

PLAYSIDE STUDIOS COMPLETES A$6.6M PLACEMENT

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PlaySide Studios (PLY-ASX) ("PlaySide" or "the Company") is pleased to announce that it has received firm commitments from sophisticated and professional investors to raise approximately $6.6m via placement (the Placement).

ANNOUNCEMENT HIGHLIGHTS

- Firm commitments received for $6.6m placement at $0.20 per share
- Directors have committed to participate for up to $130k subject to shareholder approval
- Proceeds raised will strengthen the Company's balance sheet ahead of major Original IP launches
- A Share Purchase Plan (**SPP**) on the same terms to be offered to existing eligible shareholders to raise up to a further $3.0m

> *The upcoming launch of MOUSE: P.I. For Hire is a valuable opportunity for PlaySide, and this well-supported equity raising strengthens our balance sheet to support best execution of this highly anticipated title - including a robust marketing campaign. The restructure in April 2025 has enabled us to deliver significant improvements to our processes and overhead costs, and we remain focused on converting successful game launches into sustainable growth in revenue and cash flow.*
>
> **BENN SKENDER, PLAYSIDE STUDIOS CEO**

PLACEMENT DETAILS

The Placement is intended to raise approximately $6.6 m via the issue of 33m new fully paid ordinary shares (**New Shares**) at $0.20 per New Share (**Placement Price**).

The Placement Price represents a:

- 13.0% discount to the last traded price on 24 July 2025 ($0.230);
- 10.9% discount to the 10-day VWAP price ($0.224); and
- 8.9% discount to the 15-day VWAP price ($0.220).

Directors of PlaySide have committed to participate for up to $130k in the Placement (**Director Shares**) subject to shareholder approval which is intended to be sought at the Company's annual general meeting.

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All New Shares issued under the Capital Raise will rank equally with existing shares of the Company from their issue date. The Placement is not subject to shareholder approval (with the exception of the Director Shares) and will fall within the Company's placement capacity under ASX Listing Rule 7.1. An Appendix 3B pertaining to the Placement will follow this announcement.

The Placement is anticipated to settle on Friday 1 August 2025 with the New Shares (except for the Director Shares) to be allotted on Monday 4 August 2025. An Appendix 2A confirming the exact allotments will be issued on the same date.

Canaccord Genuity acted as Lead Manager and Bookrunner to the Placement. Cumulus Wealth Pty Ltd and Shaw and Partners Limited acted as Co-Managers.

SHARE PURCHASE PLAN (SPP) DETAILS

PlaySide will also offer eligible shareholders the opportunity to participate in a non-underwritten SPP to raise up to an additional $3.0m (before costs) on the same terms as the Placement.

Under the SPP, eligible PlaySide shareholders, being shareholders with a registered address in Australia or New Zealand on PlaySide's register as at 7:00pm (AEST) on Friday 25 July 2025 (**Eligible Shareholders**), will have the opportunity to apply for up to $30,000 worth of new fully paid ordinary shares in the Company (**SPP Shares**) without incurring brokerage or other transaction costs.

SPP Shares will be issued at the Placement Price, i.e. $0.20 per SPP Share. The terms and conditions of the SPP will be set out in an SPP Offer booklet, which is expected to be released in early August 2025 and sent to all Eligible Shareholders.

PlaySide™

ABOUT

PlaySide Studios

AUSTRALIAN VIDEO GAME DEVELOPER AND PUBLISHER

PlaySide Studios Limited ("PlaySide") develops video games for multiple platforms including PC, Console, mobile, virtual reality and mixed reality, with a portfolio of approximately 60 titles. The Company publishes its own games based on original intellectual property, as well as providing end-to-end game development services in collaboration with AAA game studios and major technology and entertainment companies such as Activision Blizzard, Meta, Netflix Games and Take Two Interactive. It also has a Publishing arm which provides funding, development support, marketing and publishing of third-party games from smaller independent studios.

PlaySide was incorporated in 2011 and is headquartered in Port Melbourne, Australia. Its shares are publicly traded on the Australian Securities Exchange under the code PLY.

Release approved by the Chairman on behalf of the board.

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

INVESTOR RELATIONS

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FURTHER CONTACT

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