

ASX Release

Winter Burrow surpasses A\$5.7 million revenue milestone ahead of Mobile expansion

Streamplay Studio Limited (“**Streamplay**” or the “**Company**”) (ASX: SP8) is pleased to advise that Winter Burrow, published by wholly owned subsidiary Noodlecake Studios (“**Noodlecake**”), has now surpassed approximately **A\$5.7 million in cumulative revenue** following continued commercial momentum across PC and console platforms, with the title now expanding onto **Apple App Store** and **Google Play** mobile storefronts.



HIGHLIGHTS

- **Since its launch in November 2025, Winter Burrow has delivered:**
 - ~A\$3 million within 20 days and ~A\$5.7 million in cumulative gross revenue across Steam, Xbox and Nintendo Switch platforms;
 - More than 700,000 cumulative downloads, purchases and player activations across supported storefronts, including ~475,000 Xbox Game Pass activations;
 - Ongoing post-launch quality-of-life updates and gameplay refinements informed by community feedback.
- **The title recently participated in Steam’s Daily Deal promotional campaign:**
 - Generating ~US\$93,000 (~A\$143,000) in gross Steam revenue from ~8,000 units sold during the first week (~894% increase in average daily revenue);
 - Steam wishlists now exceed 520,000 despite ongoing post-launch wishlist conversions and recent promotional activity;
 - Promotional activity also contributed to increased sales activity across Xbox and Nintendo Switch storefronts during the period.
- **Winter Burrow is now coming to mobile:**
 - Planned Apple App Store and Google Play releases are targeted for 30 September 2026.
 - Additional PC and console platform releases are also being evaluated.



Continued Commercial Momentum

Winter Burrow previously generated **approximately A\$3 million in gross revenue within just 20 days** of its global launch across Steam, Xbox and Nintendo Switch platforms (ASX: 2 December 2025), supporting Noodlecake's strategy of extending commercially proven titles across additional storefronts and revenue channels.

Since then, *Winter Burrow* generated approximately A\$2.7 million in additional revenue, bringing cumulative gross revenue to **approximately A\$5.7 million to date**, alongside **more than 700,000 cumulative player downloads, purchases and activations** across supported storefronts, including approximately 475,000 Xbox Game Pass activations.

The title also recently participated in **Steam's Daily Deal** promotion, a platform-curated campaign featuring selected titles prominently across Steam storefront discovery channels and promotional placements, contributing to increased sales activity, wishlist growth and broader visibility across Xbox and Nintendo Switch platforms.

During the first week of the promotional campaign, *Winter Burrow* generated **approximately US\$93,000 (~A\$143,000) in gross Steam revenue** from approximately 8,000 units sold, with average daily revenue increasing approximately 894% relative to the preceding comparable period. **Steam wishlists now exceed 520,000** despite ongoing post-launch conversions and recent promotional activity, supporting continued storefront visibility for the title.

Promotional campaign performance may not be indicative of ongoing sales activity, however recent promotional campaigns have contributed to increased storefront visibility, player engagement and sales activity across Steam, Nintendo Switch and other supported storefronts during the period.

“ *Winter Burrow* has continued attracting players well beyond its original launch period, and the recent Steam promotion demonstrated the title's ongoing visibility across major storefronts. ”

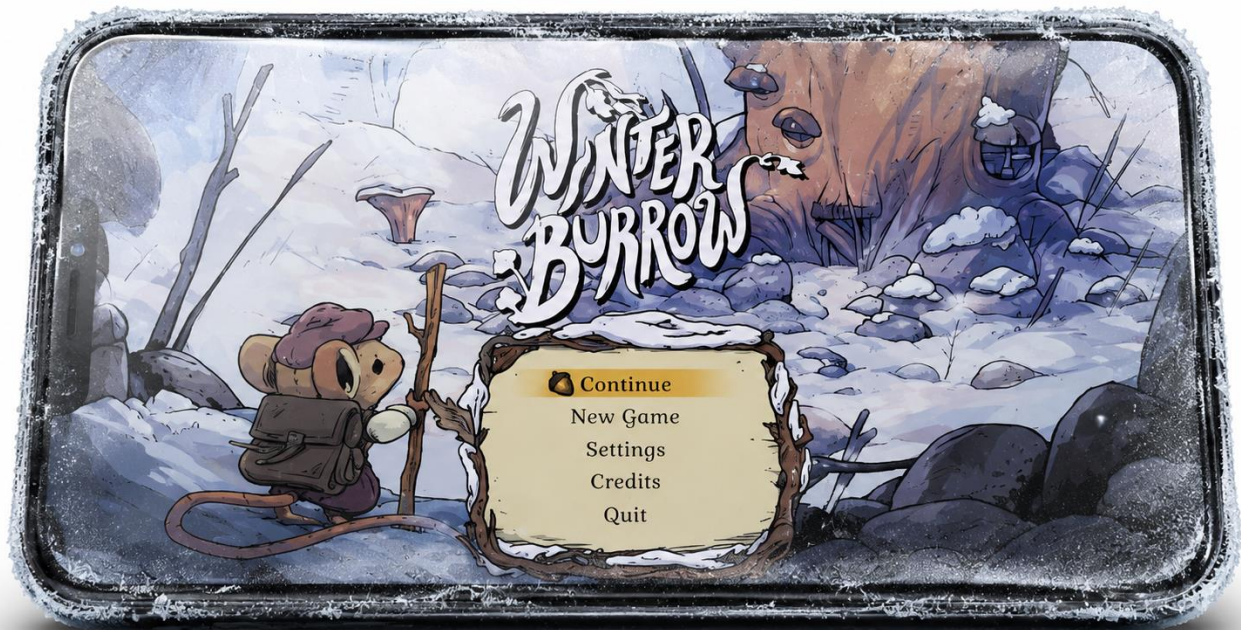
Bringing the game onto mobile is an exciting next step for the team and creates an opportunity to introduce Winter Burrow to a significantly broader audience while continuing to support the existing PC and console community.

— **Ryan Holowaty, CEO of Noodlecake**



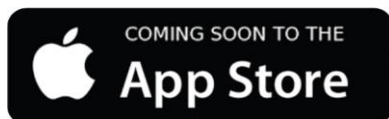
Winter Burrow Heads to Mobile

Winter Burrow will soon be available for pre-orders across **Apple App Store** and **Google Play** storefronts ahead of its planned mobile release targeted for 30 September 2026. The mobile expansion extends the title beyond its existing **Steam**, **Xbox** and **Nintendo Switch** audience and into the global mobile gaming market – *which represents approximately 55% of the estimated A\$158 billion global gaming industry revenue opportunity¹* – providing additional long-tail revenue opportunities for the title.



The cozy woodland survival game has been redesigned and optimised for touchscreen gameplay while preserving the exploration, crafting and survival systems that helped establish *Winter Burrow* as a success across PC and console storefronts.

The release forms part of Noodlecake's broader strategy of extending selected indie titles across multiple storefronts and device ecosystems, including mobile, PC, console and cloud gaming platforms, while also supporting potential future participation across Google Play's expanding cross-device and PC gaming ecosystem initiatives.



¹ **Source:** Newzoo Global Games Market Report 2025.

About Winter Burrow

Winter Burrow is a woodland survival adventure developed by Danish indie studio **Pine Creek Games** and published by Noodlecake. The title blends exploration, crafting and storytelling within a hand-painted world inspired by nature, fairytales and Nordic wilderness themes.



Originally launched across Steam, Xbox Series X|S and Nintendo Switch in November 2025 (ASX: 13 November 2025), the title has continued receiving positive player reception across PC and console storefronts, including a 'Very Positive' (9/10) user review rating on Steam and 4.2/5 average user rating on Xbox.

Recent post-launch updates have also introduced expanded inventory and storage systems, additional gameplay customisation options, new challenge and story play modes, fast-travel functionality and broader gameplay refinements informed by ongoing player feedback and community engagement, supporting continued player engagement following launch.

For further information

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About Streamplay Studio

Streamplay Studio Limited (ASX:SP8) is the owner of North America-based Noodlecake Studios, an award-winning indie studio recognised for its innovative original IPs and global publishing partnerships. With over 60 published titles and more than 270 million downloads worldwide, Noodlecake continues to lead in premium mobile and indie gaming. Streamplay's operations span game development and publishing, esports, streaming, and telco-aligned services across North America, Australia, MEA, and the Pacific Islands.

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ASX release authorised by the Board of Directors of Streamplay Studio Limited

