

Q3 2026

significant developments
in TSG's main titles



Fishing Clash

Q3 2026 focused on improving the health of Fishing Clash through three areas: strengthening the early-player experience and retention, broadening monetization beyond traditional IAP, and making LiveOps more efficient and scalable. Key developments included the launch and continued iteration of Fishing Expedition, the full rollout and optimization of rewarded ads, further work on the fishing minigame and early-player experience, and continued automation of recurring LiveOps processes.

New Content & LiveOps

- **Two new fisheries:** the team released Lake Tahoe in July and Dubrovnik in August. Due to Fishing Clash's five-week fishery release cycle, Q3 included two fishery launches rather than three. Fishery releases are major monetization moments for Fishing Clash, having two releases in Q3 2026 rather than three significantly influenced the distribution of bookings across the quarter.
- **Dubrovnik release experiment:** tested an extended fishery release format, starting the event earlier in the week instead of following the standard weekend release model. The extended release increased bookings during the release week, but some of this uplift appeared to be pulled forward from subsequent weeks. The team is using these learnings to refine future release formats.
- **New event formats:** continued experimenting with the structure of events around fishery releases, including Legendary events and new multi-day formats.
- **MLF content:** continued cooperation with Major League Fishing through dedicated content released during the quarter.
- **83 new fish.**
- **329 player events,** split across our multiple segments.

Strategic impact: sustains the core content cycle while testing new ways to maximize the value of major fishery releases and broaden the LiveOps experience.

New Feature: Fishing Expedition

- **Fishing Expedition launch:** introduced a new gameplay and LiveOps layer during the Dubrovnik release, aimed at bringing more variety to long-term players and broadening engagement beyond the core gameplay loop.
- The feature was also designed to create additional monetization opportunities for low- and mid-spenders through a format that can be adapted to different player segments and content setups.
- During the quarter, the team started iterating on progression, requirements and reward design based on early player feedback and performance.

Strategic impact: rexpands the engagement and monetization toolkit for Fishing Clash and is explored as a flexible framework that can be reused across future content and LiveOps initiatives.



Monetization & Ads

- **Rewarded ads fully rolled out:** completed rollout of rewarded ads to the broader player base, making advertising a meaningful new monetization stream for Fishing Clash.
- **Ads optimization:** shifted the focus from rollout to optimization, testing audience thresholds, ad exposure and the balance between IAP and ad revenue.
- **New ad placements:** introduced additional rewarded ad placements in selected gameplay and reward contexts.
- **Google Level Up program:** completed the technical work required for participation in the Google Level Up program.

Strategic impact: strengthens monetization by adding a scalable revenue stream, improving the balance between advertising and IAP revenue and creating additional flexibility for future user acquisition investment.

Gameplay & Player Experience Improvements

- **New fishing minigame:** in addition to FTUE optimisation work, the team has been continuously testing and iterating a Fishing Trip-inspired minigame aimed at improving the early-player core loop and retention. Further improvements have been identified for testing before broader roll out.
- **Simulation realism:** one element tested within the minigame work - adding visible hands to the fishing rod - showed a significant and positive retention signal and is being developed further for wider use.
- **Summary screen:** rolled out the redesigned fish catch summary screen to all players, improving reward visibility and creating a foundation for further UX improvements.
- **Haul vs Duels:** prepared a test comparing a new Haul mode with Duels to validate whether a simpler PvP structure is easier for new players to understand and more engaging.
- **Fishing Quest UX:** continued improving Fishing Quest usability and progression, supported by positive player feedback.

Strategic impact: improves the core gameplay experience, supports early retention and reduces friction across key player interactions.

LiveOps Automation

- Continued automating recurring LiveOps processes materially reducing manual event preparation time.
- Automation contributed to a significant reduction in event setup errors and related player complaints.
- Improved automation makes it easier to run targeted events and reuse successful formats across new and existing content.
- Fishing Quest automation: expanded automated Fishing Quest creation, allowing the team to use the format more flexibly with new content.

Strategic impact: increases LiveOps efficiency, reduces operational risk and frees team capacity for higher-value feature development and more targeted event design.



Hunting Clash



In Q3 2026, the team focused on strengthening the game's technical stability, improving monetization, developing the club ecosystem and maintaining regular content delivery. The quarter combined substantial platform and performance work with the rollout of new monetization features, further development of club-based systems and continued optimization of the early-player experience.

New content

- **Three new locations:** Hawaii, Jeju Forest and Deep Sea.
- **73 new animals** introduced across Q3 content releases.
- Continued LiveOps activity around locations, events and club-focused content to support recurring engagement.

Strategic impact: sustains the core content cycle, supports regular player engagement and provides the foundation for monetization and LiveOps activity throughout the quarter.



Technical Development & Stability

- **Technical performance improvements:** July was heavily focused on improving loading times, successful logins, stability and overall game performance. The work resulted in the strongest technical metrics Hunting Clash had reached to date and created a more stable foundation for subsequent feature releases.
- **Platform maintenance:** continued technical improvements throughout the quarter, including ANR fixes, memory management improvements, messaging fixes, Ads SDK updates and other performance-related work.
- **Google Level Up implementation:** delivered successive parts of the Google Level Up programme, including achievements, game statistics, rewards and other platform requirements.

Strategic impact: reduces friction in accessing and playing the game, improves reliability across devices and strengthens the technical foundation for future product development.

Monetization & Store Initiatives

- **Elite Battle Pass:** introduced an additional Battle Pass tier designed as an upsell to the standard offer. Tests showed strong monetization results without negatively affecting longer-term player behaviour, leading to broader rollout during the quarter.
- **Rewarded ads:** continued expanding and optimizing rewarded ads, including tests aimed at dynamically disabling ads for players who begin making purchases.

- **Webstore improvements:** continued supporting direct monetization through webstore-related improvements, including additional content such as Weapon Wildcards.
- **Google Level Up:** completed implementation work aimed at unlocking the commercial benefits connected with the programme, including lower Google Play fees.

Strategic impact: broadens monetization opportunities by combining premium offers, rewarded advertising and direct payment channels while protecting the experience of higher-value players.

Club & Social Features

- **Club Lodge:** rolled out Club Lodge to all players following positive early tests. The feature was designed to strengthen club engagement by tying progression and rewards more closely to collective activity within Club Wars.
- **Club Battle Pass:** introduced a new Battle Pass linked to Club Wars activity, designed to increase both monetization and participation in club-based gameplay.
- **Club-focused LiveOps:** continued using club activities such as Lodge, Daily and Race to support engagement in core events.

Strategic impact: strengthens the social layer of Hunting Clash by giving players more reasons to participate in clubs, cooperate with other members and engage regularly with Club Wars.



Early-Player Experience & Product Optimization

- **FTUE testing:** continued testing early progression, UI clarity and offer structures aimed at improving onboarding, retention and early monetization.
- **Earlier LiveOps access:** tested lowering progression requirements so that more new players can access events and LiveOps content sooner.
- **Retention tests:** some experiments improved early revenue but did not yet translate into stronger retention, so further iteration is ongoing.

Strategic impact: supports a more data-driven approach to onboarding and monetization by validating which changes improve early progression and player value without increasing churn.

Trophy Hunter



In Q3 2026, the team's main priority was to improve monetization and increase player LTV through the consistent development and testing of new monetization features. At the same time, the team continued regular content delivery and worked on gameplay, competitive features and the technical foundations supporting further product development.

The changes introduced over recent quarters translated into a significant improvement in player LTV. However, further scaling of the game remains a challenge, making continued improvement of player value and monetization efficiency a key priority.



New content

- **3 new Arenas:** Arena 23 - Peru, Arena 24 - Bamboo Forest and Arena 25 - Oasis.
- **6 new Night Hunt Arenas:** Arenas 10-15, further expanding the alternative Night Hunt content line.
- Regular LiveOps activity continued throughout the quarter, supporting recurring engagement around new and existing content.

Strategic impact: expands the game's content base and gives players new progression goals and recurring reasons to return.

Monetization & Economy

- **Economy optimization:** following several iterations, the redesigned economy delivered a significant improvement in player value. The team continued optimizing the system and preparing it for broader implementation.
- **Battle Pass:** transferred and adapted the Battle Pass system developed for Medal Hunter. Testing confirmed a strong positive impact on monetization, supporting the decision to move toward broader rollout.
- **Contests:** developed and tested a new competitive event format, adding another monetization and engagement layer to the game. Initial testing showed encouraging results among advanced players, while the team continued iterating the feature before broader deployment at the end of the quarter.

- **Vanity Scopes:** introduced an additional cosmetic monetization feature that generated player interest and provided further learnings for the future development of the weapon system.
- **Google Level Up:** implemented the changes required under Google's Level Up programme. Participation in the programme is expected to reduce Google Play fees and improve the economics of transactions processed through the platform.

Strategic impact: strengthens Trophy Hunter's monetization foundation through a broader set of monetization systems and improved player value.

Gameplay & Product Optimization

- **Matchmaking:** continued testing and refining matchmaking approaches aimed at improving the player experience and supporting retention.
- **Club-related improvements:** continued developing and optimizing club-related systems and events to strengthen engagement among existing players.
- **A/B testing:** continued testing different approaches across progression, monetization and gameplay, using the results to refine systems before broader rollout.

Strategic impact: supports a more data-driven approach to product development and helps identify the solutions that can most effectively improve engagement, retention and player value.

Product development

- During the quarter, the team also carried out groundwork for the next stage of Trophy Hunter's development, using learnings from Q3 tests and player behaviour to refine future gameplay, progression and monetization systems.

Strategic impact: prepares the product for further development while maintaining focus on the areas with the strongest potential to improve player value and engagement.



Medal Hunter



Medal Hunter launched globally on **July 30, 2026**, with **nine core operations** and a gameplay experience built around fast PvP combat, military-themed progression and weapons.

The most important feature added after launch was **Campaigns**, introducing a new seasonal layer of content, progression and monetization. The first Campaign, **Epic Fury**, launched in August, followed by **Overlord** in September. Both had great feedback from players and brought good results. The team will explore the possibility of bringing campaigns earlier in the gameplay.

Following the global launch, the team focused primarily on **analysing player data and feedback and improving the product based on those learnings**. Strong early engagement and retention metrics confirmed that the core gameplay did not require major changes, allowing the team to take more time to observe player behaviour before making further development decisions.

The team has a **clear product development roadmap through the end of the year**, including the adaptation of selected features that have already proven effective in Trophy Hunter. The shared product-line foundation allows successful solutions to be transferred and adjusted more quickly between the two games. This exchange now works in both directions, with Trophy Hunter also adopting selected features originally developed for Medal Hunter.

Strategic impact: validates the core product proposition while Campaigns extend the player journey and provide a foundation for recurring content, engagement and monetization. At the same time, the product-line model enables faster product development by reusing and adapting proven solutions across both titles.



Wings of Heroes



In Q3 2026, the team continued the broader evolution of Wings of Heroes, focusing on gameplay, progression, monetization and the early-player experience. Following the major systemic changes introduced in Q2 2026, the quarter was largely about validating and iterating on those foundations - testing new gameplay formats, improving core mechanics, developing new engagement and monetization systems and continuing regular content delivery.

New content

- **10 new aircraft:** P-51D-5, IL-10, BFMK21, F7F-1, C.205N2, He 177 A-5, Bf 109 C-1, I-16 Type 24, Sea Fury FB 11 and Tu-25-59.
- **LiveOps:** 328 events delivered during the quarter, supporting regular engagement across the player base.

Strategic impact: sustains the core content cycle while providing a foundation for continued LiveOps, progression and monetization activity.

Gameplay & Feature Development

- **Time Trial:** continued development and iteration of the skill-based mode introduced at the end of Q2. During the quarter, the team expanded the mode with a **new map - a snowy canyon** - creating more variety within the format and supporting further testing of competitive, time-based gameplay.
- **Tactical Focus:** introduced activities that guide players toward selected parts of the game and reward them for completing specific objectives. The format increased engagement with targeted features and supported additional hard-currency spending.
- **Card Conquest:** continued development and improvement of the new card-based feature, which showed promising early player response during the quarter.
- **Championship improvements:** introduced a redesigned championship formula and continued balancing events, improving how players engage with competitive content and related offers.

Strategic impact: broadens the range of activities available to players and creates more varied reasons to engage with the game beyond standard battles, while connecting gameplay more closely with progression and monetization.

Core Gameplay & Early-Player Experience (FTUE)

- **Shooting mechanics improvements:** tested changes to ammunition availability to make early combat more accessible. The test improved early retention, progression and monetization metrics, confirming further potential to optimize the core battle experience.
- **FTUE iteration:** continued testing different approaches to onboarding and early progression. One of the larger FTUE iterations introduced during the quarter did not deliver the expected results and was discontinued, while the team continued working on more focused improvements to reduce early-game friction.
- **Starting experience:** continued exploring changes to the first aircraft and early progression to make the initial experience more intuitive and better aligned with the game's core audience.

Strategic impact: uses targeted experimentation to reduce friction in the first sessions while identifying which changes to core gameplay can improve retention without weakening monetization.

Progression & Monetization

- **Workshop improvements:** continued iterating the Workshop following the Q2 redesign, with the changes supporting stronger player engagement with aircraft upgrades.
- **Offer optimization:** continued improving offer structure and presentation across the game, alongside further work on Battle Pass mechanics and other monetization systems.
- **Event monetization:** developed additional tools for new gameplay formats, including dedicated event currencies and mechanics supporting repeated participation.
- **Progression systems:** continued refining how aircraft, upgrades and rewards are presented and used across different game activities.

Strategic impact: strengthens the connection between gameplay, progression and spending, while giving the team more flexibility to build monetization around different player motivations and game modes.

Partnership and LiveOps

- **Battle of Britain Air Show x Wings of Heroes: September 11-17,** Wings of Heroes launched its first official real-world partnership with Imperial War Museums, bringing the Duxford Battle of Britain Air Show into the game. Players could fly the Spitfire and compete in dedicated Time Trials while the real-world event was taking place at RAF Duxford. **The activation was also featured on Google Play** after being selected as a priority event by Google's editorial team.

Strategic impact: connects in-game LiveOps with recognizable real-world aviation events, strengthening the game's authenticity and visibility while creating new opportunities for partnerships, themed content and platform featuring.



Research & Development

- **Payload mode:** developed a new attack-and-defend gameplay format built around protecting or destroying a Zeppelin, with the concept designed to support additional payload types in the future. The format can potentially be used across events, Campaigns and the early-player experience. Introduced at the end of September to be used in the coming months.
- **Further Time Trial development:** continued working on dedicated currencies, repeat-entry mechanics and additional customization around the mode.
- **Battle Pass development:** prepared further improvements and tools enabling continued iteration of the Battle Pass.
- **Google Level Up:** worked on implementation of the requirements of Google's Level Up program.

Strategic impact: prepares additional gameplay and progression systems that can broaden the Wings of Heroes experience and create new opportunities for engagement, retention and monetization.

Real Combat Simulator



Q3 2026 focused on improving onboarding and player learning in a complex simulation environment, while preparing the next step toward longer-term engagement.

Major updates & technical development

- **Air-to-Air tutorials:** introduced as the first major onboarding improvement aimed at reducing early player friction and helping users understand core combat mechanics.
- **Air-to-Ground tutorials:** expanded the onboarding path and supported a broader understanding of combat systems.
- **Tutorial performance analysis:** early results showed positive signals, with better outcomes among players progressing further through the tutorial journey.

Strategic impact: improves early player understanding and creates a more accessible entry point into the RCS experience.

Player experience & progression

- Continued work on broader gameplay systems designed to give players stronger reasons to remain active beyond the first month.
- The team started moving from tutorial-based onboarding toward learning through gameplay, connecting early guidance with longer-term engagement.

Strategic impact: prepares the transition from initial onboarding to continuous learning and deeper progression through gameplay.

Platform maintenance

- ongoing fixes and quality improvements continued throughout the quarter.

Strategic impact: supports platform reliability while the team focuses on onboarding, accessibility and the core player experience.

Real Flight Simulator



Q3 2026 focused on aircraft quality, terrain and airport environment improvements, post-release stabilization, and preparing the next stage of visual evolution through an Alpha release of the next-generation environment.

Major updates & technical development

- Terrain and airport environment improvements: delivered new terrain elevations, stitching improvements, airport placement updates and reduced flattened areas.
- New joystick tutorial: introduced as part of the ongoing FTUE improvement work.
- Technical improvements: delivered a camera refactor, Google Play Achievements, plugin updates and improvements related to device limits during the quarter.

Strategic impact: improves terrain consistency and the early player experience while strengthening the technical foundation for future product upgrades.



Aircraft and Airport content

- **Boeing 737-800 major rework:** delivered a substantial aircraft update, including autopilot improvements, retractable lights and additional cockpit animations to enrich the aircraft experience.

- **HD airports:** released 190 new HD airports and reworked 53 existing ones during the quarter.

Strategic impact: sustains the product's value proposition through continued aircraft improvements and steady airport content delivery.

Platform maintenance

- multiple targeted releases and hotfixes delivered to improve stability, memory management and post-release robustness throughout the quarter.
- Strategic impact:** supports a more stable and consistent experience across devices through continuous quality improvements.

Research & Development

- a next-generation environment and visual upgrade was released to Alpha users during the quarter, alongside continued preparation for future realism-driven improvements.
- Strategic impact:** prepares the foundation for the next stage of visual realism improvements.

