

## PRESS RELEASE

### **DIGITAL BROS AND IDREAMSKY TECHNOLOGY ANNOUNCE TODAY THE RELEASE OF TERRARIA IN CHINA**

*An exclusive mobile Free to Download version of the globally popular 2D sandbox game to hit the Chinese market today*

**Milan, 25<sup>th</sup> January 2018 - Digital Bros S.p.A.**, a digital entertainment company listed in the Star segment of the Milan Stock exchange, through its subsidiary **505 Games S.p.A.**, announces that a Terraria free to download mobile version, designed specifically for the Chinese market, will be released today. The localized version of Terraria is published in China by **iDreamSky Technology**, the biggest independent mobile game publisher in the country.

Terraria, developed by **Re-logic** and published by **505 Games**, is a side-scrolling action-adventure that focuses on crafting unique items, exploring vast worlds and battling various enemies. It blends a traditional 2D combat system with expansive crafting mechanics and randomly generated pixel worlds.

The launch confirms the Group's commitment to expanding its business in Asian markets through strategic partnerships with local publishers and distributors. This version of Terraria mobile is a China-only localized version compliant with Chinese government regulations. In terms of content, it will include the popular 1.3 update as well as localized content. It is distributed as a "Free to try" game with in-App purchases featuring vanity items and game boosters, in line with Chinese players' preferences and purchasing behavior.

The distribution will cover almost 100 mobile Chinese Android channels, over 99% of the global Chinese Android market, including Tencent MyApp, 360 Mobile Assistant, Xiaomi App Store and Game center, Huawei App Market and many others. The iOS version is expected to be launched in the Chinese Apple App store in the next few months.

*"We are truly excited to see the results of the deep localization work performed by iDreamSky - said Raffaele Galante, CEO of Digital Bros Group - a precious partner that, with its experience and reach has allowed us to reach the entire mobile distribution network in China with a key franchise for our Group."*

*"We are very proud to have the opportunity to work on Terraria, one of the most played sandbox games on both PC and mobile. To localize Terraria isn't a small feat and we would have not been able to complete such localization without the help from 505 Games, which have been extremely professional and open-minded as to the required modifications for the Chinese players - declared Jeff Lyndon, co-founder and President of iDreamSky Technology - I believe Terraria will be the first of many projects to come with 505 Games."*

###

#### **PRESS CONTACT**

DIGITAL BROS PR OFFICE  
Mail: [press@digitalbros.com](mailto:press@digitalbros.com)  
Ph: +39 02413031

#### **DIGITAL BROS GROUP**

Listed on the Star segment of Borsa Italiana, Digital Bros Group is a global company that has been operating since 1989 as a developer, publisher and distributor of videogames through its brand 505 Games. The Group distributes its contents on both retail and digital channels. Digital Bros Group is active around the world through its own direct operations in Italy, the United States, the UK, France, Spain, Germany and China, with approximately 250 employees. For more information on Digital Bros Group and its products please visit [www.digitalbros.com](http://www.digitalbros.com)

## **505 Games**

505 Games is a global video game publisher focused on offering a broad selection of titles for players of all ages and levels. The company publishes and distributes premium and free-to-play games on leading console, PC and handheld platforms as well as for mobile devices and social networks. Publishing highlights in premium games include Last Day of June, PAYDAY 2, Terraria, Portal Knights, Assetto Corsa, ABZÛ, Virginia, Brothers – A Tale of Two Sons and How to Survive. Free-to-play publishing highlights include Battle Islands, Gems of War and Hawken. Distribution highlights include Stardew Valley, Dead by Daylight and Inside/Limbo. Upcoming titles include Overkill's The Walking Dead, Indivisible (from the development team behind Skullgirls), Underworld Ascendant (successor to the popular Ultima Underworld series), and Koji Igarashi's next project, Bloodstained: Ritual of the Night. 505 Games has offices in California, United Kingdom, France, Germany, Italy, Spain and China. It works with a network of distribution and sub-licensing partners in all other markets. For more information on 505 Games and its products please visit [www.505games.com](http://www.505games.com)

## **iDreamsky**

Shenzhen iDreamSky Technology, the leading independent game publisher in China, was founded in 2011 and is the only mobile game publisher invested by Tencent in China so far. By 2017, the user base of iDreamSky reached 1.3 billion people and daily active users exceeded 118 million. iDreamSky has successfully published more than 100 top titles in China for instance Subway surfers, Temple Run, Monument Valley, Fruit Ninja, Gardenscape, Toy Blast, Guardian Kingdoms, Framed, CATS, Saint Seiya 3D and many more. For more information on iDreamSky and its products please visit <http://www.idreamsky.com/en>