



PRESS RELEASE

Games Developer Geewa Receives Strategic Investment from U.S.-based Mobile Games Company AppLovin

Prague, February 11, 2020 – [Geewa](#), one of the Czech Republic’s most successful gaming studios, announced today that it received a strategic investment from [AppLovin](#), a U.S.-based mobile games company that fuels the growth of many of the world’s most popular mobile games and game studios. Terms of the investment were not disclosed.

“Coming off our most successful year to date, the timing of this partnership with AppLovin couldn’t be better,” said Miloš Endrle, Chief Executive Officer and Founder of Geewa. “We’re excited that with AppLovin’s expertise, we will be well-poised to optimize our games to reach an even bigger global audience.”

This investment fuels continued growth for the Geewa team, as it enables the studio to scale its most popular games, including Smashing Four, globally on AppLovin’s platform. Founded in 2005, Geewa will continue to operate as an independent, stand-alone company with existing management.

“By investing in studios from around the world, we’re able to execute on our growth strategy, while giving them a bigger platform to play on,” said Adam Foroughi, Chief Executive Officer and Co-Founder of AppLovin. “Our team clicked with Geewa — its strong leadership, hit game Smashing Four, and their superior talent in Prague impressed us. We’re confident that AppLovin can scale Geewa’s business beyond its borders and reach players everywhere.”

Previous Geewa investors include [Springtide Ventures](#) (part of [KKCG](#) financial group) and [MCI.TechVentures](#) (MCI.TV, Fund) part of MCI Capital S.A. MCI’s shareholder announcement outlines their part of the investment.

To learn more about Geewa and open positions visit www.geewa.com.

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About Geewa

[Geewa](#) is a Prague-based games developer focused on developing and publishing casual, competitive player vs. player multiplayer games for mobile devices. The company was founded in 2005 by Miloš Endrle, the creator behind Pool Live Tour. The company’s latest hit is Smashing Four, where you join battles in real time against friends and players around the world.

About AppLovin

[AppLovin](#) fuels the growth of many of the world's most popular mobile games. Since 2012, the company's technologies have been instrumental in driving the explosive growth of games from its studio partners and its own studios. AppLovin makes those same technologies available to all game developers, resulting in a richer mobile game ecosystem and better games for people everywhere. AppLovin is headquartered in Palo Alto, California with several offices globally. Learn more at applovin.com.

Contact for Media:

Dana Dvořáková
Corporate Communication Director, KKCG a.s.
Vinohradská 230, Praha 10
T +420 225 010 399
M +420 602 372 834
E dana.dvorakova@kkcg.com