

DUMB WAYS TO BUILD LAUNCHES TO STRONG REVIEWS



PlaySide Studios Limited (ASX: PLY) ("PlaySide" or the "Company") is pleased to provide a market update on the early performance of *Dumb Ways to Build*, the first PC/console title based on the Company's globally recognised Dumb Ways to Die IP.

Dumb Ways to Build launched on 10 September 2026 simultaneously across Steam (PC), PlayStation and Xbox, with full cross-play support allowing players to enjoy a co-operative multiplayer experience with friends regardless of which platform they play on.

KEY HIGHLIGHTS

- **Sales Volume:** Estimated sales of approximately 150,000 units across all platforms since launch, including sales through co-operative game bundles on Steam alongside *Bombanana*, *Shady Job* and *Frog Squad*.
- **Platform Mix:** Steam (PC) represents approximately two-thirds of units sold, with PlayStation and Xbox contributing approximately one-third.
- **Financial Performance:** Gross sales are estimated at approximately US\$1.0m (A\$1.4m). Net revenue to PlaySide (reported revenue net of platform fees, VAT and returns) is estimated at approximately US\$0.6m (A\$0.9m), which is ahead of internal forecasts.
- **Wishlist Growth:** The title entered launch with approximately 100,000 Steam wishlists, generated through a pre-launch marketing campaign of less than one month. More than 80% of Steam purchases have come from players who had not wishlisted the title, reflecting strong organic discovery. Since launch, Steam wishlists have more than doubled, with total net wishlists across Steam, PlayStation and Xbox of more than 260,000, providing a strong pipeline for ongoing conversion alongside future content releases and promotional plans.
- **Player Reception:** The title holds a 'Very Positive' rating on Steam (87% review score), a 4.8/5 rating on the Xbox Store and a 4.6/5 rating on the PlayStation Store.
- **Player Engagement:** Following a launch-weekend peak of more than 1,600 concurrent players on Steam, engagement has settled into a consistent pattern with pronounced weekend peaks, reflecting the social, group-play nature of the title.



"It was important that our first PC and console game using the Dumb Ways to Die IP was a strongly reviewed, enjoyable experience for players, and we've achieved that with the launch of Dumb Ways to Build. Player ratings have been excellent, and the feedback we're receiving from our community is directly informing our post-launch roadmap, with new levels, expanded lobbies and user-generated content (UGC) support on the way. Having exceeded our internal forecasts for its first month, we are confident Dumb Ways to Build will continue to sell well through the financial year, and that it establishes a platform for gamers to engage with future Dumb Ways titles."

BENN SKENDER, PLAYSIDE STUDIOS CEO

MARKETING AND POST-LAUNCH ROADMAP

Leveraging the Dumb Ways to Die brand's long-standing presence as an entertainment IP with more than 11 million followers across its social channels, the Company's marketing strategy for *Dumb Ways to Build* continues to focus on social media and creator-driven gameplay content and community engagement.

Since the reveal of *Dumb Ways to Build*, Dumb Ways brand channels have organically driven over 4m views for the game, accounting for more than 10% of global video coverage around the release. Across brand and creator channels, the title has driven over 36m views, and peaked at over 57,000 concurrent viewers on Twitch. *Dumb Ways to Build* has featured in content by over 2,600 unique creators, with the release covered by some of the largest media outlets and content creators in the world including IGN, Loserfruit, Northernlion and Fuslie, alongside support from both PlayStation and Xbox global social channels.

Since launch, PlaySide has already delivered new in-game items and a range of quality-of-life improvements informed by player feedback, and believes that ongoing support post-launch will further enhance the commercial performance of the title. The near-term development roadmap includes:

- new levels;
- expansion of online multiplayer beyond the current four player limit; and
- User-generated content (UGC) support, enabling players to build their own levels.

Consistent with the Company's strategy of cost-effective investment in the Dumb Ways to Die IP, *Dumb Ways to Build* was developed leveraging existing Dumb Ways assets, enabling a rapid path to market.

Note that the performance data provided represents management's best estimate as at 7:00am AEDT on Tuesday 6 October 2026. Each platform provider updates unit sales data at different intervals, and final reconciled figures may vary. The Company emphasises that early-stage launch data may not be indicative of future sales performance, revenue trajectory or the title's full lifecycle performance.

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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