



Mobile Games Growing Companies

2024

Earlier this year we released our Mobile Games Talent Intelligence guide that analysed the hiring activities of 20 of the largest mobile games companies with operations in EMEA.

This report focuses on 20 smaller, earlier stage mobile games companies in EMEA that are growing despite the difficult conditions in the market. We have profiled each business and measured which companies are growing the most from a headcount perspective.

Each of the 20 mobile games companies profiled in this report has less than 300 employees in EMEA.

The mobile games sector is highly dynamic and there are often interesting new businesses emerging which could become tomorrow's market leaders.

If you would like a copy of our previous report into the 20 largest mobile games companies in EMEA, please let me know and we will send you a free copy.

Peter Franks
Founder, Neon River

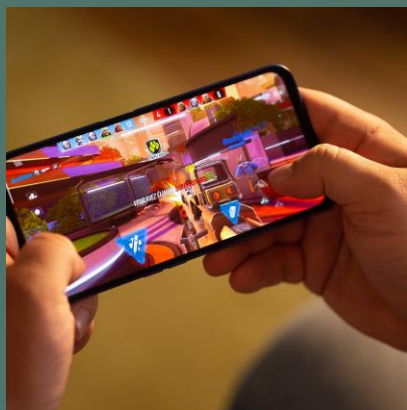


Neon River is a headhunting firm, founded by Peter Franks that specializes in working with mobile games companies around the world.



From the early days of mobile gaming, Peter has worked with many different mobile games companies as clients.

Typically we work with clients on “C”, “VP” and “Director”-level searches, often across key functions like marketing, product management, engineering, design and finance.



If you'd like to get in touch, please email us at peter@neonriver.com

Our list of the Top 30 Leaders in mobile gaming can be found [here](#)























We have only used data on employees based in Europe, Middle East and Africa (EMEA) and candidates based outside of these geographies are not counted as part of our statistics.

The data in this report is based on data from LinkedIn and it is worth noting that whilst many people have a LinkedIn profile, not every employee of every mobile games company has an accurate, up to date profile. It is best therefore to view the statistics within this report as being indicative of patterns and trends rather than being wholly accurate and complete statistics to be taken as fact.

The data used in this report has been collated during August 2024, and we will provide updated reports every six months.

We hope you find the report to be interesting and if you have any feedback or suggestions for future editions, please email peter@neonriver.com

Employee Growth Leaderboard

		Number of Employees	YoY %
	 Lessmore.	27	 59%
	 	149	 46%
	 	65	 35%
4 th		73	 33%
5 th		49	 32%
6 th		139	 28%
7 th		103	 23%
8 th		266	 15%
= 9 th		62	 11%
= 9 th		90	 11%



157 employees (in
EMEA)

▲ 9% YoY

Profile

Space Ape was founded in 2012 by John Earner (CEO) and Simon Hade (COO). John Earner was previously GM for Playfish's London studio, and Simon Hade was previously Product Director for Playfish. Playfish was one of the first social game companies, acquired by EA for \$300m in 2009.

In 2017, Supercell acquired a majority stake in Space Ape.

Games



Chrome Valley Customs
Racing



Beatstar
Rhythm / Music



Rival Kingdoms
Strategy

Leadership



John Earner
CEO



Simon Hade
COO



Hong Nguyen
CFO



73 employees (in
EMEA)

▲ 33% YoY

Profile

London-based Trailmix was founded by King veterans Carolin Krenzer (CEO) and Tristan Clark (COO). The company has so far launched one game, *Love and Pies*, a puzzle game which has proved a strong hit for the business.

In 2022, mobile gaming giant Supercell announced that it had acquired a majority stake in Trailmix and had ambitious growth plans for the company.

Games



Love and Pies
Puzzle

Leadership



Carolin Krenzer
CEO & Co-Founder



Tristan Clark
COO & Co-Founder



Yoojin Jung
CMO



114 employees (in
EMEA)

▲ 8% YoY

Profile

Rollic was co-founded by CEO Burak Vardal and CFO Deniz Basaran in 2019. Headquartered in Istanbul, the company was acquired by Zynga in 2021 at a valuation of \$220m.

Rollic is a developer and publisher of hypercasual games and has launched over 200 games, achieving over 2bn downloads. Rollic has also been acquisitive, buying three studios during 2021.

Games



Twisted Tangle
Puzzle



Fill the Fridge
Puzzle

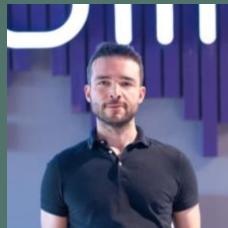


Crowd Evolution
Puzzle

Leadership



Burak Vardal
CEO



Utku Erdinc
VP Gaming



Emin Kura
VP Technology



62 employees (in
EMEA)

▲ 11% YoY

Profile

Sunday is a mobile games developer and publisher that is part of Applike Group – a group of complementary mobile businesses backed by German media giant Bertelsmann.

Sunday has seen some notable success with its existing games, with Cat Escape being its most popular game to date with over 160m downloads. The company is headquartered in Hamburg, Germany.

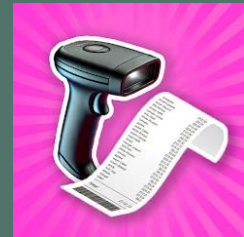
Games



Cat Escape
Puzzle



Spinner Merge
Puzzle



Hypermarket 3D
Simulation

Leadership



Christoph
Sachsenhausen
Co-MD



Timm Geyer
Co-MD



Umut Onel
Head of Studio



139 employees (in
EMEA)

▲ 4% YoY

Profile

The co-founders of SayGames are Yegor Vaikhanski and Andrei Sokal. Vaikhanski is also the CEO of the company. SayGames is based in Cyprus and had success with games like *My Perfect Hotel* and *My Little Universe*.

Like many hypercasual mobile game developers, SayGames is increasingly pivoting to deeper hybridcasual games with a greater focus on IAP based monetization.

Games



My Perfect Hotel
Simulation



My Little Universe
Strategy



Squad Alpha
Action

Leadership



Yegor Vaikhanski
CEO



Dennis Vaihanski
COO



Anton Volnykh
Chief Publishing
Officer



65 employees (in
EMEA)

▲ 35% YoY

Profile

Riyadh-headquartered Sandsoft has grown quickly to become one of the fastest growing early stage mobile games companies in EMEA. With its headcount almost evenly split between its two studios in Barcelona and Riyadh, the company has been hiring senior leaders from the industry to help spearhead growth. Sandsoft has only launched two titles to date: *Business Dude* and *DC Heroes and Villains: Match Three*.

Games



Business Dude
Simulation



DC Heroes and Villains:
Match Three
Puzzle

Leadership



David Fernandez
Remesal
CEO



Pasqual Batalla
COO



Alex Besenval
Head of Studio



121 employees (in EMEA)
 ▲ 6% YoY

Profile

Tilting Point is a mobile games publisher headquartered in the US, but with most of its employees in its Barcelona studio. Tilting Point was founded by CEO Kevin Segalla in 2011. The company has been highly acquisitive, and raised \$235m in financing in 2021 in order to fund further expansion. Key games for Tilting Point include *Star Trek: Legends*, and two games using the *SpongeBob* brand.

Games



Star Trek: Legends
RPG



SpongeBob: Adventures
 in a Jam
Strategy



SpongeBob: Krusty
 Cook-Off
Cooking

Leadership



Kevin Segalla
 CEO



Asi Burak
 Chief Business
 Officer



Mathias Royer
 Chief Studios
 Officer



181 employees (in
EMEA)

▲ 7% YoY

Profile

Danish mobile game developer Sybo is best known for the smash hit endless runner game *Subway Surfers*. Sybo was founded in 2010 in Copenhagen by Sylvester Rishøj Jensen and Bodie Jahn-Mulliner. In 2022, Sybo was acquired by Miniclip.

Subway Surfers was the most downloaded game of 2022. It has more than 4 billion lifetime downloads.

Games



Subway Surfers
Endless Runner



Subway Surfers
Blast
Puzzle



Blades of Brim
Endless Runner

Leadership



Mathias Gredal Norvig
CEO



David Byrne
COO



Philip Hickey
CMO



90 employees (in
EMEA)

▲ 11% YoY

Profile

French mobile game developer Oh BiBi was founded by Stanislas Dewavrin and Martial Valery. Oh Bibi raised Series B funding of \$21m from Atomico and other investors in 2018. Oh Bibi's first game, shooter game *Frag*, proved a good hit, generating over 150m downloads.

The company has now launched six games across a variety of different subgenres.

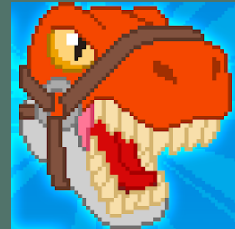
Games



Frag
Shooter



Go Go Magnet!
Strategy

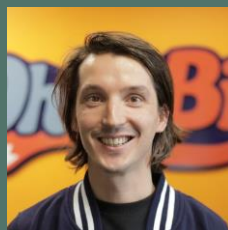


Dino Factory
Simulation

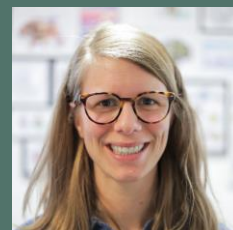
Leadership



Stanislas Dewavrin
CEO, Co-Founder



Martial Valery
Co-Founder



Solene Delooz
CRO



17 employees (in
EMEA)

▲ 6% YoY

Profile

TreesPlease Games has a pretty unique proposition in the world of gaming. As players progress through *Longleaf Valley*, they are awarded tree tokens that are used to plant trees in the real world.

TreesPlease Games was co-founded by Laura Carter (CEO) and Jamie Stowe (Creative Director). Carter is ex-NaturalMotion and Stowe is ex-King.

Games



Longleaf Valley
Puzzle

Leadership



Laura Carter
CEO, Co-Founder



Gerald Tan
Interim CPO



Rob Davis
*Studio Design
Director*



149 employees (in EMEA)
 ▲ 46% YoY

Profile

Headquartered in Berlin, DECA specializes in acquiring the rights to older games and then improving their performance. Due to this business model, the company has a heavy focus on live game operations. DECA was founded in 2016 by Ken Go, a veteran of the industry who had previously worked with Kabam and EA. In 2020, DECA was acquired by Embracer Group. In 2024, Embracer announced it would be including DECA as part of its new “Coffee Stain” group of companies.

Games



Realm of the Mad God
RPG



DragonVale
Simulation



Dragons of Atlantis
Strategy

Leadership



Ken Go
CEO, Founder



Anton Semakov
Head of Marketing



Stephen Lee
Head of BD



139 employees (in EMEA)

▲ 28% YoY

Profile

Kolibri Games is a German mobile game developer best known for its smash hit *Idle Miner Tycoon*, which has surpassed 250 million downloads. The company was founded by Daniel Stammmler, Janosch Kühn, Oliver Löffler, Sebastian Karasek and Tim Reiter in 2016, as Fluffy Fairy Games. Ubisoft acquired the company in 2020. Following the success of *Idle Miner Tycoon*, Kolibri Games continues to develop idle games with new themes and art styles.

Games



Idle Miner Tycoon
Idle



Idle Bank Tycoon:
Money Empire
Idle



Idle Firefighter Tycoon
Idle

Leadership



Guillaume Verlinden
CEO



Albert Custodio
VP Product & Analytics



Jonas Hartmann
VP Engineering

Lessmore.

27 employees (in
EMEA)

▲ 59% YoY

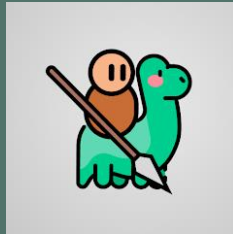
Profile

German studio Lessmore was founded in 2021 by Samer Al Dafai, Jeremy Ries, and Joshua Hemmerich. Lessmore has hired industry veterans from studios like Kolibri Games, Popcore and Rovio. Lessmore creates hypercasual titles, including *Eatventure* and *We Are Warriors*, both of which have hit 10 million downloads. *Eatventure* is a low-poly restaurant simulation game where players progress from managing a small lemonade stand to running a fine-dining restaurant.

Games



Eatventure
Simulation

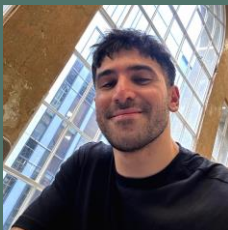


We Are Warriors
Strategy

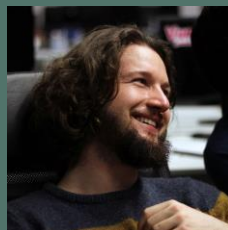


Pocket Chess
Puzzle

Leadership



Samer Al Dafai
Co-Founder



Jeremy Ries
Co-Founder



Joshua Hemmerich
Co-Founder



103 employees (in EMEA)

▲ 23% YoY

Profile

Madbox is a Paris-based mobile games company founded by Maxime Demeure, Jonathan Hattab, Emily Keohane, and Jean-Nicolas Vernin in 2018. Hit games from Madbox include *Stickman Hook*, *Pocket Champs* and *Sausage Flip*.

Stickman Hook has surpassed 100m downloads globally. The company is backed by VC firm Alven.

Games



Stickman Hook
Puzzle



Pocket Champs
Idle



Sausage Flip
Puzzle

Leadership



Maxime Demeure
*Co-Founder
& CEO*



Jean-Nicolas Vernin
*Co-Founder
& President*



Jonathan Hattab
*Co-Founder
& CTO*



98 employees (in EMEA)

▲ 5% YoY

Profile

Eden Games is a French mobile games company specializing in racing games. The studio was originally founded in 1998 and has operated both as an independent studio and a subsidiary of major publishers. In 2022, Animoca Brands acquired the studio from Engine Gaming & Media. The studio is led by two of its founders: David Nadal and Jean-Yves Geffroy. Eden Games is known for games such as *F1® Mobile Racing*, where players can customize F1 cars and compete in multiplayer duels.

Games



F1® Mobile Racing
Racing



Gear.Club Stradale
Racing

Leadership



David Nadal
CEO & Co-Founder



Jean-Yves Geffroy
Co-Founder &
Technical Director



Arnaud Real
Art Director



266 employees (in
EMEA)

▲ 15% YoY

Profile

Nordeus is headquartered in Belgrade, Serbia. The company was founded in 2010 by Branko Milutinovic (CEO), Ivan Stojisavljevic (Chief Visual and Technical Officer) and Milan Jovovic (CCO). Nordeus is perhaps best known for its popular *Top Eleven* football management game.

In 2021 it was announced that Take Two Interactive had acquired Nordeus for up to \$378m.

Games



Top Eleven
Sports



Golf Rival
Sports

Leadership



Branko Milutinovic
CEO & Co-Founder



Milan Jovovic
CCO



Tomislav Mihajlovic
COO



57 employees (in EMEA)

▲ 6% YoY

Profile

Pretty Simple is perhaps best known as the maker of the hidden object game *Criminal Case* series, where players become investigators of murders, and find clues and interview suspects. These games have been played by over 500 million people.

Bastien Cazenave and Corentin Raux co-founded the business in 2010. Initially launched as a Facebook games developer, the studio has pivoted to focus on the mobile games sector.

Games



Criminal Case
Puzzle



Criminal Case:
Pacific Bay
Puzzle



Criminal Case:
Save the World!
Puzzle

Leadership



Bastien Cazenave
CEO & Co-Founder



Corentin Raux
COO & Co-Founder



Mathieu Garaud
CTO



50 employees (in EMEA)

▲ 2% YoY

Profile

Snowprint Studios is a Stockholm-based game studio specializing in mid-core games. Founded in 2015, they have created popular titles such as *Legend of Solgard*, a tactical RPG, and *Warhammer 40,000: Tacticus*, a tactical strategy game set in the Warhammer 40,000 Universe.

Snowprint Studios was acquired by MTG (Modern Times Group) in 2023.

Games



Legend of Solgard
RPG



Warhammer
40,000: Tacticus
Strategy



Rivengard - Clash Of
Legends
RPG

Leadership



Alexander Ekvall
CEO & Founder



Patrik Lindegrén
CTO & Co-Founder



Jonathan Winters
CMO

BOOMBIT

218 employees (in
EMEA)

▲ 7% YoY

Profile

Polish mobile games developer Boombit was founded by Marcin Olejarz (CEO) and Hannibal Soares (Deputy CEO) in 2010. The company's games have been downloaded around 2bn times. Boombit has been very active as a hypercasual game developer, launching over 200 different games since 2020.

Boombit is listed on the Polish Stock Exchange.

Games



Hunt Royale
RPG



Darts Club
Sports



Ramp Car Jumping
Racing

Leadership



Marcin Olejarz
CEO & Founder



Hannibal Soares
Deputy CEO



Marek Pertkiewicz
CFO



49 employees (in
EMEA)

▲ 32% YoY

Profile

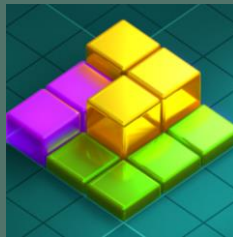
Based in Ukraine, Burny Games specializes in making mobile puzzle games. Their hit games including *Colorwood Sort Puzzle Game*, which is a colour sorting puzzle game, and *Playdoku*, a block puzzle game with sudoku elements.

Burny Games was founded by CEO Anatolii Henis in 2022, and grown significantly despite operating in the middle of the war in Ukraine.

Games



Colorwood Sort
Puzzle



Playdoku: Block
Puzzle



Super Cooker
Cooking

Leadership



Anatolii Henis
CEO & Founder



Denys Didkovskiy
CPO



Igor Palchyk
COO



Next Generation Executive Search