

ASX Release

Streamplay's Noodlecake launches two day-one titles on Amazon Prime's Luna GameNight debut

Streamplay Studio Limited ("Streamplay" or the "Company") (ASX: SP8) is pleased to advise that two titles from its subsidiary, Noodlecake Studios ("Noodlecake"), have been included in the day one launch of **Amazon.com, Inc's (NASDAQ: AMZN) Luna GameNight**, a new living-room, social-multiplayer experience included with Prime.



HIGHLIGHTS

- **Amazon relaunches Luna featuring GameNight – included with Prime – resulting in immediate reach to over 200 million Prime members worldwide.**
- **Two Noodlecake titles at debut: *Flappy Golf Party* and *Ultimate Chicken Horse*:**
 - *Flappy Golf Party* – an adaptation of *Super Flappy Golf*, with over 110,000 mobile installs (over 17 million across the Flappy Golf Series) – prominently featured in official Luna launch trailers;
 - *Ultimate Chicken Horse* – a critically acclaimed title with over 485,000 mobile installs – boasts a 96% 'Overwhelmingly Positive' rating on Steam;
 - Both adapted with exclusive smartphone controlled multiplayer features for Luna.
- **A\$825,000 generated to date from the projects, with further payments and royalties expected to follow under multi-year commercial terms.**



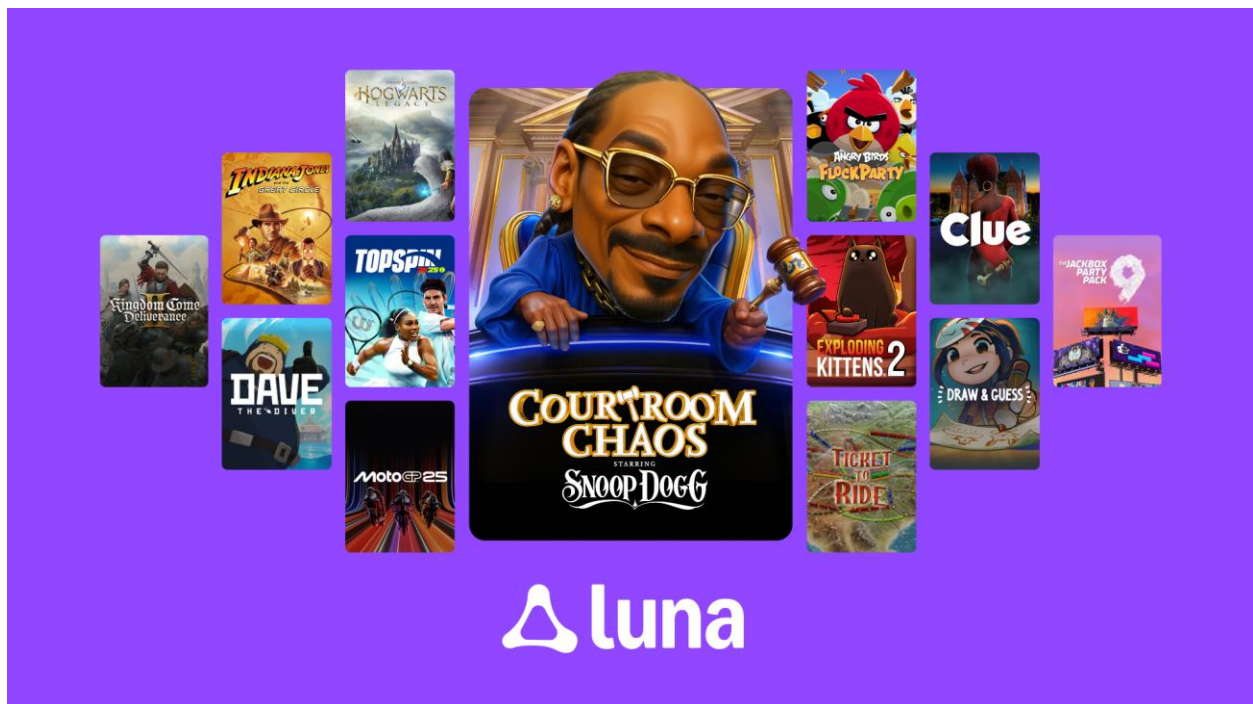
About the Amazon Agreements

This launch builds directly on the Company's initial agreement with Amazon (ASX: 29 May 2025) for the adaptation of its owned IP, *Super Flappy Golf* (ASX: 20 Feb 2025), into *Flappy Golf Party* for GameNight, together with a subsequent third-party publishing agreement (ASX: 22 July 2025) to adapt and port *Ultimate Chicken Horse* to the service.

To date, the Company has generated approximately **A\$825,000 related to these projects**, with further revenue expected as the agreements progress through their commercial terms. The collaboration highlights the Company's strengthening relationship with Tier-1 partners such as Amazon and reinforces Noodlecake's ability to generate recurring, high-margin revenue through platform-aligned opportunities.

About Amazon Prime and GameNight

GameNight is a new way to play games together on Fire TV, using smartphones as controllers – included with Prime at no additional cost. Delivered through Amazon Luna's redesigned experience, GameNight brings family-friendly, social play to the living room via cloud streaming, with no additional hardware required. The new Luna experience merges Prime Gaming and GameNight into a single entertainment destination, simplifying access for millions of Prime members worldwide.



Sitting at the intersection of *Amazon Luna*, the cloud gaming platform, and *Prime Gaming*, which offers a rotating selection of titles for Prime members – both operated by **Amazon (NASDAQ: AMZN)** – GameNight is being positioned as a flagship family and social gaming experience available to millions of households.

“ Amazon’s GameNight is another example of how Tier 1 platforms are looking to Noodlecake to help shape their new gaming services globally. Having both an owned IP like *Super Flappy Party* and a proven third-party title like *Ultimate Chicken Horse* in the launch line-up shows the breadth of our catalogue and the trust these partners place in our team.

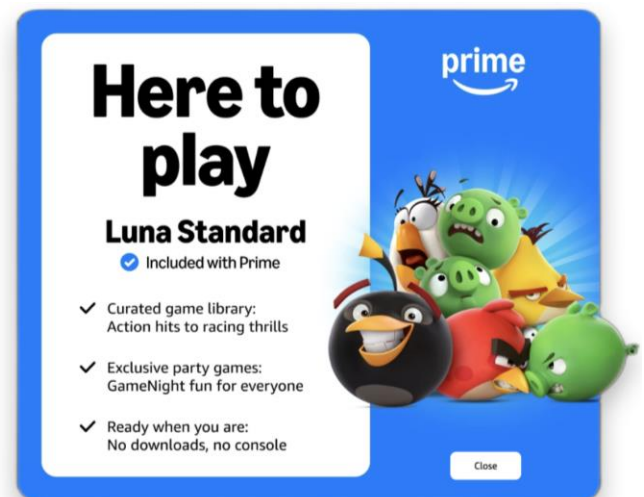
These kinds of collaborations not only extend the reach of our titles but also open up new commercial pathways that go well beyond traditional storefront sales. We’re excited to see where this momentum can take us.

— Bert Mondello, Chairman of Streamplay Studio

Luna’s cloud delivery ensures instant access across Fire TV, smart TVs, and other supported devices, while Prime integration means there are no added subscriptions or downloads. This combination lowers barriers to play and creates a mass-market entry point into cloud gaming.

Players can start instantly with their smartphones and no console required, making GameNight one of the most accessible large-screen gaming formats to date. Titles available at launch include popular franchises such as *Angry Birds*, *Exploding Kittens*, and *Clue*, placing Noodlecake’s *Flappy Golf Party* and *Ultimate Chicken Horse* alongside some of the most recognisable family-gaming IP globally.

And because it is included with Prime, GameNight has potential reach across Amazon Prime, which as at 2021 was already serving more than 200 million members worldwide.¹



Learn More:

<https://www.aboutamazon.com/news/entertainment/amazon-luna-redesign-gamenight-prime>

¹ Source: <https://www.aboutamazon.com/news/company-news/2021-letter-to-shareholders>

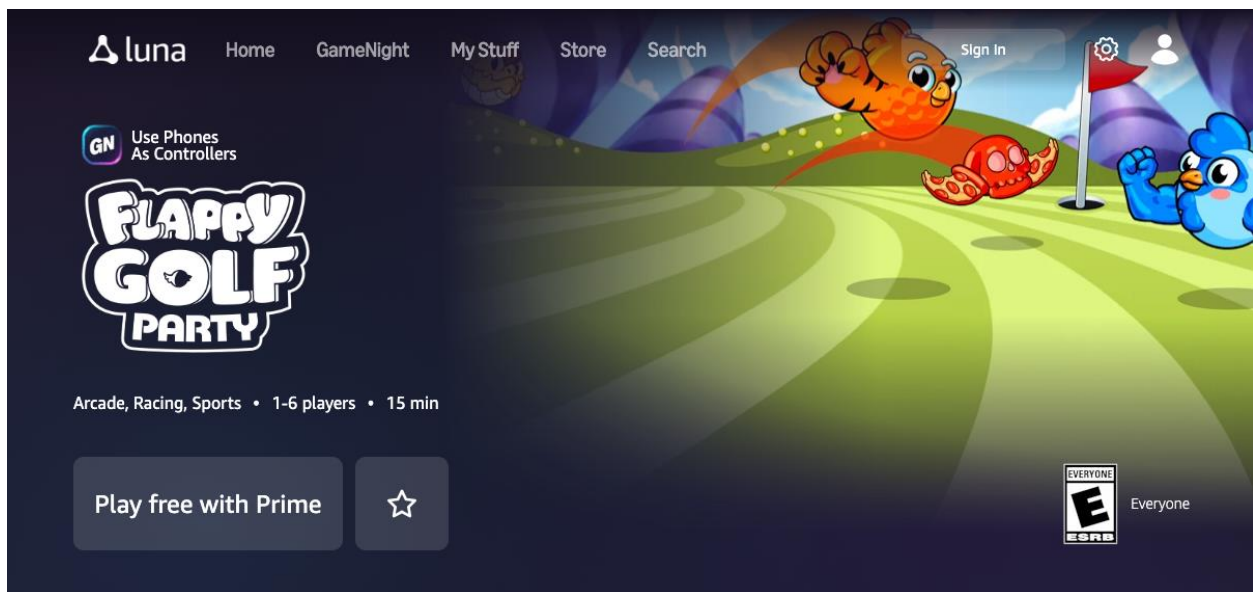


Featured Noodlecake Titles

Noodlecake's inclusion in GameNight's day-one line-up reflects the studio's reputation for delivering award-winning and engaging titles that adapt well to new formats. The Company seized the opportunity to collaborate with Amazon and adapt two standout games, selected as part of a curated launch line-up of only ~50 titles, within an accelerated four-month development window – highlighting the importance of owned IP and strong publishing capability.

Flappy Golf Party (First-Party Title):

Based on Noodlecake's owned IP, *Flappy Golf Party* is an adaptation of the Company's recently launched *Super Flappy Golf* first-party title (ASX: 20 Feb 2025). The game features prominently in Amazon Luna's official launch trailer, underscoring its key positioning within the debut line-up.



Across mobile platforms, the Flappy Golf series has achieved over 17 million lifetime downloads and generated approximately A\$1.6 million in revenue, demonstrating strong long-term engagement.

Since February 2025, *Super Flappy Golf* has recorded **over 110,000 combined installs across iOS and Android**, led by strong performance in the United States, Canada, and the United Kingdom. The series has also been featured multiple times as Apple's "*Game of the Day*" and continues to outperform industry retention benchmarks, reinforcing its status as one of Noodlecake's most successful owned IPs. The GameNight adaptation further extends this momentum, fast-tracking profitability and strengthening the franchise's long-term value.

More info: <https://luna.amazon.com/game/flappy-golf-party/B0CTHQFNZRZ>



“ The amount of work achieved in such a short space of time was just incredible. ”

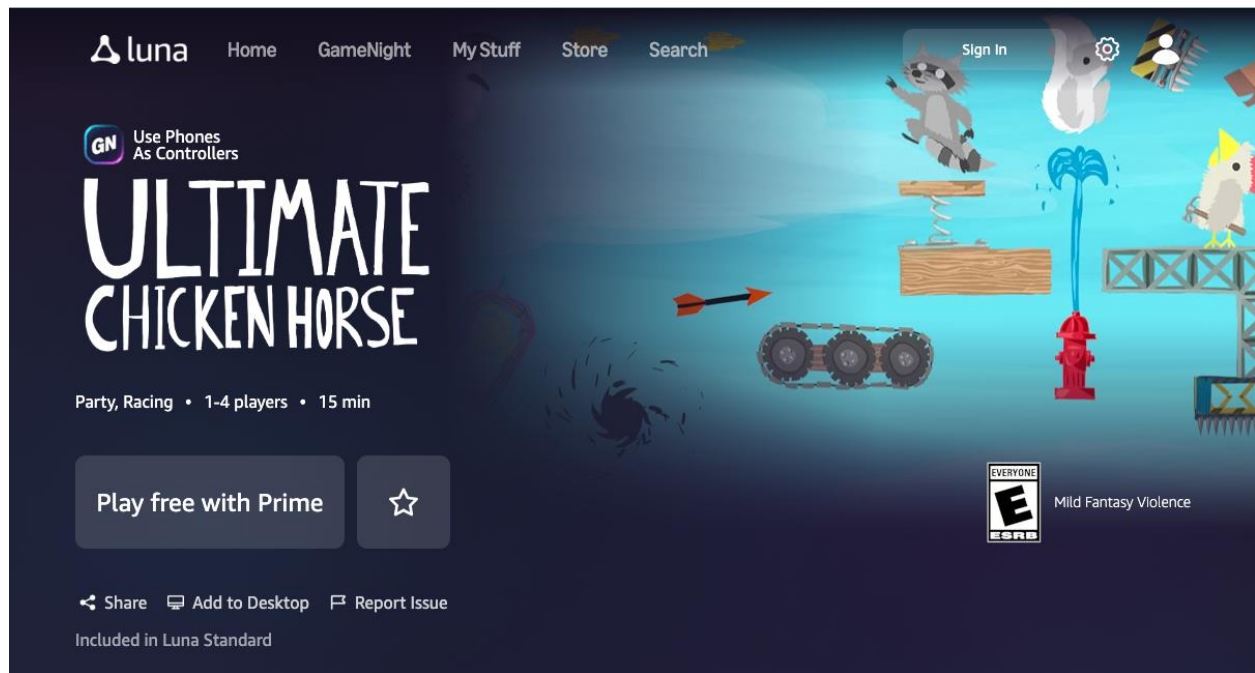
Collaborating so closely with Amazon on getting both Flappy Golf Party and Ultimate Chicken Horse ready for day-one release has been a huge effort, and we're thrilled to finally see players jumping in to enjoy these games in a whole new way.

— Ryan Holowaty, CEO of Noodlecake

Ultimate Chicken Horse (Third-Party Title):

Originally launched to critical acclaim on PC and console, the much-loved party platformer joins GameNight, benefitting from cloud streaming and drop-in, drop-out play suited to living-room sessions.

This comes shortly after its successful global mobile launch (ASX: 19 June 2025) which has **surpassed 485,000 downloads on iOS and Android**. The franchise maintains a 96 percent “Overwhelmingly Positive” rating on Steam and has received multiple industry awards.



Its inclusion in GameNight demonstrates the breadth and strength of Noodlecake's publishing portfolio and its ability to bring proven, high-performing titles to new platform experiences.

More Info: <https://luna.amazon.com/game/ultimate-chicken-horse/B0FQP8NM5T>



Outlook

Amazon's public launch of GameNight demonstrates Streamplay's growing reputation for delivery capability with Tier-1 partners and opens new monetisation pathways through:

- Licensing, adaptation and distribution payments over a multi-year availability term; and
- Royalties earned over time, linked to distribution and future performance of titles.

While future royalty revenue is unknown, the Company confirms the agreements include milestone payments aligned to delivery and availability schedules. All receipts will be reflected in ordinary course reporting.

Looking ahead, Streamplay will continue to expand both owned and third-party IP into emerging platform experiences such as GameNight. With additional partnerships in development and Noodlecake assessing titles from its broader catalogue for potential adaptation, the Company remains focused on growing recurring, high-margin revenue streams. Participation in GameNight's debut positions Noodlecake within Amazon's broader cloud-gaming roadmap, aligning with one of the world's largest subscription ecosystems.

For further information

Investor relations: corporate@streamplay.studio

About Streamplay Studio

Streamplay Studio Limited (ASX:SP8) owns North America-based Noodlecake Studios, an award-winning game developer and publisher recognised for its innovative original IPs and long-standing commercial relationships with Tier-1 platforms including Amazon, Apple, Nintendo, and Microsoft. With more than 60 published titles and over 270 million downloads worldwide, Noodlecake continues to lead in premium mobile and indie gaming. Broader operations span development and publishing, esports, streaming, and telco-aligned gaming services across North America, Australia, the Middle East, Africa, and the Pacific Islands.

More information: www.streamplay.studio

www.noodlecake.com

ASX release authorised by the Board of Directors of Streamplay Studio Limited

