



Wicket Gaming commences launch phase for Cricket Manager

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Wicket Gaming AB (“Wicket Gaming” or the “Company”) is commencing the launch phase for the Cricket Manager game.

The Company is commencing the launch phase for Cricket Manager. The game is initially being launched in South Africa and will thereafter gradually be released globally. Cricket Manager will initially be available on Android via Google Play in South Africa.

South Africa is an excellent market in which to initiate the launch phase, for a number of reasons. Cricket is a hugely popular sport in South Africa, and the country has an advantageous infrastructure for 4G as well as a suitable target audience that provides the Company with an opportunity to measure and optimise relevant Key Performance Indicators (KPIs).

Presentation in PDF format regarding launch of Cricket Manager:

https://wicketgaming.com/wp-content/uploads/2021/12/Wicket_Gaming_Launch_Presentation_Cricket_Manager.pdf

Interview with Eric De Basso regarding launch of Cricket Manager:

<https://youtu.be/Ecvx8QZcDPw>

Eric De Basso, CEO of Wicket Gaming, comments:

“We are now commencing the launch phase for Cricket Manager, which represents an important milestone in the Company’s strategy. South Africa and India are playing several WTC (World Test Championship) matches in South Africa in December, which represents ideal timing in relation to our launch. We view South Africa as a perfect initial market, and we look forward to subsequently scaling up the launch globally, in particular in the major cricket market of India”, Eric De Basso says.

For further information, please contact:

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About Wicket Gaming

Wicket Gaming is a Swedish game development company that was founded in 2015. The Company’s business idea is based on developing and distributing free-to-play games in the sports genre based on proprietary brands. Since the start of operations, the Company has worked on the development of its first title, Cricket Manager, a cricket manager game for mobile devices in which players create and own their own cricket club and compete against other players across the globe. The aim is to create one of the world’s most popular cricket manager games for mobile devices and to use a technical platform to expand the game portfolio to include other sport manager games.

For more information, please see Wicket Gaming's website: www.wicketgaming.com.

