



WISHLISTS SURGE FOLLOWING OPENING NIGHT LIVE REVEAL

PlaySide Studios Limited (ASX: PLY) (“PlaySide” or “the Company”) is pleased to provide a marketing update for *Game of Thrones: War for Westeros*, following the global debut of the title’s Official Gameplay Reveal Trailer ([link](#)) at gamescom Opening Night Live in Cologne, Germany on 25 August. This activity represents the initial stage of the Company's current marketing campaign for the title. Further press and creator content from gamescom, including interviews and additional hands-on impressions, are expected to be published over the coming weeks.

Game of Thrones: War for Westeros is a real-time strategy title developed by PlaySide under licence, scheduled for launch on PC in early 2027.

KEY HIGHLIGHTS

- **Strong wishlist momentum:** Over 75,000 net new Steam wishlists have been added since the trailer debuted on 25 August, lifting total Steam wishlists by over 20% to exceed 390,000 at 30 August 2026. The additions in the first three days following Opening Night Live (25-27 August) represent the three largest single-day increases since the game’s reveal week in June 2025.
- **Steam ranking:** The title is currently ranked 130th among the most wishlisted games on Steam, with this ranking achieved well ahead of the title’s scheduled launch in early calendar 2027, providing a long runway for continued wishlist accumulation through future marketing beats and into launch.
- **Significant media exposure:** The trailer and associated media and creator coverage generated 24.3 million views across official, press and creator channels between 25-30 August. The trailer generated more than 400 global news articles, including coverage from IGN, Screen Rant, GameSpot, Polygon, Eurogamer and Game Informer.
- **Positive feedback from hands-on preview:** Press and creators were provided with a hands-on preview of the game and the sentiment was overwhelmingly positive, with outlets highlighting the title’s fit with the Game of Thrones IP, depth and accessibility of its real-time strategy mechanics, and the quality of its in-game graphics.



The reveal of our first gameplay trailer at Opening Night Live was the biggest stage on which we have ever shown a game, and the first major marketing initiative since we first announced the title at Summer Game Fest in June 2025. The response has been fantastic, with significant press and creator coverage and the strongest three days of wishlist growth since the game was announced.

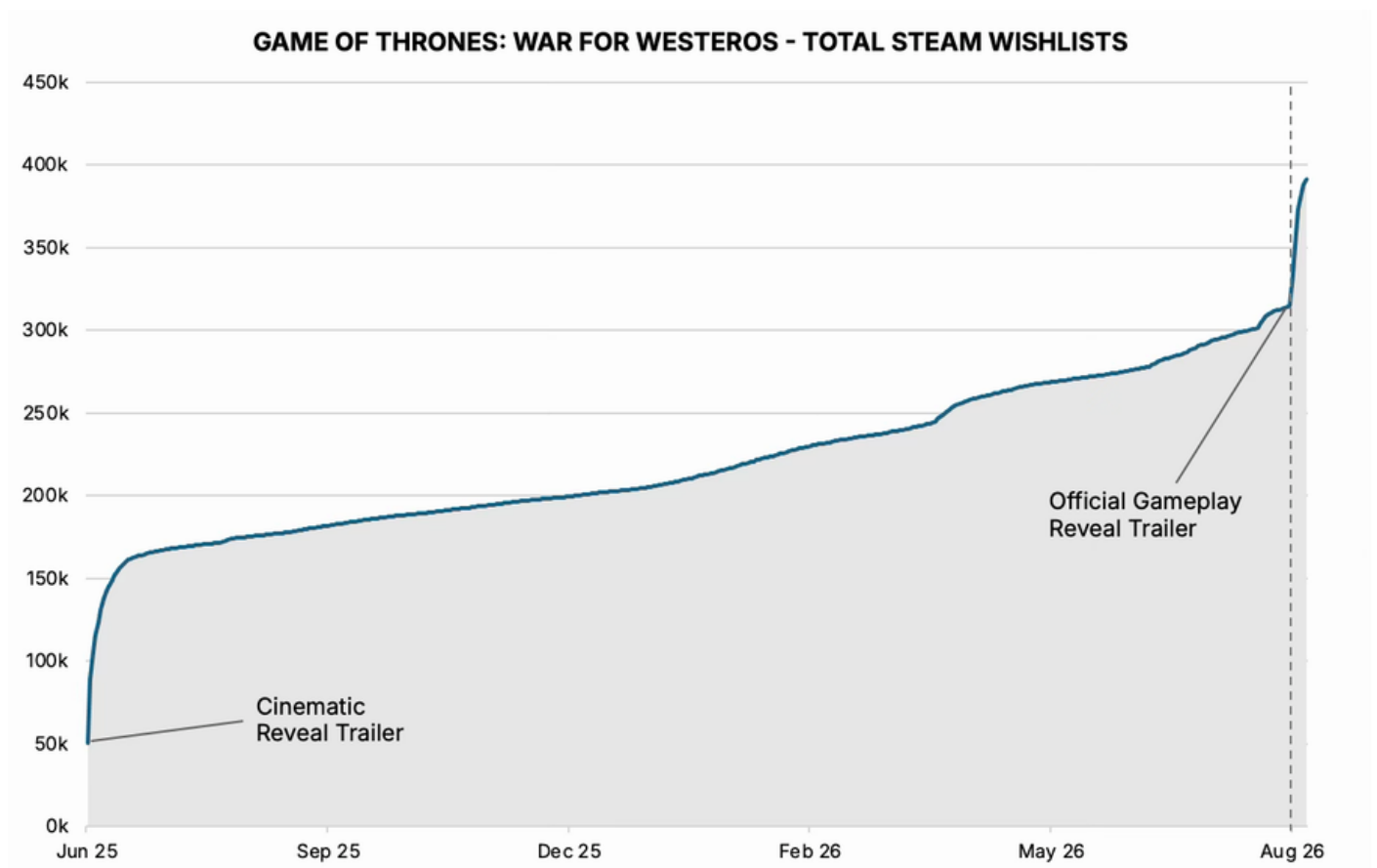
What is most pleasing is the sentiment; press and creators who went hands-on with the game consistently called out how well the real-time strategy genre fits the Game of Thrones IP and the quality of what we have built. We will continue to build on this momentum during the remainder of the calendar year and through to launch.

BENN SKENDER, PLAYSIDE STUDIOS CEO

RELATED MEDIA COMMENTARY

- *"Game of Thrones: War for Westeros is shaping up to be one of the most ambitious strategy games ever set in George R.R. Martin's fantasy universe, putting the fate of the Seven Kingdoms directly into players' hands."* — Screen Rant
- *"The Game of Thrones IP might be a perfect fit for the RTS genre."* — IGN
- *"After 3 hours, I can say Game of Thrones finally has a worthy video game."* — Polygon
- *"This game is easily one of the best looking and most detailed RTS titles ever made."* — GamingTrend

PlaySide will continue its marketing campaign for *Game of Thrones: War for Westeros* in the lead-up to the game's scheduled launch in early 2027 and will keep shareholders updated on material developments.



Note: Chart data reflects Steam wishlists as at 30 August 2026

PlaySide Studios

AUSTRALIAN VIDEO GAME DEVELOPER AND PUBLISHER

PlaySide Studios Limited ("PlaySide") develops video games for multiple platforms including PC, Console, mobile, virtual reality and mixed reality, with a portfolio of approximately 60 titles. The Company publishes its own games based on original intellectual property, as well as providing end-to-end game development services in collaboration with AAA game studios and major technology and entertainment companies such as Activision Blizzard, Meta, Netflix Games and Take Two Interactive. It also has a Publishing arm which provides funding, development support, marketing and publishing of third-party games from smaller independent studios.

PlaySide was incorporated in 2011 and is headquartered in Port Melbourne, Australia. Its shares are publicly traded on the Australian Securities Exchange under the code PLY.

Release approved by the Chairman on behalf of the board.

To receive business updates and investor information from PlaySide register your details here:

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