooga's total to six Flash and two mobile games.

This expansion was thanks in part to a \$24 million Series B Investment that the company received from investors led by Highland Capital Partners in May. In line with its increased user base Wooga has also seen its number of employees increase from 60 at the beginning of 2011, to a multinational team of more than 140 people, with a growth rate of two employees per week.

Jens Begemann, Wooga Founder and CEO, commented on the company's growth at an Industry Event in San Francisco: "Wooga's growth is organic in every sense. Only 5% of our new users come through paid ads and 40% through viral features, with the remainder coming from cross-linking through our existing games."

All of Wooga's games are free-to-play and social by design, closely evolving with the Facebook platform. In 2011, Wooga continued its close partnership with Facebook through Open Graph and the development of the HTML5 platform.

Concerning the partnership with Facebook and Wooga's plans for 2012, Begemann further stated: "The upcoming Facebook IPO shows the potential the social network and social games possess. In 2012, Wooga will hire 100 additional employees in order to further develop high-quality social games and to focus on upcoming mobile titles."

All games combined, Wooga's servers handle about 30 billion requests per month from its network of games, generated from user actions such as using a magic wand in Monster World to playing a round of Diamond Dash.

Wooga will continue its history of developing social and technological innovations and expand on its achievements in the mobile market, such as synchronizing across multiple platforms and optimized touchpad controls for HTML 5 and iOS.



About Wooga

Founded in 2009 in Europe's technology hub, Berlin, Wooga is the third largest social games developer in the world. Wooga creates high quality games for Facebook and iOS, with a specific focus on emotional character development, usability, and superb localization in seven languages. Wooga is committed to creating innovative and original game titles for players of all ages. Wooga's free-to-play Facebook games are enjoyed by over 40 million active players per month - 70% of which are women. Wooga's games generate revenue by selling interactive goods: Monster World players, for example, have bought more than 100 million magic wands so far - making Wooga the biggest supplier of interactive magic equipment in the world. Wooga also develops cutting-edge technologies, enabling millions of users to compete with their friends.

For more information, please visit: www.wooga.com

Company Contact:

Corporate Communications

Sina Kaufmann

Wooga GmbH

Tel: +49 30 521070550

press@wooga.com | www.wooga.com