CANDY CRUSH SAGA CELEBRATES 10 ICONIC YEARS OF MAKING THE WORLD PLAYFUL

November 14, 2022

No.1 Most Downloaded Casual Match Game of All Time Celebrates Major Milestone

LONDON, Nov. 14, 2022 /PRNewswire/ -- *Candy Crush Saga*, the hugely popular Match-3 mobile game from King, which first burst onto the scene in November 2012, is celebrating its 10th anniversary today. The game continues to be enjoyed by millions of people, with players swiping the equivalent distance of three and a half times around the globe on their phones every day.[1] Since it launched a decade ago, *Candy Crush Saga* has had over three billion downloads,[2] becoming the most downloaded casual match game of all time.[3]



"*Candy Crush Saga* pioneered the way the world plays games on their phones and 10 years later, it feels like we're just getting started," said Tjodolf Sommestad, President at King. "I'm immensely proud of the team and the work they have put in to achieve this level of success. We put a huge amount of care and craft into creating a game that is enjoyed by so many people around the world. We are committed to our mission of making the world playful for many more years to come."

To mark the 10th anniversary, *Candy Crush Saga* players can look forward to a number of exciting in-game features and updates including 12 new audio tracks, which will be available for players to enjoy in the game. Recorded with a live orchestra at Abbey Road Studios in London, the new music evokes an atmosphere that immerses players into the *Candy Crush* world.

"Over the past ten years, Candy Crush Saga has become a cultural phenomenon that brings joy every day to millions," said Bobby Kotick, Chief Executive Officer at Activision Blizzard. "None of this would be possible without our exceptional team and our dedicated players, who made this the iconic game it is today. I can't wait to experience what the next decade of Candy Crush holds for the world."

Candy Crush Saga has been downloaded more than three billion times since it launched in 2012, becoming the most downloaded casual match game of all time. The game has become a global phenomenon, attracting hundreds of millions of players from around the world. With more than five trillion levels completed since it was released, it's been played on all seven continents, including Antarctica.[4] With more than 200 million monthly active users, the broader *Candy Crush* franchise was the top-grossing game franchise in the U.S. app stores in the third quarter of 2022, a position it has held for 21 quarters in a row.[5]

Candy Crush Saga is available to download and play for free on iOS and Android. To learn more about the mobile game, visit: http://www.candycrushsaga.com. Fans can join in the celebrations on Facebook, Instagram, TikTok and Twitter using #10YearsOfFun.

About King
King is the game developer behind the world-famous Candy Crush franchise, as well as mobile game hits including Farm Heroes Saga, Candy Crush

Soda, Bubble Witch Saga and Pet Rescue Saga. Candy Crush is the top-grossing franchise in US app stores, a position it has held for the last five years, and King's games are being played by 240 million monthly active users as of Q3 2022. King, which is part of Activision Blizzard (NASDAQ: ATVI) since its acquisition in 2016, employs nearly 2,000 people in game studios in Stockholm, Malmö, London, Barcelona and Berlin and offices in San Francisco, New York, Los Angeles and Malta.

© 2022 King.com Ltd. King, the King crown logo, Candy Crush, Candy Crush Saga and related marks are trademarks of King.com Ltd and/or related entities.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves King's expectations, plans, intentions or strategies regarding Candy Crush Saga are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause King's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include unanticipated product delays and other factors identified in the risk factors sections of Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to King and Activision Blizzard as of the date of this release, and neither King nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of King or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

[1] Activision Blizzard Internal Data

[2] Activision Blizzard Internal Data

[3] data.ai - Most Downloaded Casual Match Games of All Time (Accessed 11/09/2022 02:16:07 PST)

[4] Activision Blizzard Internal Data

[5] Activision Blizzard Q3 Earnings, 7th November 2022

View original content to download multimedia:https://www.prnewswire.com/news-releases/candy-crush-saga-celebrates-10-iconic-years-of-making-the-world-playful-301676337.html

SOURCE King

For all press inquiries please contact: King, Jack Rankin, jack.rankin@king.com