



ten square games

Q2 2026

significant developments in TSG's main titles



Fishing Clash

In Q2 2026, the team focused on strengthening early-game progression, improving event usability, expanding monetization opportunities and continuing to optimize LiveOps. Key workstreams included new ad placements, A/B testing of gameplay and offer improvements, quality-of-life upgrades across core events, new fisheries and preparation of future engagement features.

New content:

- New fishery: **Tierra del Fuego** (April 10),
- New fishery: **Azores** (May 15),
- New fishery: **Bali** (June 19),
- **New fishery variants:** introduced alternative versions of selected fisheries, including changing weather and time-of-day variations. The Azores fishery was the first to use this approach, with further development continued for Bali,
- **Event automation:** continued automation of recurring event workflows,
- **105** new fish,
- **484** player events, split across our multiple segments.



Strategic impact: providing engaging content, varied events, and continued competition, while also supporting monetization. Initiatives undertaken in Q2 2026 additionally expanded the LiveOps layer, improved event variety and supported more efficient event delivery, while giving players more reasons to return regularly.

Monetization & Store Initiatives

- **Google Level Up program:** implemented Google Play achievements, leaderboards and play games sidekick as part of Google's Level Up program. The initiative is expected to support monetization through lower platform fees from September 30th, with limited implementation cost on the team side.
- **New ad placements:** expanded rewarded ad availability across the game by adding new placements in selected gameplay and reward contexts. These included the Wheel of Fortune, where players can earn an additional spin after watching a set number of ads, Skirmish, where players can watch an ad to receive another life in the Grand Tournament, and the Power-Up Bar, where players can watch ads to unlock additional rewards.
- **Fishing Pass visual improvements:** improved Fishing Pass visuals to make the offer clearer and easier for players to understand.

Strategic impact: supports revenue growth through low-cost monetization improvements, broader rewarded ad availability and clearer communication of premium offers, while keeping ads connected to optional player value.



Gameplay & Quality-of-Life Improvements

- **Bingo event improvements:** delivered quality-of-life improvements to make Bingo events more user-friendly, including a backpack, multidraw and the option to skip animation.
- **Fishing Quest improvements:** introduced major usability improvements to Fishing Quest, making participation easier and more accessible.
- **Workshop improvements:** expanded the workshop concept to allow players to exchange selected resources, including buffs, bait and skill tokens, for other relevant resources. The feature was well received by players.
- **New fish caught summary screen:** built a new fish caught summary screen with a redesigned window UI/UX, and reward claiming directly from the summary. The update is intended to make the catch moment clearer, more rewarding and more engaging for players.
- **VCO visual improvements:** improved the visual quality of selected VCOs through animated and more polished presentation, with performance monitored through a dedicated A/B test.

Strategic impact: improves clarity, usability and perceived quality across key gameplay loops, supporting stronger engagement, smoother progression and higher player satisfaction.

Research & Development

- **New fishing minigame:** continued development of a new minigame focused on catching fish, using learnings from Fishing Trip to create a more engaging gameplay experience.
- The team started development of a new feature targeted for release in Q3 2026.

Strategic impact: builds the foundation for future engagement features and supports the continued evolution of Fishing Clash's gameplay and LiveOps experience.

A/B Testing & Product Optimization

- **New minigame A/B test:** ran a technical test of the new fishing minigame, which showed good stability and provided an initial view of business metrics. The team is using the first results to adjust the feature before starting the next test.
- **Animated VCO A/B test:** launched an A/B test for animated VCOs together with the new location release.
- **Early-player events:** continued work and testing on events designed for early-stage players, supporting the broader focus on clearer progression goals and stronger early-game retention.
- **Rewarded video ads A/B test expansion:** continued A/B testing of rewarded ads in Fishing Clash. During the quarter, the team expanded the reach of ads to additional player types to further validate their impact on monetization, retention and player experience.

Strategic impact: supports data-driven product development by validating new gameplay, monetization and visual improvements before broader rollout.

Hunting Clash



In Q2 2026, the team focused on improving monetization opportunities, testing new player progression and retention mechanics, expanding content, and preparing the next major social feature for the game. Key workstreams included A/B testing of new systems, further FTUE improvements, new locations and animals, webstore development and the continued development of the first big feature of this year.

New content:

- location: **Laramidia** (May 1)
- location: **Croatia** (June 5)
- **57 new animals** across Q2 content releases.

Strategic impact: sustained freshness of core gameplay, expanded the content offering and supported player engagement.



New Developments:

- Weapon Wildcards:** introduced Weapon Wildcards, a new feature currently being tested on 50% of players and addressing a player need particularly visible among VIP users.
- Objective:** to support player engagement through additional equipment-related flexibility.

Monetization & Store Initiatives

- **Ads introduction:** introduced ads in Hunting Clash, currently tested 50/50 across both new and existing players. Players can access two daily ad-based offers, each available up to three times, creating a minimum of six rewarded ad views per day for eligible players.
 - **External Payments A/B test:** continued testing external payments as part of broader monetization optimization.
 - **Webstore button in Central Hub:** introduced a visible webstore button in the Central Hub for high-paying users. The update generated strong results in terms of link visibility and store visits, and is now being tested on mid-paying users to assess whether the effect can be replicated across a broader audience.
 - **Webstore UI improvements:** redesigned parts of the webstore UI to bring it closer to the visual standard used in Fishing Clash.
 - **Google Level Up program:** worked on the Google Level Up program, which adds an additional Google layer to the game. From a product perspective, the initiative is based on completing a technical checklist that helps improve Google Play algorithm prioritization in search results and recommendations, while also supporting monetization through an expected Google Play IAP fee reduction of around 5% from September 30th.
- Strategic impact:** supports revenue growth through additional monetization layers, improved store visibility, better external payment funneling to TSG platform and lower platform fees.

Gameplay & Quality-of-Life Improvements

- **Mission improvements:** delivered improvements to missions to make progression clearer and smoother.
- **Central Hub and Battle Pass improvements:** continued improving the Central Hub and Battle Pass experience, including preparation for an additional Battle Pass reward row planned for July.
- **Attack Mode improvements:** delivered improvements to Attack Mode to support a smoother gameplay experience.
- **Webstore button fix:** fixed issues related to the webstore button to improve access and visibility.

Strategic impact: improves usability, progression clarity and operational flexibility, supporting a better overall player experience.

Research & Development

- **Club Lodge:** continued development of Club Lodge, the first major feature of the year and the biggest social-focused update planned for Hunting Clash. Club Lodge will build on the familiar progression and reward structure of the standard Lodge, but connect progress and rewards to the collective Club Wars performance of all club members. To be released in the beginning of Q3 2026.
- Strategic impact:** prepares a major social engagement layer aimed at increasing motivation, cooperation and long-term engagement within clubs.



A/B Testing & Product Optimization

- continued A/B testing focused on reducing churn and improving player retention,
 - A/B test of improvements to the Lodge FTUE to make the feature easier to understand and more effective for new players,
 - continued testing of VCO improvements to validate their impact on player behavior and monetization,
 - Segmentation A/B test (v7),
 - A/B test of changes to early-player progression, including a new event-based progression layer with daily and weekly tasks, larger milestones and achievements. The solution showed positive retention results and was rolled out to all players. Further tests are ongoing around a more substantial change to early progression, where new players gain early levels through event participation rather than lure upgrades.
- Strategic impact:** strengthens data-driven product development and supports retention, monetization and early-game progression through continuous testing.

Trophy Hunter



In Q2 2026, the team focused on strengthening the game’s technical foundation, continuing LiveOps content delivery, testing matchmaking and monetization improvements, and preparing the next major social feature. Key workstreams included the upgrade to Unity 6, new locations, Club Lodge development and A/B testing, and continued work on systems designed to improve long-term player engagement.

New content:

- Arena 20 - **Cano Cristales**, April 24
- Arena 21 - **Murky swamp**, May 22
- Arena 22 - **Western**, June 26 - continued Night Hunt Arena development and delivery, with Arenas 4, 5, 6, 7, 8 and 9 released or prepared during the quarter.



Strategic impact: supports regular content delivery and gives players new goals and challenges that encourage recurring engagement.

Technical development & platform improvements

- **Upgrade to Unity 6:** upgraded the game to Unity 6 and implemented URP, supporting improvements in loading times, performance across devices and overall visual quality.
 - **Performance and visual improvements:** improved technical stability and visual quality, creating a stronger foundation for future feature development and content delivery.
- Strategic impact:** strengthens the technical base of the game, improves the overall player experience and supports future scalability.

A/B testing & product optimization

- **Matchmaking algorithm tests:** continued testing and analysis of matchmaking algorithms, with the aim of better adapting opponent difficulty to individual player skill.
 - **Monetization tests:** continued A/B testing of offer presentation, including display frequency, prioritization, order and layout configuration.
 - **Ad monetization tests:** tested campaigns and product solutions designed with ad monetization in mind from the early stages of the player journey.
 - **Arabic market expansion:** introduced Arabic language support and conducted marketing tests focused on Arabic speaking markets.
- Strategic impact:** supports data-driven optimization of LTV, monetization and player experience through more personalized difficulty, better offer presentation and targeted market expansion.

Social & Club improvements

- **Club experience improvements:** improved selected club-related flows, including a new explanatory window helping players understand why they should join a club. The update contributed to increasing club participation.

- **Community channels:** activated the game's presence on Reddit and X to support community development and broader player engagement.
- Strategic impact:** strengthens the existing social and community layer by helping more players enter the club ecosystem and by creating additional spaces for player communication and engagement.

Research & Development

- **Club Lodge preparation:** continued development and A/B testing of Club Lodge, a major social feature planned for release in Q3 2026. The feature is designed to give players additional reasons to engage with clubs and progress together.
 - **Monetization systems:** started development work on additional monetization systems planned for Q3 2026.
- Strategic impact:** prepares the foundation for future engagement and monetization initiatives.

Influencer campaign

- **Trophy Hunter Challenge:** an influencer-driven user acquisition campaign in the United States, running from June 18 to June 30, 2026, across YouTube and social platforms. The campaign involved around 18 creators from the hunting, shooting and outdoor sports communities, closely aligned with Trophy Hunter’s target audience.
- Strategic impact:** supports new player acquisition and re-engagement of existing users through creator-led communication that feels native to the hunting and outdoor community. The scale of the campaign is not big but its metrics are very good and the team plans renewing it.

A/B tests:

- **Matchmaking system A/B test**
Objective: improving the early-game player experience through a complete overhaul of the system aiming at eliminating of friction points for players across early arenas.
- **Shortening Offer Cooldowns A/B test**
Objective: to validate the impact of shorter cooldowns on offer exposure and overall monetization potential.



In Q2 2026, the team focused on a significant evolution of the game's progression, economy, content structure and monetization foundations. Alongside regular aircraft delivery, the quarter brought major strategic changes, including the introduction of campaigns, a new plane rarity system, economy rebalancing, new gameplay formats and improvements aimed at making progression clearer, deeper and more engaging for players.

New content:

- **8 new aircraft:** Yokosuka P1Y1, Fw 190 D-12, Savoia-Marchetti SM.91, Hornet MKIII, Yak-9UT, Do 335 A-1, J7W1 and Pe-8.
- **Tier 11 expansion:** added Tier 11, expanding the long-term content ladder and creating space for further aircraft progression.
- **LiveOps:** 261 events delivered during the quarter, supporting ongoing player engagement.



Strategic impact: expands the content offering and supports long-term progression by adding new aircraft, new tier depth and more reasons for players to continue developing their hangars.

Progression, Economy & Strategic Systems

- **Campaigns:** introduced the campaign system, adding a new PvE layer built around sets of missions, historical scenarios, specific aircraft requirements and contextual advisors/tutors. The system supports both permanent progression-based campaigns, unlocked as players advance through tiers, and temporary event campaigns, which can add time-limited objectives and monetization mechanics.
- **Plane rarity system:** introduced plane rarities - Common, Rare, Epic and Legendary - to make aircraft value, power and accessibility clearer for players. The system also changes blueprint distribution, plane unlock costs and upgrade pacing, helping streamline progression and better differentiate aircraft within each tier to help players understand better the rarity system, aircraft power, offers, chests and rewards under the new rarity-based system the team introduced plane battle rating and tooltips.
- **Economy rebalance:** delivered a broad rebalance of the aircraft progression economy, including aircraft unlocks, upgrade costs, league economy, Wheel of Fortune, store and Battle Chests, squadron rewards, LiveOps rewards and first purchase bonuses.
- **Workshop improvements:** updated the workshop by lowering prices, introducing global currencies and adding new unique aircraft variants unlockable through the feature. The changes make the workshop more accessible and create additional motivation for players to engage with the system. The feature was introduced at the end of June, so its impact will be visible at the earliest in Q3 2026.

Strategic impact: reshapes the core progression and monetization foundation of the game, creating clearer aircraft value, smoother tier progression and stronger long-term LTV potential.

Gameplay & feature development

- **New campaign-based gameplay:** expanded the role of historical context and mission-based progression, building on player interest in historically grounded events and giving players additional goals beyond standard battles.
- **Future conflict game mode (jets):** introduced a new time-limited jet gameplay format, where players can use and upgrade a special jet within a dedicated campaign-style experience. The feature combines retention and monetization mechanics, while also creating potential for stronger store and LiveOps communication through modern aircraft visuals. The feature was introduced at the end of June, so its impact will be visible at the earliest in Q3 2026.

- **Time trial mode:** introduced a new gameplay mode built around flying through a dedicated canyon map and completing maneuver-based challenges. The mode creates a different type of skill-based experience and can support competitive, time-based events. This feature will be introduced together with future conflict game mode.
- **Team Deathmatch mode:** introduced a more classic team deathmatch format, where players can respawn using the same aircraft and the match is driven by team score. The feature was introduced at the end of June, so its impact will be visible at the earliest in Q3 2026.
- **NvN game modes:** introduced support for larger battle formats, including 10v10 gameplay, which was positively received by players.
- **Module improvements:** improved the aircraft module interface, making available upgrades more visible and allowing players to interact with the system more quickly and easily. The feature was introduced at the end of June, so its impact will be visible at the earliest in Q3 2026.
- **Commendations:** introduced in-battle ribbons for actions such as assists, revenge or multi-kills, making combat feel more dynamic and responsive.
- **League improvements:** improved league reset mechanics to reduce churn pressure and give active players more visibility and control over trophy progression.
- **Skin handling improvements:** improved skin navigation and duplicate skin handling, making aircraft customization easier and more user-friendly.
- **Power-up pack:** introduced a store bundle allowing players to buy multiple power-ups more easily in one pack.

Strategic impact: expands gameplay variety, increases gameplay depth, improves battle feedback and addresses player friction points, supporting stronger engagement and a smoother overall experience.

Monetization & Store Initiatives

- **First purchase bonus:** introduced an additional bonus for the first purchase by means of alternative payment methods, supporting direct purchase behavior outside standard platform channels.
- **Campaign monetization layer:** prepared the campaign system to support temporary event campaigns with energy-based mechanics, time pressure and upgrade opportunities.
- **Rarity-based monetization foundation:** introduced the rarity and economy framework as a foundation for more differentiated offers, rewards and aircraft progression.



Strategic impact: broadens monetization opportunities by connecting player progression, aircraft value and time-limited gameplay loops with clearer purchase incentives.

Technical Development

- **Unity 6 upgrade:** upgraded the game to Unity 6, supporting future development and improving the technical foundation of the product.
- **Platform and UX improvements:** continued delivering smaller quality-of-life improvements across the game, including better handling of skins, clearer interfaces and smoother navigation across selected systems.

Strategic impact: strengthens the game's technical base and improves usability, supporting future feature development and a better player experience.



Real Combat Simulator



In Q2, the team focused on building tactical depth, improving multiplayer accessibility and expanding the aircraft and combat content offering, while laying the groundwork to lower the barrier to entry for new pilots.

Aircraft & Combat Content

- **Sukhoi Su-27:** introduced the legendary air superiority fighter, fully equipped with its dedicated HUD and the iconic Beryoza RWR system for enhanced threat awareness.
- **Advanced weaponry expansion:** launched the Brimstone Missile, an all-weather, fire-and-forget, standoff precision air-to-surface missile. Concurrently rolled out a specialized Soviet weapon suite for the Su-27, including R-27R and R-60 air-to-air missiles, S-13 and S-25 heavy rockets, and the high-rate GSh-30 internal cannon.
- **HD airports:** delivered 29 new HD airports alongside thousands of new low-detail airfields to vastly expand global mission creation options.

Strategic impact: strengthens subscriber value and tactical depth by combining high-fidelity modern precision warfare with iconic, fan-favorite combat assets.

Technical Development & Systems

- **Open multiplayer events:** introduced limited-time multiplayer events available to both Pro and non-Pro subscribers, allowing the community to host custom missions and fly shared scenarios together.

- **Flight & loadout physics overhauls:** implemented a new loadout physics update, where payload weight directly impacts aircraft flight dynamics. Flight handling was also refined for key jets: the F/A-18E Super Hornet received improved aerodynamic responsiveness, while the F-16C Fighting Falcon gained enhanced stability during taxiing, takeoff and landing.
- **Terrain & performance optimization:** upgraded terrain texture quality across the game while simultaneously optimizing performance to support smooth gameplay.

Strategic impact: increases multiplayer engagement and accessibility, while strengthening the simulative quality of the experience.

Research & Development

- **Revamped tutorial system:** development is currently underway on a completely redesigned tutorial experience. This initiative is aimed at addressing the initial difficulties and steep learning curve players may face when first engaging with a highly technical simulation game.

Strategic impact: supports early-stage player retention by smoothing the onboarding journey and helping convert initial interest into longer-term engagement.

Real Flight Simulator



In Q2 2026 the team focused on improving flight continuity, delivering immersive cockpit overhauls, expanding aircraft content and realism, as well as preparing the next stage of product evolution.

Aircraft and Airport Content

- **New aircraft delivered during the quarter:** Douglas DC-8-61, a new legacy jet featuring functional in-flight reverse thrust, automatic spoiler retraction and a highly detailed analog cockpit,
- **Airbus A350-900 major** rework delivered including a brand-new high-fidelity cockpit,
- **Continued immersive cockpit upgrades** to strengthen the aircraft experience across key releases,
- **HD airports: 165 new + 26 reworked** released during the quarter.

Strategic impact: expands the content offering through a mix of legacy and modern aircraft, supported by continued airport content delivery and stronger cockpit immersion.

Major update & technical development

- **New avionics updates** delivered for the Airbus A350-900 and A350-1000, including dedicated new screens ranging from the PFD to navigation display improvements,
- **Multiplayer Autosave & Resume** further refined with key fixes, improving flight continuity after disconnections or crashes,
- **Ambient Occlusion rollout** completed across the full fleet, alongside new 3D spatial audio implementations for selected aircraft, including the A220-300, A330-900neo, B747-8F/I, E190 and TU-154M.



Strategic impact: improves continuity and realism while completing core visual and audio upgrades across the fleet.

Platform maintenance

- **Ongoing fixes and improvements** were delivered throughout the quarter to support stability and the overall player experience.

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

Research & Development

- Continued work on broader environment and visual improvements, aimed at supporting future realism-driven upgrades.

Strategic impact: prepares the foundation for the next stage of visual realism improvements.

Store and conversion initiatives

- 1-week free campaign launched to support global organic acquisition,
- New offers system introduced to improve premium subscription conversion,
- Store description updated to improve visibility and app discoverability.

Strategic impact: supports organic acquisition and contributes to improving the visibility and conversion of the premium offering.

