

ASX Release

Streamplay's Noodlecake Launches Highly Anticipated Original Title in Selected Territories Ahead of Global Release

Streamplay Studio Limited ("**Streamplay**" or the "**Company**") (ASX: SP8) is pleased to announce the launch of *Super Flappy Golf*, the much-anticipated third instalment in Streamplay's wholly owned Noodlecake Studios Ltd ("**Noodlecake**") *Flappy Golf* franchise. This marks Noodlecake's first major original game launch in years and Streamplay's first product launch in the Australian market, representing a significant commercial and operational milestone. The game is available to download on **Google Play** and the **Apple App Store**¹ in select territories, while players in other regions can pre-order ahead of its global release.



HIGHLIGHTS

- The Super Flappy Golf launch marks one of Noodlecake's most significant original IP releases since its founding in 2011.
- The Flappy Golf series has achieved over 17.5 million organic downloads and generated ~A\$1.6M in revenue, demonstrating strong long-term engagement and a lucrative revenue generator for Streamplay.
- Super Flappy Golf represents a key part of the Company's strategy to expand revenue from its exclusively owned IP.
- The launch today sees the title live on Apple and Google Play in Australia, New Zealand, Canada and the Philippines, with the game's global release set for March.
- With enhanced monetisation tools and an expanding player base, Streamplay anticipates further strengthening its first-party revenue.

¹ Download or Pre-Order: <https://bit.ly/Noodlecake-SFG>



Market Opportunity² & Global Rollout

With the much anticipated *Super Flappy Golf* now live in **Australia, New Zealand, Canada, and the Philippines**, these markets — *having a combined mobile gaming industry worth A\$8.13 billion in 2025* — serve as key testing grounds to gather player feedback, refine monetisation strategies, and optimise game performance ahead of the global release set for March 2025.

Market Snapshot (2025)

	AUSTRALIA 	PHILIPPINES 	CANADA 	NEW ZEALAND 
Market Size	A\$2.60B	A\$2.25B	A\$2.96B	A\$318M
ARPU	A\$301.80	A\$65.04	A\$232.10	A\$217.50
Insights	High demand for socially-connected gaming across age groups.	Rising mobile gaming adoption from youth-driven digital engagement.	Growth driven by immersive storytelling and localised, interactive content.	Growing smartphone adoption is driving youth gaming engagement.

Market Growth Outlook (2029)

	AUSTRALIA 	PHILIPPINES 	CANADA 	NEW ZEALAND 
Growth	+5.90% CAGR → A\$3.27B	+7.90% CAGR → A\$3.05B	+6.58% CAGR → A\$3.82B	+6.60% CAGR → A\$410.6M
User Base	9.8M Users	39.5M Users	14.6M Users	1.7M Users
Penetration	31.9% → 35.1%	28.6% → 30.9%	32.4% → 35.8%	27.5% → 30.7%

Following this soft launch, *Super Flappy Golf* will expand into a global mobile gaming market projected to generate **A\$190 billion in revenue in 2025**. The industry is expected to continue its strong growth, reaching **A\$240 billion by 2029** at a 6.02% CAGR. By 2029, the number of global mobile gamers is anticipated to grow to 2.4 billion as mobile gaming adoption accelerates, with user penetration rising from 26.6% in 2025 to 29.8%.

“ Having completed the acquisition, Streamplay is thrilled to support the launch of this highly anticipated title and to introduce it to the Australian market. This is a testament to Noodlecake’s innovative spirit and positions Streamplay well to establish a dominant position in the global indie game publishing market. With more exciting launches on the horizon, we are poised for continued growth in this dynamic industry. ”

— Bert Mondello, Chairman of Streamplay Studio

² Source: <https://www.statista.com/outlook/amo/media/games/mobile-games/>



Revenue and Strategic Importance

Unlike third-party publishing, original IP titles allow studios to retain full control over their revenue streams and scale monetisation without external licensing constraints. This is a key differentiator in the mobile, PC, and console gaming markets, where owning intellectual property provides higher long-term value through multiple monetisation channels.



Noodlecake's *Super Flappy Golf* strengthens Streamplay's portfolio by:

- **Expanding First-Party Revenue Streams** – The game integrates a diversified monetisation model, including in-app purchases, advertising, and has the potential for subscription placements on services like Apple Arcade and Google Play Pass, broadening revenue potential while providing consistent recurring income.
- **Leveraging Franchise Success** – The *Flappy Golf* series has historically shown high retention rates, with *Flappy Golf 2* (released in 2019) achieving Day 1 retention of 46% and Day 7 retention of 25%, well above industry benchmarks.
- **Positioning for Growth** – With over 270 million total game downloads, Noodlecake is leveraging its existing audience while expanding into new platforms. Additionally, Streamplay's telco partnerships provide opportunities for unique distribution models, including future HTML5-based game integrations that align with the company's competitive gaming portals.

About The Game

Super Flappy Golf marks the third iteration of a beloved franchise, building on the success of its predecessors in the *Stickman Golf* and *Flappy Golf* series. Developed in Unity, the game benefits from enhanced cross-platform potential beyond mobile, improving scalability and future adaptability. Building on the legacy of its predecessors, it introduces a range of exciting new features that enhance gameplay while staying true to what fans love about the series.

Dynamic New Controls



Enhanced mechanics, including gliding and dive-bombing, provide a dynamic and engaging experience for players to master new moves and navigate with precision.

Innovative Bird Customisation



Players can create and personalise unique birds with traits, colours, and wings. The new meta system adds additional depth and strategic gameplay choices.

Daily Challenges and Tournaments



Expanded replayability with leaderboards, tournaments, and daily challenges keeps players engaged. Earn rewards and unlock new courses over time.

Competitive Multiplayer Upgrades



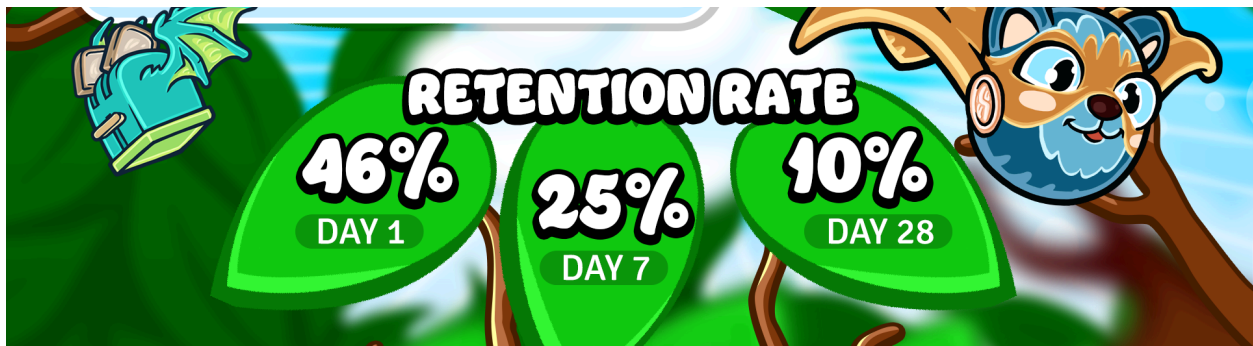
Head-to-head challenges and refined matchmaking ensure fair, competitive gameplay. Cross-platform play lets friends compete for leaderboard dominance.

Super Flappy Golf bridges the gap between casual and competitive gaming, offering an engaging experience for all players. With these exciting new features, cross-platform play, and strategic depth, it is set to redefine the franchise and captivate fans worldwide.

Noodlecake's Legacy and Market Recognition

Founded in 2011, Noodlecake has built a reputation for creating and publishing engaging, innovative mobile games that resonate with global audiences. The *Flappy Golf* franchise, which emerged as a viral sensation, showcases the studio's ability to drive organic player engagement.

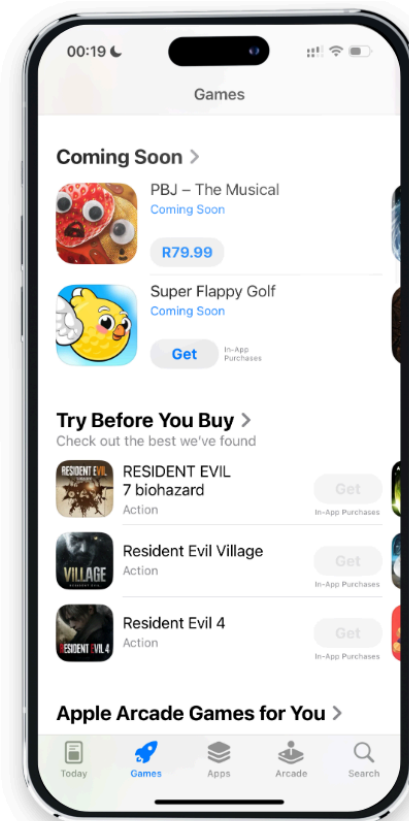
The original *Flappy Golf* saw widespread popularity, accumulating **over 8.5 million organic downloads** across iOS and Android and cementing its place in the **Apple Top 10 Games Overall** charts. It gained traction among students and casual gamers, particularly in school and social settings, where it became a competitive favorite. Its sequel, *Flappy Golf 2*, further expanded on this success, reaching **9 million additional downloads** while achieving **Day 1 (46%)** and **Day 7 (25%)** above average retention rates.



Praised by outlets like **Touch Arcade** and **Pocket Gamer** for its unique and addictive gameplay, these titles demonstrated Noodlecake's expertise in combining simplicity with depth to appeal to a wide audience. Now, with the launch of *Super Flappy Golf*, Noodlecake continues to build on this legacy, having already garnered coverage from leading gaming media, including **Pocket Gamer**, **Droid Life**, **GamingonPhone**, and **mxdown Games**, reinforcing its strong market anticipation ahead of the global release.

“The entire team at Noodlecake has poured their hearts into Super Flappy Golf, making it the best and most exciting game in the series yet. This third iteration not only celebrates the success of the franchise but also reflects the hard work and dedication of our team. We can't wait for players to experience what we've created and dive into all the new features that make this a standout title.”

— Ryan Holowaty, CEO of Noodlecake



Super Flappy Golf is already featured in the **Apple App Store's Games Pre-Order** section in select territories, ensuring early visibility to potential players ahead of launch.

Additionally, Apple is considering the game for further editorial featuring, which — *if selected* — would place it in front of millions of active users, potentially driving increased organic installs and revenue upside.

As *Super Flappy Golf* rolls out globally in March 2025, Noodlecake's proven track record in high-retention mobile gaming and successful first-party releases continues to bolster Streamplay's strategy of expanding its original IP portfolio.

Shareholders can expect further updates on launch performance, regional adoption trends, and commercial impact as the rollout progresses.

For further information

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About Streamplay Studio

Streamplay Studio Limited (ASX:SP8) is a leading provider of competitive casual gaming and eSports technology, game development and publishing, music and sports streaming services, and telco value-added services across Africa, the UAE and Pacific Islands. With a portfolio spanning original IP game development, publishing services, and innovative entertainment solutions, Streamplay collaborates with partners across the globe to deliver engaging experiences on web, mobile, console, and PC platforms. The Company continues to innovate to meet the evolving needs of gamers, streamers, and telco users worldwide.

Streamplay is the owner of North America-based Noodlecake Studios, an award-winning indie game studio known for its innovative original IPs and collaborative publishing projects. With over 60 published titles and more than 270 million downloads globally, Noodlecake has established itself as a leader in the casual and indie gaming market.

More information: www.streamplay.studio

www.noodlecake.com

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

