



## **SUBWAY SURFERS FIRST GAME IN HISTORY TO RUN PAST ONE BILLION DOWNLOADS ON GOOGLE PLAY**

**COPENHAGEN - March 15, 2018** – Subway Surfers, the endless runner phenomenon, has been downloaded more than 1 billion times on Google Play. This makes it the first game ever on the platform to reach the prominent milestone.

Originally launched in May 2012 by SYBO and Kiloo, Subway Surfers continues to be among the most popular mobile games around the world. Last year the game broke through its all-time annual download record with more than 400 million mostly organic downloads, and was the most downloaded game of 2017 across the globe.

“We are thrilled to be the biggest game in the world on the Google Play platform. Surpassing one billion downloads is a historic accomplishment. In this case history was written by a talented team of developers and a fantastic collaboration between SYBO and Kiloo” says Jacob Møller, Kiloo CEO.

SYBO CEO, Mathias Gredal Noervig, elaborates on the collaboration and future development of the Subway Surfers universe: “We have really achieved greatness by combining our strengths at SYBO and Kiloo. The continued growth of the game and brand is our focus, and we are excited about future releases, and the animated short films that are launching later this year. The players will have even more great content to consume.”

In Subway Surfers, players take on the role of the graffiti-tagging main protagonist Jake or one of his many friends. They run from the grumpy inspector and his dog through the subway systems of famous cities around the world while collecting coins and dodging oncoming trains.

Since its launch, the Subway Surfers World Tour has visited a well-known destination every month. The World Tour has made 79 visits across six continents! Jake and his chasing guard and dog originally appeared in an animated short movie. Now they are joined by new friendly characters in every update, paying tribute to world cultures and diversity. The next update will see the World Tour continue in Iceland.

### **ABOUT SYBO GAMES**

SYBO is a unique mobile games studio based in Copenhagen, Denmark. Since its inception by two friends from Animation School in 2007, they’ve been known to create original IPs that delight and enthrall everyone who plays. With a diverse and talented workforce of over 75 people spanning nearly 20 nationalities, they look forward to harnessing their creativity to take the SYBO brand to even greater heights. For more information, head to [www.sybogames.com](http://www.sybogames.com).

### **ABOUT KILOO**

Kiloo is a leading mobile game developer and publisher founded in 2000. Our ambition is to create cool, colorful and catchy games that are as fun to play as they are to make. We are a team of over 120 dedicated people with many different backgrounds, nationalities and cultures. Our headquarters is located in Aarhus, Denmark, and we also have offices in Copenhagen and Budapest. For more information, go to [www.kiloo.com](http://www.kiloo.com).

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