ten square games

Q4 2025

significant developments in TSG's main titles

Fishing Clash

In Q4 2025, the team focused on balancing hard currency levels and diversifying gameplay through new content such as diverse types of events, i.a. related to MLF activations, Thanksgiving & Halloween events. The team focused also on seamless release of new fisheries.

New content:

- New fishery: Maldives (October).
- New fishery: Kakadu (November)
- New fishery: Amsterdam (December)
- 106 new fish
- 522 player events, split across our multiple segments.

Strategic impact: providing engaging content, varied events, and continued competition as well as improving monetization.

New features:

- **Santa's Workshop**
  a new reskinnable collection mechanic introduced for the holiday period. Players receive bonus stamps with every IAP they purchase, and a completed stamp collection can be exchanged in Santa's Workshop for rewards.
  Objective: to increase monetization & engagement.
- **New PvP Mode - Rumble mode**
  A new highly competitive mode initially released as part of Live Ops events where players are presented with three fish but can only catch each just once, so you need to make it count.
  Objective: to engage players in a new way and teach them to make better use of in game resources.
- **Introduction of a new License slot**
  All players who purchase the fishing pass receive an additional license slot.
  Objective: to increase pass conversion and monetization.

A/B tests:

- 4 iterations of the New FTUE flow have been executed. All tests brought useful findings to be implemented in the game and improve early player retention.
- REIGNITE initiative to re-engage lapsed players was A/B tested and introduced in the game with positive results showing strong increases in engagement and retention. The next stage is the update of tools to automate the system and scale the solution to the wider audience.
- Finalization of matchmaking tests and start of roll out of new matchmaking mechanics to all players.
- Early Player Journey Revamp (10-100 lvl). The objective of the change is to improve retention while maintaining current monetization depth by giving players a clearer progression path, with fisheries unlocked through event participation. The A/B test needs some UX flow improvements before roll-out to all players planned for January.

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

Hunting Clash

Q4 2025 in Hunting Clash focused on advancing the new events system (Central Hub), which was rolled out to all players during the quarter. The work was structured around three main streams: LiveOps within the Central Hub environment, FTUE integrated into Central Hub, and data-driven feature improvements. In parallel, the team delivered improvements to animations, the daily streak feature, the Battle Pass window and offers, as well as overall event structure. A/B tests related to segmentation and retention were continued throughout the quarter.

New content:

- location: Arabian Desert (October 3)
- location: South Dakota (November 7)
- location: Patagonia (December 12)
- 81 new animals: including 62 prepared for new locations and 19 added to previous locations.

Strategic impact: sustained freshness of core gameplay.

New developments:

- **Game economy improvement project**

Initiated on November 7 alongside the release of the South Dakota location. Initial results show a significant uplift in hard currency pack performance and an increased number of payers.The new model has been tested for two months, with further tests planned following adjustments.

Objective: to improve monetization.

- **Lodge feature A/B test**

Lodge is a supportive event in which players progress by completing other events.
Rewards include short-term vanity items and bonuses applied to rewards for the following week. Three rounds of short-term tests are planned.

Objective: to improve both engagement and monetization

- **High Spenders Churn Prevention – A/B test**

The test started in December and is planned to run for at least two months.

Objective: to improve retention among high-spending players.

- **Segmentation**

The 5th version of segmentation, with the strongest focus on new and early-stage payers was prepared. The test combines lower event difficulty, bot presence in event rankings, and separation of existing whales from newly acquired high spenders. The experiment requires several months to validate hypotheses related to long-term impact.

Objective: to improve engagement and monetization.

- **FTUE**

A major revamp of the early player journey, supported by the introduction of new events and offers. Initial results are promising, although additional time is needed to confirm sustainable improvements.

Objective: to improve early retention.

Real Flight Simuator

in Q4 2025 the team focused on continued consolidation after the RWE 3.0 foundation shift, with a strong emphasis on reliability and a higher quality bar for new aircraft releases, while preparing the next steps.

Major update & technical development

- New aircraft systems delivered, including the variable pitch propeller system on DHC-6 and new 3D spatial audio engine sounds (BAE Systems 146-300, Antonov An-225)
- First Occlusion System rollout applied to 10 aircrafts, plus fog and visibility improvement
- Airport pipeline improvements and optimizations delivered, improving workflows and productivity

Strategic impact: strengthens the RWE foundation into a more stable experience while introducing deeper aircraft systems and scalable visual upgrades.

Aircraft and airport content:

- New monthly aircraft cadence delivered across the quarter with Airbus A318, Boeing 737 MAX 8 major rework and DHC-6 Twin Otter 300
- HD airports: 195 new + 64 reworked released during the quarter

Strategic impact: sustains the product's value proposition through a consistent cadence of aircraft and airport releases.

Platform maintenance

- Reliability improvements delivered through targeted platform updates.

Strategic impact: keeps the platform reliable and consistent for users.

Research & development

- Long-haul flight continuity improvements in progress to reduce active attention during low workload phases
- Optimized airport loading in progress to reduce resource usage and improve stability across devices

Strategic impact: improves scalability and long session reliability, preparing the next steps while keeping resource usage under control.

Wings of Heroes

The actions taken in Q4 2025 in Wings of Heroes focused primarily on increasing game depth, which was the main pillar of product activities during the quarter. As part of this effort, a new core system - Hangar Workshops - was introduced. Additional initiatives concentrated on iterating and improving previously launched features.

New content:

- **Aircrafts:** a new aircraft was added to the game every month – Nakajima Ki-43 (December), Yer-2 (November), Me 410-B1 (October)
- **Live ops:** 261 events delivered during the quarter, supporting ongoing player engagement

New Features:

- **Hangar Workshops**
  A new system allowing players to upgrade all aircrafts from the specific category at defined tiers – from faster weapon reload times to more durable engines. The feature encourages players to expand and further develop their aircraft fleet at each tier of the game.
  Strategic impact: increased monetization depth
- **Chroma Credits**
  A new in-game currency enabling the purchase of selected aircraft skins previously available in the game. The system allows for more attractive event rewards and reuse of existing content, while giving players additional ways to differentiate themselves visually. The new currency was met with positive player sentiment.
  Strategic impact: increased engagement and improved game economy

Improvements to existing features:

- **Battle Pass**
  Visual improvements to the Battles Pass
  Strategic impact: improved monetization.
- **Achievements**
  Visual improvements to the Battles Pass The update expanded the achievements system to cover new gameplay systems and additional reward types. As a result, long-term players were able to unlock extra rewards for their in-game accomplishments, positively impacting player sentiment.
  Strategic impact: improved player experience.
- **Formations**
  Implemented improvements primarily increased the number of battles played in this mode. Changes enhanced visibility of available players and simplified the setup process before battle.
  Strategic impact: increased engagement

A/B tests:

- **Retention calendar**
  Daily rewards granted for player activity in the game.
  Objective: to improve early-stage retention.
- **Ad segmentation**
  Objective: to improve ad monetization and retention.

Real Combat Simulator

In Q4 2025 team focused on expanding the content delivering key feature upgrades following the worldwide release. The team worked on strengthening the core experience through new combat effects, controls, and quality improvements.

Major update & technical development

- New G-Force Effect feature introduced, and MAWS (Missile Approach Warning System) added for the Eurofighter Typhoon
- Improved particle effects and new bloom effect delivered
- Advanced Quick Combat now available for non-PRO users
- Visual and control upgrades delivered, including improved virtual joystick and additional aircraft animations (F-18E wingflex and nozzle, M-346 wingflex)
- New chat report system introduced

Strategic impact: Builds gameplay depth and improves the overall player experience.

Aircraft and airport content:

- New aircraft delivered during the quarter: F-15E Strike Eagle and Eurofighter Typhoon
- HD airports: 24 new + 9 reworked released during the quarter

Strategic impact: expands the content offering and supports the subscription value proposition through recognizable aircraft drops and steady content delivery.

Platform maintenance

- Bug fixes and various improvements delivered across the quarter

Strategic impact: improves platform reliability and the overall experience through continuous quality improvements.

Trophy Hunter

Trophy Hunter had its global premiere on July 3, 2025, launching with 9 playable arenas and the Club feature. Following the release, the team began executing a rich roadmap of new content and features. In Q3 2025, four new arenas were added. In Q4 2025, development continued dynamically, with the main focus on the launch of a new Club-based competitive mode – Club Race.

New content:

- Arena 14 – Honshu (Japan)
- Arena 15 - Tuchola Forest
- Arena 16 - Plitvice Lakes

Strategic impact: building game depth.

New features:

- **Club vs Club mode – Club Race**
  A new mode delivering real-time competition, strategic decision-making, and intense cooperation between club members. Club Race strengthens the social foundations of the game and introduces a completely new way for players to compete together as a team. Four clubs race against each other on a shared track, represented by powerful jeeps. Each club controls one vehicle, and success depends entirely on the combined effort, skill, and strategy of its members. The event takes place twice a week, lasts three days, and is played across four globally selected locations that are identical for all participating clubs to ensure fair competition.
  Strategic impact: increased engagement.
- **Quests and Calendar features**
  Rolled out to the entire player base.
  Strategic impact: increased number of Daily Active Users and session time.
- **Technical improvements**
  Improvements focused on enhancing FTUE, particularly loading times and overall game smoothness.

A/B tests:

- **Easy duels A/B test**
  Objective: to improve monetization. Initial results show a positive impact.
- **Churn prevention between arenas A/B test**
  A/B test targeting player drop-off during arena progression.
  Objective: to improve retention between arenas. Initial results are positive; a longer observation period is required to confirm long-term impact.
- **Segmentation A/B test**
  First segmentation A/B test conducted in Trophy Hunter.
  Objective: to improve monetization.
- **Progression plan A/B test**
  Two iterations were executed, with the latest introducing changes to the reward system and UX improvements.
  Objective: to improve monetization.