



Playrix is an international mobile game developer and the creator of such hit games as Gardenscapes, Fishdom, Fishdom Solitaire, Manor Matters, Homescapes, and Township. These games have been downloaded over 2 billion times and are played by more than 100 million people every month.

Playrix is among the **top 3** most successful mobile game developers worldwide and is the world's largest European mobile gaming publisher.

Playrix has over 3,000 employees in 50 countries. The company's offices are located in Ireland, Serbia, Ukraine, Cyprus, Kazakhstan, and Armenia.

The company's headquarters are in Dublin, Ireland.

### **Relevant links:**

[Official website](#)

[Photos](#)

[Logo](#)

### **Press contact:**

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## Company History

Founded in 2004, Playrix released over 20 successful PC games in its first five years of operation, among them Fishdom, Gardenscapes, 4 Elements, and Royal Envoy.

The first project that Playrix released on Facebook was Township. Despite the game's success, the company decided to switch its focus to the more promising mobile game market. The mobile version of **Township** was released in 2013 and immediately made it into the top 50 highest-grossing games in the App Store and Google Play.

In 2015 Playrix released its second successful mobile game — **Fishdom**.

In 2016 the company released its flagship game, **Gardenscapes**, and became the No. 2 game publisher in Europe, as well as one of the top 20 biggest mobile companies in the world (according to data.ai).

Its fourth hit game, **Homescapes**, was released in 2017. That same year Playrix became the No. 1 game publisher in Europe and the 8th most successful mobile game developer in the world.

In 2018 Playrix began expanding its operations through **M&A** (Mergers and Acquisitions). The company group currently includes 8 game dev studios such as Perfect Play, Mariaglorum, Daily Magic, VOKI Games, 4Friends Games, Boolat Play, Home Games, Zagrava.

**Wildscapes** was released in 2019. In 2020 the company introduced a hidden-object game, **Manor Matters**. That same year Playrix became one of the top 3 mobile game developers in the world (according to data.ai).

The results of the first two quarters of 2021 made the company the 2nd largest mobile game developer in the world (according to data.ai).

In 2022 Playrix became the world's largest mobile gaming publisher with HQ in EMEA (according to data.ai).

## Playrix Games



Fishdom



Township



Gardenscapes



Homescapes



Manor Matters



Fishdom Solitaire



## Recommended wording when mentioning the company:

**Appropriate:** “Playrix,” “the Playrix Company,” “the international company Playrix.”

**Inappropriate:** “the Russian company Playrix,” “the Vologda company Playrix,” etc.

We kindly ask you to inform us about using the information from this press kit via email at

[press@playrix.com](mailto:press@playrix.com)