



Q2 2025

significant developments in TSG's main titles

Fishing Clash

In Q2 2025, the team focused on incorporating player feedback into event design, supported by content such as MLF activations and retro fishing events. New approaches to fishery release pacing and event formats were also tested — with varied results across player segments, showing stronger traction among top players.

New content:

- new fishery: Taiwan (April),
- new fishery: Baltic Sea (May) with Green Game Jam environmental event,
- new fishery: Potomac River - MLF themed (June),
- MLF tournament events: qualifying events throughout the quarter; the final will take place in August 2025,
- Retro events: events layered on to top performing events to give players a chance to explore fisheries they haven't visited for a long time, bringing both nostalgia and satisfying gameplay,
- 105 new fish,
- approx. 125 different player events.

Objective: providing players with engaging content,various types of events and opportunities to continue competing on new fisheries.

Monster Hunt:

- an advanced mini-game for the players,
- a new feature that allows for unique creatures to be caught.

Objective: laid the foundation for future liveOps events and improved session time.

Technical improvements:

- ongoing experiment with the FTUE model aimed at significantly reducing first-time load times,
- migrating the main screen to a new architecture to improve, among others, loading speed.

Objective: strengthening game stability and eliminating access-related issues.

Duels:

- improved duel dynamics with the help of newly designed algorithms and AI based tools,

Objective: significant boost to player retention.

TSG Store in Fishing Clash

- changes to the discount system in the TSG Store in early April, including reduced discount levels, the implementation of a new tier-based reward system linked to player spending, and an improved design aligned with the game's overall theme. The change received positive feedback from players, particularly highlighting the premium design and user-friendly experience.

Objective: better integration with the game and improved long-term monetization. Short-term result – revenue share generated through TSG Store in Fishing Clash was record high and exceeded its target.

A/B tests:

- offers segmentation v2.

Objective: long-term improvement of monetization.

Hunting Clash

Q2 2025 in Hunting Clash was focused on 2 main topics. The first one was testing new player segmentation and offer personalization. As part of this effort, gameplay difficulty and offer types were better tailored to specific player groups. Initial results, particularly among lower-spending players, are promising. The next phase will involve testing with higher-spending player segments. The second one is related to FTUE in order to improve retention.

New content:

- location: Congo (June 4),
- location: Transylvania (May 16),
- location: Madeira (June 20),
- 59 new animals: including 41 prepared for new locations and 18 added to previous locations.

New Features:

- lottery with real-world prizes related to the fishing hobby.

Objective: increased engagement and improved retention.

New Developments:

- improved duel dynamics with the help of newly designed algorithms and AI based tools.

Objective: significant boost to player retention.

- first tests with objective to overhaul the FTUE (First-Time User Experience).

Objective: help guide players toward the core loop, improve understanding of the event system, declutter the main screen, and introduce features progressively. Primary goal: improved retention.

- preparation for the launch of the Central Hub.

Objective: to simplify the core loop and reduce player overwhelm, while strengthening engagement and retention for new installs. Also shifts the Battle Pass focus from pure monetization to payer engagement.

- new offer type: lifetime benefits. In Q2 2025, a new type of offer was introduced in Hunting Clash, granting players permanent in-game benefits upon purchase. The offer is designed to support early conversion and has already shown strong results in encouraging first-time payments. Additionally, early data indicates positive impact on reactivating lapsed payers.

Objective: supports early monetization and contributes to improved payer reactivation.

TSG Store:

- introduction of a dedicated currency – Deer Bucks.

Objective: improve monetization.

Technological improvements:

- faster loading times on selected screens.

Objective: better retention.

Wings of Heroes

The actions taken in Q2 2025 in Wings of Heroes focused primarily on improving retention (D1-D7) and building greater gameplay depth.

New content:

- LiveOps events continue to grow dynamically – 229 events were delivered during Q2 2025.

New Features:

- Battle Pass - Debuted on April 1, with additional iterations launched throughout the quarter.

Objective: to increase engagement and improve monetization.

New game mode:

- Player vs Environment: Total Defence - players face waves of enemies in various scenarios, defending designated objectives. Development of this mode continued throughout the quarter and it was released to players on June 30.

Objective: to significantly expand gameplay depth and increase player engagement. This mode offers a completely new experience, challenging players to test their skills in unfamiliar conditions - a major step forward in the game's evolution.

Plane Mastery

- Every aircraft available in the game now features its own ranking system. Players can compete to become the top pilot of each plane by earning trophies in battles based on their performance. The ranking also allows players to showcase trophies earned with a given plane. Top performers gain access to unique visual customizations, allowing them to stand out and gain prestige.

Objective: to increase engagement and improve monetization.

Visual Chain Offer

- A new offer type was introduced. The new system was introduced in the final week of June, along with a broader package of improvements.

Objective: improve monetization.

Functionality improvements:

- League system - alongside the Plane Mastery feature, the team introduced a number of improvements to the league system in response to player feedback. These well-received updates included persistent rank retention after a season, better visibility of the league store, and a more transparent system for using currency after season-end.

Objective: enhance player experience and strengthen engagement.

Advertising

- the number of ad placements was increased, and several adjustments were made to improve how they function.

Objective: improve monetization.

REAL FLIGHT SIMULATOR

Q2 featured a dual focus: the consistent delivery of premium content and major progress on the product's technological foundations, with release preparation underway for the next quarter.

Aircraft and Airport Content:

- New aircraft introduced: Boeing 767-400ER (with 3D sounds and multiple doors)
- HD airport expansion: 199 new airports released + 35 reworked, bringing the total to over 1,500

Objective: Ensures a continuous stream of value for PRO subscribers and reinforces the user-generated content model as a competitive differentiator.

Audio Improvements

- 3D engine sounds added for: B777-200LR, B777-300ER, A340-600, A350-1000/900, DHC 8, ATR 72, Cirrus SR22

Objective: Enhances perceived realism and player immersion.

Platform Maintenance

- Platform updates to ensure compliance with external requirements and improve service integration,
- Chat enhancements: More detailed user reporting system introduced.

Objective: Strengthens reliability, community safety, and user trust.

Technical Development (Major update – Release planned post-Q2)

- Completed major new features designed to elevate realism, strengthening terrain and navigation systems as the foundation for upcoming innovations,
- Advanced work on resolving long-standing issues in key areas, including stability, terrain rendering continuity, and flight navigation reliability,
- Release preparation and final QA are underway. A planned alpha testing phase with users will help gather additional feedback and further refine the product before the public rollout.

Objective: Represents a major investment in the product's future. It raises quality standards, addresses community feedback, and provides a critical foundation for upcoming enhancements.

Research & Development

- Continued research into advanced technologies focused on enriching environment detail, terrain quality, and overall world complexity, driving the next stages of innovation.

Objective: Strengthens the ability to deliver meaningful improvements and sustain long-term competitiveness and market demands.

