

18 September 2025

ASX Release

Streamplay's Noodlecake Launches Flick Shot Rogues – Ranked #1 in Popular Upcoming Games on Steam

Streamplay Studio Limited (“Streamplay” or the “Company”) (ASX: SP8) is pleased to announce the launch of *Flick Shot Rogues* on Steam, published by wholly owned subsidiary **Noodlecake Studios Ltd** (“Noodlecake”). While this marks Noodlecake’s fourth new title release since its acquisition (ASX: 23 December 2024), the Company’s publishing pipeline continues to expand with further exciting launches expected in Q4 2025.

HIGHLIGHTS

- **Noodlecake delivers 4th new title since acquisition, strengthening Streamplay’s presence in the global video game market**
- **Flick Shot Rogues, ranked the #1 Popular Upcoming Game, launches on Steam**
 - Demo achieved 95% positive reviews, with GamesRadar calling it “*a fresh twist to the turn-based roguelike genre*”
 - Full Game officially released on 17 September 2025, retailing at ~AUD \$22.50
 - Post-launch, entered Steam’s New & Trending list, peaking in the top three
- **Strong traction and visibility as Steam Wishlists surpass 26,500**
 - 250% wishlist surge during the campaign, primarily driven by showcase features and influencer coverage
 - Prior coverage includes leading roguelike streamer Northernlion (2M+ followers) generated 240,000+ views across Twitch and YouTube
 - Featured in Debut Festival, Tiny Teams Festival, and The MIX Fall Showcase
 - Playable demo also showcased in the Indie Arena Booth at Gamescom, which attracts over 330,000 attendees annually
 - Steam #1 Popular Upcoming ranking delivered a further ~24% uplift in the immediate pre-launch period
- **Positive outlook with further launches expected in Q4 2025, building momentum and strengthening Streamplay’s multi-platform publishing strategy**



About Flick Shot Rogues (Third-Party Title)

Flick Shot Rogues, developed by *Butter by the Fish* and published by *Noodlecake*, is the latest example of Noodlecake's ability to leverage its development expertise and storefront partnerships to bring standout indie titles to Tier 1 platforms like Steam. The game is a tactical, turn-based roguelike that combines the tactile satisfaction of flicking your hero across the board with deep strategic gameplay.



Players line up shots to unleash explosive combos, collect powerful items, talents and curses, and adapt to reshuffling enemies and rewards each run. Each choice carries risk and reward, with curses able to supercharge runs while introducing added challenges.

Key features include:

- Flick-based hero movement with explosive ricochet combos.
- Turn-based tactical depth where positioning and planning matter.
- A wide variety of items, talents and curses that can create game-changing synergies.
- Enemies and rewards reshuffle after each run, ensuring high replayability.

The demo also received a warm reception on Steam, with **95% positive reviews** prior to launch. Recent coverage from **GamesRadar** has highlighted the game's originality as adding "a fresh twist to the turn-based roguelike genre".

Officially launched on 17 September 2025, *Flick Shot Rogues* is available to purchase on [Steam](#)¹, retailing at: **USD \$14.99 (AUD \$22.50)**.



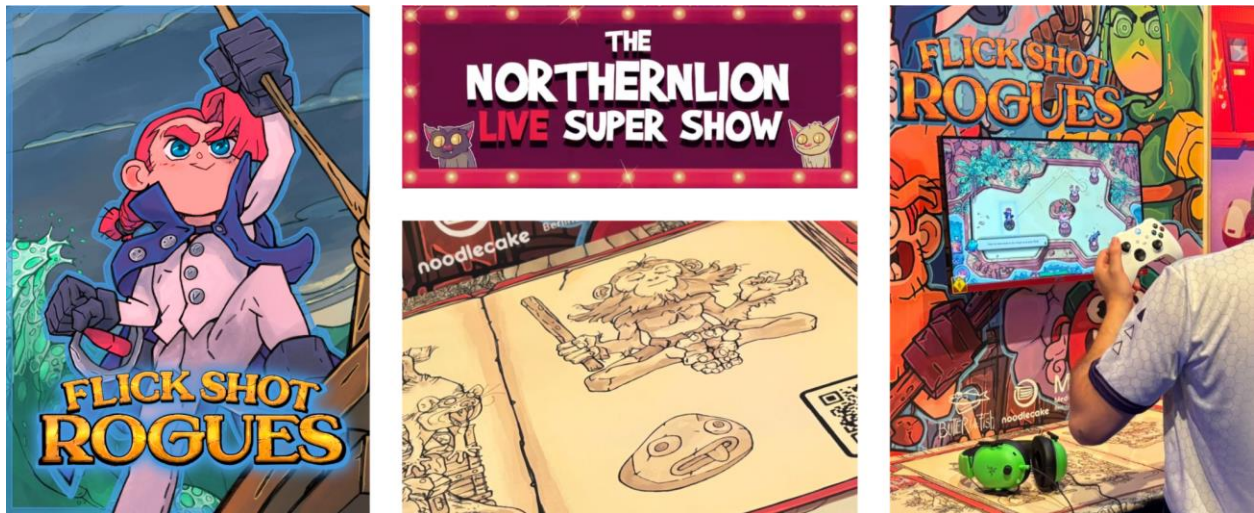
¹ Search for: "*Flick Shot Rogues*" on [steampowered.com](https://store.steampowered.com)



Launch Momentum

In the lead-up to launch, the title was featured in the **Steam Debut Festival** and **Tiny Teams Festival** – *both well-regarded for highlighting emerging indie games* – and also live demoed at the Indie Arena Booth at **Gamescom** which attracts more than 330,000 attendees annually.

These events drove strong traction, resulting in a **250% surge in wishlists** and providing a solid foundation for further promotional activity.



Momentum was further amplified by influencer coverage. **Northernlion**², one of the most recognisable streamers in the roguelike genre, generated more than 240,000 combined views across Twitch and YouTube in the lead-up to launch. On launch day, additional coverage from streamer **Maxim**³ delivered a further 30,000 views, underscoring the game's broad reach with the roguelike community and sustaining visibility into release.

That visibility for *Flick Shot Rogues* carried into September, with its release-date trailer featured as part of **The MIX Fall Showcase**.

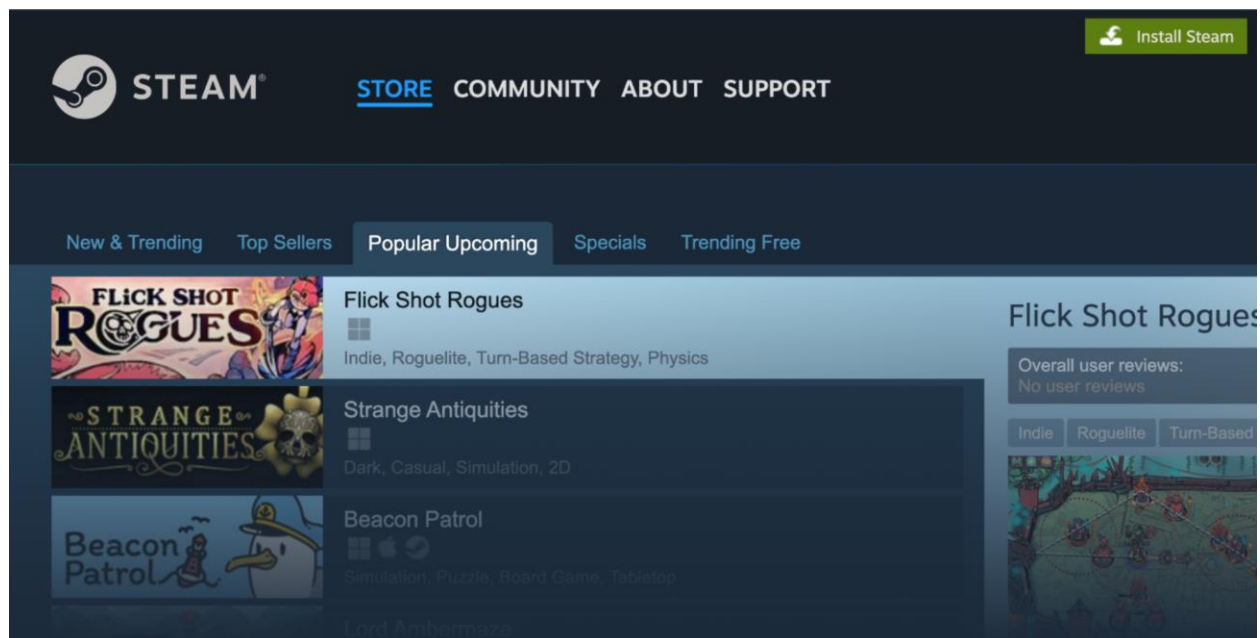
“ *Flick Shot Rogues* has been a joy to bring to launch. Seeing players respond so positively to the demo, streams and wishlist growth shows the game's appeal, and the team is thrilled to finally share it with the roguelike community. ”

— **Ryan Holowaty, CEO of Noodlecake**

² Search for: “Northernlion Flick Shot Rogues” on [twitch.tv](https://www.twitch.tv)

³ Search for: “Maxim Flick Shot Rogues” on [twitch.tv](https://www.twitch.tv)

More recently, it reached **#1 on Steam's Popular Upcoming** chart, rising a further ~24% to **more than 26,500 wishlists** in the days immediately prior to launch. Post-launch, it quickly entered **Steam's New & Trending** list, peaking in the top three.



The [Flick Shot Rogues Launch Trailer](#)⁴ is available to watch on Noodlecake's YouTube channel.

“ This launch underscores the strength of the Noodlecake publishing model – consistently delivering original, high-quality titles that achieve visibility across Tier 1 storefronts. ”

Our portfolio has already seen titles rise to the top of store charts, including simultaneously securing both the #1 and #2 positions on Google Play Pass, so it is unsurprising to see Flick Shot Rogues similarly reach the #1 spot in Steam's Popular Upcoming Games chart.

This is a testament to the Noodlecake team – bringing together deep development expertise, industry knowledge, and contacts that are second to none – and is creating long-tail revenue opportunities that will translate into sustained growth and value for Streamplay shareholders.

— Bert Mondello, Chairman of Streamplay Studio

⁴ Search for: “Noodlecake Flick Shot Rogues - Out Now!” on [youtube.com](https://www.youtube.com)

Outlook

Looking ahead, Streamplay expects additional Noodlecake titles to launch in Q4 2025, extending the Company's publishing momentum following *Flick Shot Rogues*.

These upcoming releases, together with active development projects, are anticipated to broaden Streamplay's footprint across PC, console, and mobile platforms. Supported by curated showcases, community engagement, and influencer-driven visibility, the Company remains focused on long-tail growth opportunities from its expanding catalogue.

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 game studio recognised 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 across mobile, console, and PC platforms.

Through its flagship game studio, software development, and group operations, Streamplay delivers a diverse portfolio spanning game development and publishing, competitive casual eSports and cloud gaming technologies, music and sports streaming services, and telco value-added services. The Company operates across North America, Australia, MEA and the Pacific Islands, collaborating with partners globally to deliver engaging entertainment experiences. Streamplay continues to invest in original content, digital platforms, and telco-aligned services to meet the evolving needs of gamers, streamers, and mobile users worldwide.

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

