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52 Entertainment acquires the world leader in online dominoes, Loop Games

The 52 Entertainment family is growing again !

Loop Games, and all of its games, including the world leader in **Domino** ("Dominoes" **Number 1 in the USA**) and "Yatzy" have indeed come to swell the ranks of the portfolio of 52 Entertainment. The French digital champion company is already strong of more than 40 evergreen gaming platforms, all leaders in their respective genre, such as Bridge (BBO, Funbridge), sailing simulation (Virtual Regatta), Tarot, Belote and Canasta among others.



Loop Games, a French gaming studio positioned on casual games, reinforces not only the galaxy of 52 Entertainment games but also the User Acquisition expertise of which Loop has proven to be a specialist, proof of this is the **80 million cumulative downloads** for all of their 10 games.

Freshly awarded of the 2023 promotion of the "**French Tech next 40 /120**", 52 Entertainment relies on a resilient model of "evergreen" games, and a technological capacity to animate a huge community of players in 180 countries allowing it to now be considered as one of the world leaders in gaming.



Olivier Comte,
President & CEO de 52 Entertainment

« Integrating market-leading games and major territories has always been part of our acquisition strategy within 52 Entertainment.

We are very happy to add to our portfolio all the games from Loop Games, which has demonstrated its incredible know-how in User Acquisition and which totals more than 80 Million Downloads worldwide!

All 52 teams can be delighted to have the opportunity to work on such highly rated games and new communities.

This is another step for our group after our latest acquisitions such as Casualino or Virtual Regatta, which takes us to a non stop successful journey !

And of course congrats to the Loop Games team for what they have built : Very impressive ! "

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