

# NETFLIX

## Netflix joins forces with Dumb Ways to Die

**PlaySide Studios Limited** (ASX: PLY) (“PlaySide”) is pleased to announce the signing of a game license and publishing agreement with **Netflix, Inc.** (“Netflix”). Following a successful concept pitch, Netflix has engaged PlaySide to bring its *Dumb Ways to Die* intellectual property to the Netflix Games service via the development of *Dumb Ways to Survive*, a survival-based interactive entertainment product for mobile.

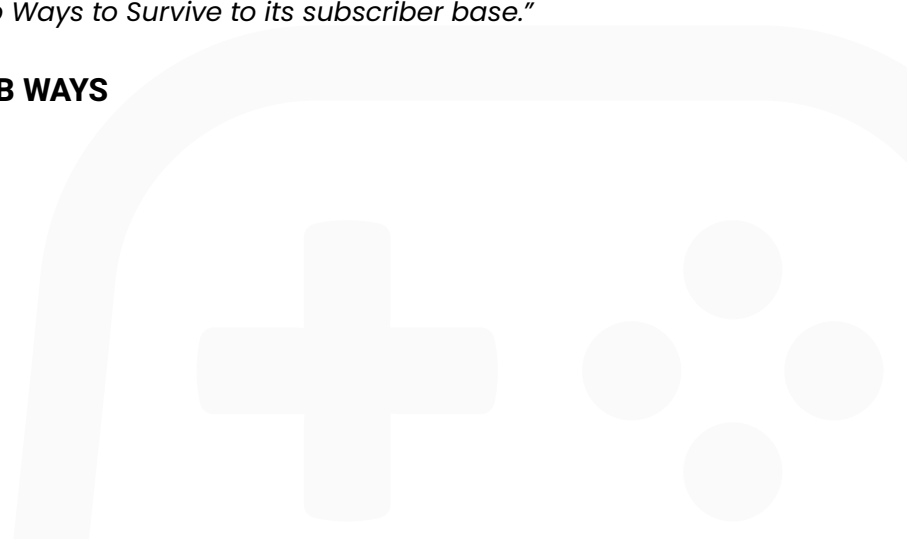
PlaySide will receive a license fee, a portion of which will be paid out over development of the game, and will provide live support after launch. License fee payments due during development of the game will be received at agreed milestones which are consistent with industry benchmark requirements for progressing the game to launch.

Development is expected to commence in January 2023.

*Since acquiring the Dumb Ways franchise in October 2021, PlaySide immediately began reengaging with fans and looking for the right opportunities to enhance the brand and deliver new content to a growing audience.*

*We are thrilled that Netflix sees value in this IP and we are excited to join forces with them in bringing Dumb Ways to Survive to its subscriber base.”*

**BEN KELLY, GM DUMB WAYS  
PLAYSIDE STUDIOS**



For investors only

ABOUT

# PlaySide Studios

**AUSTRALIA'S LARGEST PUBLICLY LISTED VIDEO GAME DEVELOPER**

PlaySide Studios Limited provides titles in a range of categories, including self-published games based on original intellectual property and game development services in collaboration with studios such as Take-Two Interactive, Activision Blizzard, Meta, Disney, Pixar, Warner Bros, and Nickelodeon. The company's portfolio consists of approximately 60 titles that are delivered across multiple platforms including mobile, virtual reality, augmented reality, and PC. The company was incorporated in 2011, is listed on the Australian Securities Exchange, and is headquartered in Port Melbourne, Australia.

## ASX ANNOUNCEMENT DECEMBER 2022

**Release approved by the Chairman on behalf of the board.**

To receive business updates and investor information from PlaySide register your details here:

<https://playside.investorportal.com.au>

## INVESTOR RELATIONS

**Simon Hinsley**

[simon@nwrcommunications.com.au](mailto:simon@nwrcommunications.com.au)

+61 401 809 653

## FURTHER CONTACT

For more information please contact: [info@playsidestudios.com](mailto:info@playsidestudios.com)



**Gerry Sakkas**

Managing Director & CEO



**Cris Nicolli**

Chairman