



Kuuhubb Announces Development of New Game “Tiles & Tales”

New Game “Tiles & Tales” features a unique combination of visual novels and match-3 genres in a new story-based game format

Toronto, Canada – May 14, 2019 - Kuuhubb Inc. (the “Company” or “Kuuhubb”) (TSXV: KUU) has announced the development of its new game “*Tiles & Tales*”. The game will blend casual match-3 play with digital storytelling, resulting in a unique combination of two highly successful genres. The project will mark the debut of Kuuhubb’s Helsinki studio and has a soft launch date anticipated for Q3 of this year.

The development team, located at Kuuhubb’s headquarters in Helsinki, Finland, consists of industry veterans originating from Rovio Entertainment, RedLynx, Armada Interactive and Koukoi Games, all of whom have extensive experience in developing casual free-to-play games. “*Tiles & Tales*” is partially funded with a non-dilutive, Finnish government loan of approximately €1M.

“We are delighted to unveil our new Helsinki studio and showcase our in-house development capabilities,” commented Kuuhubb CEO, Jouni Keränen. “Story-based games are currently one of the truly big trends in female mobile gaming and are a perfect complement to Kuuhubb’s existing portfolio.”



Tiles & Tales by Kuuhubb

Kuuhubb has also brought onto the project Brunette Games, a leading narrative design studio with special expertise in the visual novel genre. Brunette Games has designed and written four previous books for three other apps, including “*Choices*”, “*Crime Stories*”, and a standalone game, “*Sender Unknown*”. The team is also credited with the narratives for numerous chart-topping match-3 games, including “*Matchington Mansion*” and “*Lily’s Garden*”. Studio owner Lisa Brunette, who brings to the project 25 years’ experience as a published novelist and journalist in addition to a decade-plus in game writing, will write one of the “*Tiles & Tales*” books. Three other books are currently in development.

“The team is aiming for another ground-breaking product and we’re certain that the combination of stories and match-3, the first game of its kind, will resonate with our audience,” stated Kuuhubb GM, Apps and Games, Kristoffer Rosberg.

Mobile puzzle games, a category which includes match-3, claimed 60 percent of the \$8.1B market for casual games in the West last year. Industry analysts have concluded that story-based games and gameplay innovation, as well as smaller and more focused development teams, are two of the best ways to break into the top segments of the market, and “*Tiles & Tales*” is making use of both. Between the incorporation of visual novels with game-changing match-3 play techniques and the dedicated and agile team of experienced industry experts, “*Tiles & Tales*” is poised to impress players.

About Kuuhubb

Kuuhubb is a publicly listed mobile game development and publishing company, targeting the female audience with bespoke mobile gaming experiences. Our strategy is to become a top player in the underserved female mobile game space by identifying new lifestyle trends, partnering with select developers and consumer brands, and creating innovative mobile game apps for our user community to enjoy. Headquartered in Helsinki, Finland, Kuuhubb has a global presence with a strong focus on developing U.S. brand collaborations and Asian partnerships.

Cautionary Note Concerning Forward-Looking Information

This press release contains forward-looking information. All statements, other than statements of historical fact, that address activities, events or developments that the Company believes, expects or anticipates will or may occur in the future (including, without limitation, statements relating to the potential success of the Tiles & Tales game, future revenue and products and the development and growth of the Company's business) are forward-looking information. This forward-looking information reflects the current expectations or beliefs of the Company based on information currently available to the Company. Forward-looking information is subject to a number of risks and uncertainties that may cause the actual results of the Company to differ materially from those discussed in the forward-looking information, and even if such actual results are realized or substantially realized, there can be no assurance that they will have the expected consequences to, or effects on the Company. Factors that could cause actual results or events to differ materially from current expectations include, among other things, the possibility that results from the Tiles & Tales game will not be consistent with the Company's expectations, risks related to the growth strategy of the Company, the possibility that results from the Company's growth and development plans will not be consistent with the Company's expectations, the early stage of the Company's development, competition from companies in a number of industries, the ability of the Company to manage expansion and integrate acquisitions into its business, future business development of the Company and the other risks disclosed under the heading "Risk Factors" in the Company's annual information form dated November 8, 2018 filed on SEDAR at www.sedar.com. Forward-looking information speaks only as of the date on which it is provided and, except as may be required by applicable securities laws, the Company disclaims any intent or obligation to update any forward-looking information, whether as a result of new information, future events or results or otherwise. Although the Company believes that the assumptions inherent in the forward-looking information are reasonable, forward-looking information is not a guarantee of future performance and accordingly undue reliance should not be put on such information due to the inherent uncertainty therein.

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