

52

ENTERTAINMENT

TICHU

PRESS RELEASE

february, 2026

52 Entertainment Announces the Launch of Squared, Its New Casual Games Division

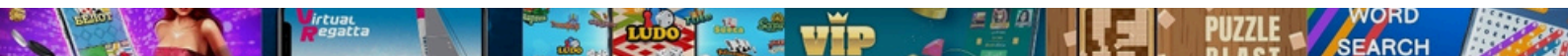
52 Entertainment is proud to announce the **official launch of Squared**, its new division fully dedicated to the **creation and development of casual games**. This marks a major milestone in the group's long-term strategy to strengthen its structure and **accelerate growth** in the international casual games market.

Over time, 52 Entertainment's **casual activity has grown**, notably with the creation of **Studio 52 Paris** two years ago, its own internal casual games studio, with the ambition to **design and develop original titles** driven by the creative expertise of its teams.

Now, with these foundations firmly in place, **52 Entertainment** is taking the next step by unifying all of its **casual activities** under a single banner: **Squared**

The **official brand and division** uniting all of the **group's casual game entities**, including **52 Paris, 52 Saigon, Casualino, Exoty, Blackout, and Loop Games**.

This new organization aims to **strengthen creative coherence**, encourage closer collaboration between teams, and establish **more consistent identity** for 52 Entertainment's casual games portfolio.





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A Structure Designed to Support Vision and Performance

The creation of Squared enables:

- Clearer and more efficient decision-making processes
- Teams aligned around shared values and common projects
- Stronger segmentation between 52 Entertainment's different universes

This structure **reinforces agility and supports** a more **focused and ambitious approach to casual game** development.

A Strong Ambition for the Future

Looking ahead, Squared aims to continue **expanding its operations**, with the goal of releasing more than **10 evergreen casual games per year**, while steadily growing its teams and production capabilities. This strategy will allow 52 Entertainment to further secure its position among the **leading casual game companies worldwide**.



*"I am delighted to officially announce the launch of **Squared**, a **structuring milestone** that we have been eagerly anticipating. This new organization marks an important **step forward** for the group, and I am fully convinced it will bring **significant value** across all of our teams and activities, strengthening our **ability to create** outstanding casual games and drive long-term growth for 52 Entertainment."*

Olivier Comte,
President & CEO of 52 Entertainment

