Warsaw, 29 September 2026

RedDeer.Games expands its portfolio of licensed brands with Lucky Luke

"Lucky Luke – Clock" launches on Nintendo Switch in the character's 80th anniversary year

RedDeer.Games (RDG), a portfolio company of PMPG Polskie Media S.A., launched **"Lucky Luke – Clock"**, featuring the "Catch the Dynamite" minigame, for digital distribution on Nintendo Switch on 24 September 2026. This is the first of two products set in the Lucky Luke universe covered by the licensing agreement entered into by the company.

The launch takes place in the **80th anniversary year of one of Europe's best-known comic book series** and marks another stage in the **development of RDG's business based on licensed intellectual property rights**. The company has previously developed projects based on well-known brands and universes, such as **The Smurfs**, **Kajko i Kokosz** and **Rodzina Treflików**.

A BRAND WITH AN ESTABLISHED INTERNATIONAL PRESENCE

Lucky Luke, created in 1946 by Belgian cartoonist Morris, **has been present in the publishing market for 80 years**. From 1955 to 1977, the series was written by René Goscinny, co-creator of Asterix and *Le Petit Nicolas*. **According to data provided by the licensor, more than 420 million copies of the comics featuring the character's adventures have been sold worldwide, and the series has been translated into 36 languages**. Since 1946, 114 Lucky Luke albums have been published. **Brand awareness in France among people aged 15–65 stands at 94%** (BrandTrends Group, November 2024). Lucky Luke also appears

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in television and film productions, while the brand is further developed through a licensing programme covering, among other areas, publishing, consumer products and theme parks.

BRAND ACTIVITY DURING THE ANNIVERSARY YEAR

In connection with the anniversary, the licensor has planned an extensive programme of activities around the Lucky Luke brand for 2026. These include:

- five comic book projects, including a new spin-off album by a French creator, a new instalment in the main series, a special album tied to the new TV series, and special albums prepared for the German and Italian markets,
- exhibition projects across several European countries,
- the premiere of the live-action series **"Lucky Luke"**, starring Alban Lenoir in the title role, which debuted on **Disney+** on 23 March 2026.

The launch of "Lucky Luke – Clock" therefore coincides with a period of heightened activity around the brand by the licensor and its partners.

LICENSED PRODUCTIONS AS A GROWTH DIRECTION FOR REDDEER.GAMES

Lucky Luke joins RedDeer.Games' growing portfolio of projects based on licensed brands. In 2023, the company identified the development of its capabilities in producing licensed games as one of its strategic areas of activity. In the same year, RDG entered into a licensing agreement for the development of games and applications using **The Smurfs** brand. The company's portfolio also includes projects based on both international and Polish brands, including **Kajko i Kokosz** and **Rodzina Treflików**.

– Lucky Luke is one of the icons of European comics and has been part of popular culture for eight decades. Recognisable brands with an international, multi-generational audience are at the core of our licensing strategy, and adding Lucky Luke to the RedDeer.Games portfolio is a natural consequence of that strategy. The uniqueness of the brand also stems from its heritage – the distinctive artwork of Belgian cartoonist Morris combined with the humour of René Goscinny, a French writer of Polish descent, creating an original European take on the American Wild West. As a Polish studio, we are responsible for the development and publishing of "Lucky Luke – Clock", and as part of our cooperation, we are also planning a second product set in the Lucky Luke universe. We therefore see this launch as the beginning of a longer-term relationship with the brand. It is a significant responsibility for our team and, at the same time, a sign of the rights holder's confidence in our capabilities – says Michał M. Lisiecki, President of the Management Board of RedDeer.Games.

PRODUCT EXPERIENCE COMBINED WITH AN INTERNATIONAL BRAND

"Lucky Luke – Clock" builds on the studio's experience gained from developing **AAA Clock**, one of RedDeer.Games' earlier products for Nintendo Switch. In December 2021, AAA Clock **ranked among**

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the top titles in the "Most Played" section of the US Nintendo eShop, alongside titles such as Pokémon Brilliant Diamond, Pokémon Shining Pearl and Shin Megami Tensei V.

In its new production, the company has combined a previously developed format with the licensed Lucky Luke brand, creating an animated clock featuring elements of the world known from the comics. The product offers, among other features:

- analogue and digital clock faces inspired by the classic comics,
- animated scenes that change depending on the time of day,
- an alarm function featuring the Dalton brothers,
- the "Catch the Dynamite" arcade minigame.

"Lucky Luke – Clock" is now available on Nintendo eShop – step into the world of the fastest gunslinger in the Wild West. View the product on the Nintendo Store: HERE

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REDDEER.GAMES SP. Z O.O. – COMPANY INFORMATION

RedDeer.Games (RDG) is **an independent video game developer and publisher** active in the market since 2019. The company develops and publishes both its own projects and titles created by external developers, distributed globally through digital channels across major **PC**, **console and mobile platforms**, including **Nintendo Switch**, **Xbox**, **PlayStation**, **Steam** and **iOS** (Apple App Store).

SCALE OF PUBLISHING OPERATIONS

RDG is currently one of the **most active independent video game publishers in Europe**, with a catalogue of **more than 200 released titles** and a release pace of over 30 titles per year. The company distributes its games globally across major PC, console and mobile platforms and ranks among the **Top 10 publishers on Nintendo Switch** in terms of the number of titles available on Nintendo eShop and sales data.

The latest portfolio, announcements and information about RedDeer.Games projects are available on the company's website: HERE.

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KEY DISTINCTIONS AND ACHIEVEMENTS

In May 2025, RedDeer.Games ranked **27th in Forbes Poland's** "Top 50 Largest Gaming Companies 2025" ranking – the highest position in the company's history. This marked its **fourth consecutive rise** in the ranking, reflecting the effectiveness of its strategy and RDG's growing value. The company made its debut in the ranking in 2022, placing 40th with a valuation of PLN 56 million. **In the 2025 edition, its value was estimated at PLN 92 million**.

Other distinctions:

- Nomination for the prestigious Digital Vikings Awards in the The Best Indie Publisher of 2022 category.
- Research and Development Awards 2022, presented by Acquisition International Magazine in the Best Fastest Growing GameDev Company (Central Europe) category.
- Recognition by Google for Startups, Dealroom.co, Atomico VC/PE and Credo VC/PE as one of the TOP Gaming Startups in Central and Eastern Europe (2022).

BUSINESS MODEL

RedDeer.Games combines a **scalable publishing model** with the consistent development of a **portfolio of proprietary and licensed international IPs**. The company's strategy focuses on developing projects based on recognisable brands while simultaneously building its own projects with global potential. Since 2025, the company has also been developing its **B2B services for the gamedev sector**, including marketing, PR and product support. Its operating model is based on the company's in-house capabilities and the flexible selection of teams and specialists according to the nature, scale and stage of each project.

STRATEGIC IP: "THE EVIL ONE"

THE EVIL ONE is a strategic RedDeer.Games project – a premium PC and console game being developed under a 20-year licence covering the rights to use Leopold Tyrmand's novel *The Evil One* (*Zły*). The project is currently at the stage of developing a playable Vertical Slice, which will enable the company to validate its key assumptions and precisely define the scope, schedule and production parameters for the full game. The project is being developed with the international market in mind, as well as the potential further expansion of the IP into additional formats.

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