

# Q3 2025

## significant developments in TSG's main titles

### Fishing Clash

In Q3 2025, the team focused on balancing hard currency levels and diversifying gameplay through new content such as MLF activations, Back to School events, and special collaborations with sports stars. The team also demonstrated its ability to run multiple large-scale clan tournaments.

#### New content:

- New fishery: Santorini (August)
- New fishery: Titicaca (September)
- MLF Grand Finale (August 2025)
- 99 new fish
- 522 player events, split across our multiple segments.

**Strategic impact:** providing engaging content, varied events, and continued competition despite a smaller number of new fisheries (2 instead of 3).

#### New features:

- **Clan Knockout Tournaments**  
The Clan Tournament has been introduced as a new structured competition model for clans, aimed at fostering engagement and sustained activity within the player community. The initiative provides an organized format with rankings and playoffs, creating clear progression and competitive incentives.  
**Strategic impact:** delivers an inclusive format for all players while providing challenging content that pushes top clans.
- **Fishing Quest Improvements**  
The introduction of PVE Fishing Matches allowed our players to take on stars from the MLF in 1 on 1 competitions. These challenges were positively received and helped to increase engagement with our fishing quest feature. Additionally the monster hunter feature was reintroduced but this time as part of a fishing quest, boosting engagement.  
**Strategic impact:** increased engagement.

#### Technical improvements:

- Migrated more screens to the new architecture, including mini-game, ranking, and the shop screen.

**Strategic impact:** enables faster implementation and testing of features while improving stability and responsiveness.

#### A/B tests:

- Offers segmentation v3 & Events segmentation v2
- Forever offer v2
- FTUE: ongoing tests to improve conversion and retention; developing a new onboarding approach and adjusting features that underperform for new players.
- Matchmaking: refinements to ensure a fair, fun, and compelling PvP experience.
- Personalization: initiatives to re-engage lapsed players and tailor content based on player inventory and objectives.

**Strategic impact:** balancing improvements to early-game retention and conversion with long-term monetization gains.

### Hunting Clash

Q3 2025 in Hunting Clash was focused on advancing two pillars of the product roadmap: segmentation and FTUE improvements. The first one was related to the 3rd and 4th round of segmentation A/B tests.

As part of this effort, gameplay difficulty and offer types were better redesigned to specific player groups. This time higher-spending player segments were included in tests. The second one related to FTUE improvements. The results of the FTUE tests performed in Q3 2025 facilitated the decision to prepare major improvements in the events system (Central Hub) planned for slow roll out in Q4 2025.

#### New content:

- location: Thailand (July 25)
- location: China (August 29)
- 61 new animals: including 34 prepared for new locations and 27 added to previous locations.

**Strategic impact:** sustained freshness of core gameplay.

#### New Features:

- day & night mode
- weather feature

**Strategic impact:** deeper immersion and engagement.

#### New Developments:

- e-mail collection initiative launched

**Objective:** better, direct communication with players for better retention.

- successful iteration of Beast feature. UI improvements resulted in positive results in bookings and will be implemented in other selected features.

**Strategic impact:** better monetization.

- special treatment for lapsed payers A/B test

**Strategic impact:** tests in initial groups brought improvement in retention coinciding with growth of revenues from organically revived players. Rollout to continue to selected groups of lapsed payers.

- following successful change in duel dynamics with the help of newly designed algorithms and AI based tools, similar improvements were implemented in challenges and champions for new installs in Q3 2025.

**Strategic impact:** significant boost to player retention.

#### Technological improvements:

- faster loading times on selected screens

**Strategic impact:** better FTUE.

### Trophy Hunter

Trophy Hunter launched globally on July 3, 2025 with 9 playable arenas and the Club feature. Following release, the team began execution of a rich content and features roadmap.

#### New content:

- Arena 10 – Northern Lights
- Arena 11 – Scottish Highlands
- Arena 12 - Hvar Island
- Arena 13 - Yellowstone Park

**Strategic impact:** building game depth.

#### New Features:

- **Club ranking**  
**Strategic impact:** strengthens social competition and engagement.
- **Friend system and Hot Seat Duels**  
The feature enables players to invite friends to play Trophy Hunter and create together a shared space for fun and competition. Additionally, a new form of competition alongside the league system was added to the game - asynchronous one-on-one duels with friends (hot-seat duels).  
**Strategic impact:** supports organic traffic through friend invitations and adds new competition mode with asynchronous one-on-one duels.
- **Log-in calendar**  
**Strategic impact:** increase in retention and engagement. Players receive rewards for each log-in, with premium rewardson every 7<sup>th</sup> playday.
- **Progression plan for Arenas 1-9**  
Evergreen offer that is always available for purchase. Its value grows with progress in the game. The later player buys the offer the higher instant value he/she will get.  
**Objective:** increase LTV.

### Wings of Heroes

The actions taken in Q3 2025 in Wings of Heroes focused on expanding gameplay depth and strengthening the social dimension of the game.

#### New content:

- LiveOps events continue to grow dynamically – 275 events were delivered during Q3 2025.
- 3 planes (Aircobra, Ki 61, Reggiane 2001 CN)

#### New Features:

- **Formations**  
This feature strengthens the community layer by allowing squadron members to fly together as selected wingmen, boosting cooperation, engagement, and session length. The ability to actively create Formations elevates the social dimension of Wings of Heroes to a new level.  
**Strategic impact:** significantly expands gameplay depth and player engagement.
- **VIP chat**  
Introduced a dedicated service for the game's top-spending players, providing them with direct customer support similar to other TSG titles.  
**Strategic impact:** creates a direct communication channel with the most engaged group of payers.

#### Functionality improvements:

- **Advertisement placements**  
Visibility of ads available for viewing by players.  
**Strategic impact:** increased monetization through higher ad revenue.

### REAL FLIGHT SIMULATOR

Q3 was defined by the release of version 3.0 (Real World Engine), a milestone update that reshaped the product's technological foundation. Alongside this, regular content delivery continued, and important R&D and infrastructure progress was made to sustain long-term growth.

#### Major update & Technical Development

- New spherical world engine introduced, enabling seamless global navigation
- Upgraded satellite textures for higher realism
- Resolution of long-standing legacy terrain and navigation bugs

**Strategic impact:** Represents a cornerstone release that elevates realism, reduces costs, and resolves community pain points while laying the foundation for next-generation features

#### Aircraft and Airport Content:

- HD airports: 174 new + 32 reworked released during the quarter
- A new monthly aircraft cadence has been established, starting in Q4 with the Airbus A318 (including a new occlusion system)

**Strategic impact:** Ensures a continuous flow of value for PRO subscribers and strengthens the user-generated airport model as a unique differentiator

#### Platform Maintenance

- Expanded chat reporting system released, reinforcing multiplayer safety

**Strategic impact:** Keeps the platform reliable, compliant, and trusted by users

#### Research & Development

- Ongoing exploration of hi-res satellite imagery integration and costs
  - 3D buildings pipeline optimization halving storage and generation costs
  - HD Airports project technical optimization massively improving productivity and workflows for creators
- Strategic impact:** Positions RFS for richer environments and scalable innovation while keeping costs under control.

