

SNOWFALL

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Million Euro in funding for Moomin mobile gaming company from Turku

A big market for Moomin mobile games in Asia

The startup company Snowfall, established in Turku, collected EUR 1 million in funding from Finnish investors. Snowfall's business idea is to develop different kinds of Moomin-themed mobile games that bring people together all around the world.

The funding round was one of the biggest, if not the biggest that any gaming company in Turku has ever received during their first funding round. According to the company, the received funding will now increase with public funding.

The company has managed to get on board high-profile investors, such as inventor Göran Sundholm, Kaj Paasikivi, Pasi Kivimäki, Mikko Silventola, Jari Talvinen, KeskiSuomalainen Oyj, Borg Capital, Pekka Salo, Ville Sistonen, Ilkka Niiranen, Lasse Ilvessalo, Lari Lunkka, etc. - there are altogether 25 different parties involved. The funding round was managed with the company's advisors, who represent Frontier's Singapore team. Together with Frontier, the company's aim is to be involved in the market in Asia and Japan from Singapore and to expand its operations to other market areas with the rest of the company's management.

"The Moomin is a globally well-known brand for the whole family. So far, no one has created a gaming company around it, which would focus only on producing Moomin-themed mobile games. We saw a clear market niche in this," CEO Petri Elovaara explains the background for the company.

"Moomin Characters is happy to have a partner who is completely focused on mobile games that suit our brand, and we invest in it fully. We see great growth potential in the mobile gaming field, and we are ready to give our full support to Snowfall!" says Roleff Kråkström, CEO of Moomin Characters.

Snowfall wishes to bring together gamers of all ages with the Moomin games in the spirit of Moomin values.

"We value domestic skills and values in accordance with the Moomin brand. We wish to bring people together and continue the story of the Moomin trolls in the form of games," Elovaara summarises.

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The success of the Moomin mobile game exceeded all expectations

Snowfall is the result of the cooperation between its three main shareholders Petri Elovaara, Harry Lockmer and Finnish Brand Shop FBS Oy. At the end of 2014, the entrepreneurs decided to develop a Moomin-themed mobile game around a strong domestic brand and try it out at the market. Back then, the startup from Turku was called Jam Run Adventurers, current Snowfall Oy, which quickly received a strong group of supporters.

The biggest Moomin gaming company in the world

Snowfall's creators are young and hungry talents in the gaming field combined with experienced experts in international business. According to Elovaara, the company wishes to combine the soft values of the Moomin trolls and top gaming technology.

"Regardless of the manner of gaming, we plan to create games around the Moomin theme with leading technology in the gaming field," says Elovaara.

In the future, Snowfall is planning to develop Moomin-themed mobile games for different ages, which bring together families and people around the world. The Moomin brand is particularly popular in Asia.

"We are very grateful for the support we have received. We constantly look for new investors and cooperation partners. Our aim is to become the biggest company in the world focused on Moomin mobile games," Elovaara says regarding the future envisioned for Snowfall.

Further information:

Petri Elovaara
CEO
Snowfall Ltd.
+358 45 111 4484
petri@snowfall.fi