

Stryking closes first external funding round

The international early-stage venture capital fund True Global Ventures invests in the Berlin-based Digital Entertainment Start-Up

Berlin, 17th June 2013. The Berlin-based start-up Stryking Entertainment focuses on innovative marketing and monetization tools for free-to-play games and has now gained the Angel VC Fund True Global Ventures as an investor. With the newly raised capital, Stryking will speed up the development and market launch of its own technical framework. This will provide developers and publishers of free-to-play games with completely new e-commerce functionalities and opportunities to integrate brand partners directly into the game. The tool is currently in its test phase and will be launched in its first development stage this summer.

“We are very happy to be able to collaborate with such a visionary and experienced founder and management team. The innovative technology and the consistently market-orientated approach of Stryking will push the free-to-play business model for games to a new level,” says Dusan Stojanovic, founder of True Global Ventures. The entrepreneur and investor Dusan Stojanovic has just recently been recognized as “Business Angel of the Year 2013” by the European Business Angel Network.

“With True Global Venture, Dusan Stojanovic has not only established a very active early-phase investor. He has also convinced more than 30 successful entrepreneurs worldwide of his idea and has thereby created a network that will help us shape and internationalize our company through highly valuable support,” comments Dirk Weyel, founder and CEO of Stryking Entertainment.

Stryking’s framework offers a shop-in-shop solution that gives developers and publishers of free-to-play games the opportunity to sell real products in their in-game shops that are attractive to their particular target group. This will create additional incentives for non-paying users to become paying users, thus allowing for additional revenues. For brands, a new interactive media channel opens up that generates high-quality contacts and more fans through intelligently integrated sponsoring and brand activities into the gameplay. Especially the publishers of games with realistic settings such as sports, racing, simulation, management, etc., will have the opportunity to create a significant second revenue channel and valuable support for the acquisition of new users by integrating brands directly.

Besides the development of the technical framework, Stryking actively works as marketing partner and co-publisher for the free-to-play online racing game Auto Club Revolution in German-speaking regions. Auto Club Revolution combines a high-end racing experience with social features and authentic atmosphere by collaborating with more than 100 leading car brands and manufacturers worldwide.

About True Global Ventures

True Global Ventures is a unique, international, super angel fund formed by more than 30 of the world's leading technology entrepreneurs-turned-super angel-investors. Its network consists of more than 350 high tech investments in Sweden, France, Germany, US and China realized prior to forming True Global Ventures. It leverages these personal networks and expertise of its founders to support and accelerate the next generation of superstar companies. It exclusively invests in serial entrepreneurs with global ambitions within the internet, mobile and software sectors.

Prior to Stryking, True Global Ventures had invested into Sharespost (Silicon Valley), 4GSecure (Paris acquired by SCCP in Singapore), Polyspot (Paris), Musicxray (New York), Yatedo (Paris) and DAD Asia (China)

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About Stryking Entertainment

As a partner to developers of high-quality free-to-play games and through the combination of the real and virtual worlds, Stryking offers innovative marketing and monetization solutions. With the help of a proprietary technology Stryking integrates e-commerce, advertising and sponsoring functionalities in free-to-play games and makes them commercially successful. Founder and CEO Dirk Weyel has 15 years' experience in the games industry, most recently he co-founded and built Frogster Interactive Pictures AG, where he was as a member of the Executive Board and COO responsible for Strategy and Business Development until Frogster was sold to a competitor in 2011.

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