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Azur Games acquires U.S. publisher Tastypill titles boasting over 1 billion downloads

Azur Games, an international developer and publisher, has acquired the large portfolio of hyper-casual mobile games from U.S. publisher Tastypill. The deal involves acquiring all the existing gaming assets and related intellectual property while Tastypill will continue to develop new casual games independently.

"The impressive install count of Tastypill games is self-evident. They are stellar creations from a robust team with a look and feel that resonates with audiences. Our aim is to unlock the full potential of these titles using our in-house expertise and resources," said Dmitry Yaminsky, co-founder of Azur Games.

Established in 2015, Tastypill ranks among the top 15 United States headquartered game publishers by worldwide downloads. Company's titles have been downloaded over 1 billion times and include games such as Bottle Flip 3D (200+ million installs), Pick Me Up 3D (100+ million installs), and Line Color 3D (100+ million installs).

"From day one, we've been very selective about who we partner with. These titles are important to us, so we wanted to find the right home for them. Transitioning them over to a seasoned publisher like Azur Games felt like the right move. Our games elevate their portfolio, and they've got the necessary expertise and resources to take these IPs to the next level," shared Phillip Kung, co-founder of Tastypill.

This acquisition aligns with Azur Games' strategic vision of portfolio expansion and diversification. In the past, the company has made deals with Pinpin Team, KobGames Studios, the creative brains behind the Mushroom Wars series, and various other entities.

Drake Star acted as the exclusive financial advisor to Tastypill on this transaction.

About Azur Games

Founded in 2017, Azur Games has rapidly emerged as a global powerhouse in mobile publishing, reaching over 4.5 billion installs. Their blockbuster titles include Stack Ball (450+ million installs), WormsZone.io (400+ million installs), and Bottle Jump 3D (150+ million installs).

For more details, visit: www.azurgames.com

About Tastypill

Established in 2015, Tastypill is one of the leading mobile game developers and publishers in the US with a portfolio of highly successful games that have exceeded 1 billion downloads. Ranked among the top 15 US game publishers, Tastypill works closely with its hand selected development teams and partners using a data driven approach to produce top charting games.

For additional information, visit: www.tastypill.com