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InnoGames hits EUR 1bn mark in lifetime revenue



InnoGames, Germany's leading developer and publisher of online and mobile games and part of Modern Times Group MTG, has reached the EUR 1bn lifetime revenue mark. InnoGames has achieved double-digit percentage revenue growth year over year since the company launched in 2007. Forge of Empires contributed more than EUR 500m to the lifetime achievement, followed by InnoGames' classics such as Grepolis and Tribal Wars with more than 100m EUR each. Elvenar, launched in 2015, has also contributed significantly to the milestone achievement and continues to catch up fast. InnoGames' growth was primarily fueled by the company's strategic transition to mobile and its ongoing live-operations and content updates. Today, mobile makes up half of InnoGames' total revenues and is the main driver for growth.

"Our keys to success are our world-class teams and our high-quality approach, especially in live operations. We are one of the few companies that achieved to deliver long-lasting entertainment experiences to players around the globe on desktop and mobile devices alike," says InnoGames' CEO Hendrik Klindworth. "We would like to thank everyone who contributed to this exciting milestone and, ultimately, our players for their loyalty. Moving forward, we will continue to focus on creating great new games and expanding our existing titles," continues Klindworth.

While the company's performance on browser continues to develop sustainably, the mobile share is expected to increase even further. Since 2015, revenues from mobile devices grew on average by 56% year over year and the majority of player registrations are on mobile platforms.

As the first company in the industry, InnoGames completed the automated conversion from Flash versions of its browser hits to HTML5 to ensure the longevity of the games when Adobe discontinues the support for Flash in 2020. Combined with the mobile apps, players can enjoy the games cross-platform, requiring only one account.

"The lifetime revenue achievement is another proof point for our strategy and our successful transition to mobile. Our cross-platform approach allows us, especially on browser, to capitalize on strong margins. Simultaneously, we are enjoying high growth rates on mobile," summarizes Klindworth.

The biggest markets in terms of revenues for InnoGames (since 2007) have been the United States, Germany and France. Until today, all games in InnoGames' portfolio have been played around the world for an equivalent of 337,723 years. InnoGames is a part of international esports and gaming strategic holding company Modern Times Group (MTG) since October 2016.

About InnoGames

InnoGames is Germany's leading developer and publisher of mobile and online games. The company based in Hamburg is best known for Forge of Empires, Elvenar and Tribal Wars. InnoGames' complete portfolio encompasses seven live games and several mobile titles in production. Born as a hobby, InnoGames today has a team of 400 employees from more than 30 nations who share the passion of creating unique games that players across the globe enjoy for years.

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Medieninhalte



Hendrik Klindworth, CEO of InnoGames (Photo: Thies Rätzke). Editorial use of this picture is free of charge. Please quote the source: "obs/InnoGames GmbH/Thies Rätzke"

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