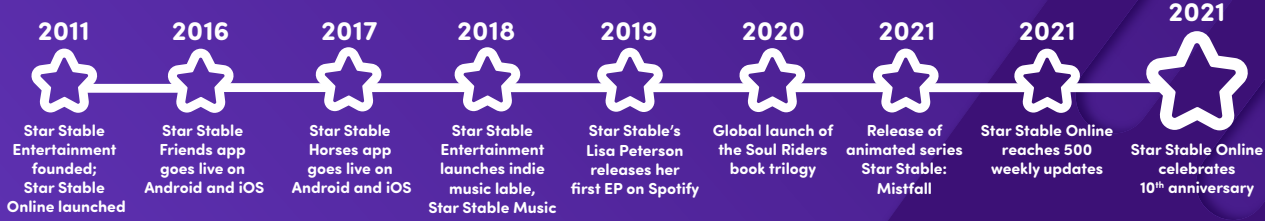




Star Stable Entertainment



About Star Stable Entertainment

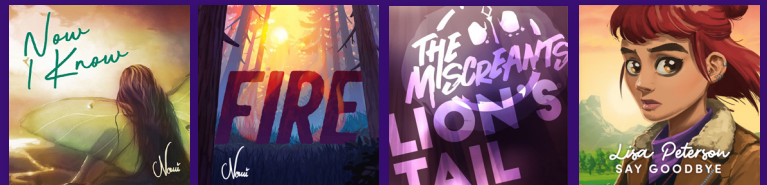
Star Stable Entertainment is a multi-channel entertainment company that remains steadfast in its mission; to inspire girls, to celebrate the power of sisterhood, and to create a more inclusive gaming environment.

Founded in 2011, it is the home of the #1 fastest-growing horse adventure game in the world – Star Stable Online, and has expanded to an independent record label, short-form animations, book series, comics and mobile apps, with a licensing program for branded merchandise in development.

Games, Music, Books & More



Games: In Star Stable Online, players join the sisterhood of Soul Riders on the magical island of Jorvik where they can care for over 300 unique horses while completing quests and competing in races. The adventure continues on mobile with horse care and social companion apps Star Stable Horses and Star Stable Friends.



Music: Star Stable Entertainment launched an indie record label in 2018 signing over half a dozen artists to create music inspired by popular characters and storylines. Music from the label has now amassed over 10+ million streams on Spotify alone. In January 2021, Star Stable music artist Nomi released her first single, "Fire." It became the title track for the animated series Star Stable: Mistfall and achieved nearly 400k streams within the three months of release. In May 2021, the all-girl, in-game rock band known as The Miscreants (with 1.5 million streams on Spotify), released their first Star Stable music video "In It To Win It."

Star Stable Entertainment's Global Footprint

Total Game Hours in May 2021	Monthly Active Users Global	
7 Million	1.4 Million	
Monthly Active Users United States	Monthly Active Users United Kingdom	Monthly Active User Germany
200 Thousand	160 Thousand	64 Thousand
Monthly Active Users Sweden	Languages Supported	Live in
60 Thousand	14	180 Countries
Instagram Followers	YouTube Subscribers	Facebook Fans
500 Thousand	330 Thousand	255 Thousand
instagram.com/StarStableOnline	youtube.com/StarStableOnline	facebook.com/StarStable
Employees	Percentage of Female Employees	Employee Nationalities
180+	54%	25+



Books: The adventure continues with the fantasy trilogy Soul Riders, which now have selling rights in 11 languages. Darkness Falling, the third release of the trilogy, arrived in April 2021. It quickly joined Jorvik Calling and The Legend Awakens as a winner of the highly acclaimed National Parenting Product Awards, which spotlights the best books for kids.

STAR STABLE MISTFALL

Animation: Star Stable's all new animated-adventure, released in January 2021 and has achieved 12 million episode views. It has been greenlit for a long-form animation due 2023. The 2D, 10 minisode series features voice talent from Jorvik to Hollywood.