



DLA Piper advises Stillfront Group on the acquisition of Super Free Games



Peter Ihrfelt
Partner, Head of Energy, Sweden



Peder Grandinson
Partner



Rebecca Fallberg
Senior Associate



Björn Torsteinsrud
Associate



Erik Rosberg
Associate

DLA Piper has advised Stillfront Group AB, a leading free-to-play gaming studios company, on the acquisition of Super Free Games, a leading developer of Casual Word games.

The acquisition of Super Free will strengthen Stillfront's position within the Casual & Mash-up game genre, especially within Word games. Super Free has a strong portfolio of existing games and a high potential catalog of 5+ games in the pipeline. The proprietary state-of-the art games engine of Super Free will enable Super Free and other studios within Stillfront to scale the development of new games on this engine. Further, Super Free's sophisticated data-driven analytics and marketing platform creates potential for KPI improvement across Stillfront studios' game portfolio. As most of Super Free's revenues originate in the US, Stillfront sees significant opportunity to scale these games geographically through its network. Super Free shows strong KPIs including impressive retention, which enables further marketing potential for Stillfront.

The transaction involves the acquisition of 100 percent of the shares in Super Free, the completion of which is expected to occur no later than 29 January 2021. Super Free will be consolidated into Stillfront's financial reporting from 1 February 2021.

Stillfront is a Swedish company headquartered in Stockholm, has around 1,000 employees with key markets in the US, Germany, Middle East & North Africa, France and Canada. The acquisition will provide Stillfront with a platform and genre diversification as it broadens its current portfolio with a successful title within the MMORPG genre. Furthermore, the acquisition will enable substantial scaling and collaboration potential within Stillfront with the mobile launch of the game planned for the first half of 2021.

The DLA Piper Corporate team consisted of Peter Ihrfelt, Peder Grandinson, Rebecca Fallberg, Björn Torsteinsrud, Johanna Svanteson and Erik Rosberg (Sweden), together with Richard Marks, Kristen Bandura, Shirley Qin, Charles Bell and Paul Myers (USA).

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