

53rd AUSTRALIAN EXPORT AWARDS



CASE STUDY: HALFBRICK STUDIOS

Winner: Online Sales Award, 53rd Australian Export Awards (2015)

For outstanding success by a B2B/B2C business whose online sales of products and/or services have achieved substantial international growth through innovative marketing, site and customer engagement strategies.

Based in Brisbane, Halfbrick Studios is a software development business. Founded in 2001 by five passionate young gamers, their highly addictive fruit-slicing ninja game took the world by storm in 2010.

To date, Fruit Ninja has been downloaded more than 1 billion times, making it the second highest-selling game of all time on the iOS platform.

Halfbrick Studios followed the success of Fruit Ninja with Age of Zombies, kicking off the successful Barry Steakfries game franchise in 2010–11, which included new games such as Jetpack Joyride and Monster Dash.

The company develops game apps predominantly for mobile devices, but has also released games on platforms such as Game Boy Advance, Xbox 360 and PlayStation. Its games are distributed via the Apple App Store, Amazon and Google Play.

In 2012, Halfbrick Studios expanded its operations into Spain and the USA, and opened an office in Bulgaria to manage the company's European operations. The same year, Halfbrick Studios entered into a strategic partnership with a NASDAQ-listed Chinese company, iDreamsky, to localise its games for the Chinese market. Foreign sales currently account for 90 per cent of Halfbrick Studios' annual revenue.



Halfbrick Studios' success has seen the company grow from 20 people in Brisbane to a global business employing 106 people. Three hubs for game development are located in Brisbane, Madrid and Sydney, while two strategic sales pods are located in Bulgaria and Los Angeles.

Halfbrick Studios has developed a new revenue stream by diversifying into publishing, releasing high-quality games by independent studios that complement its portfolio and company brand. It also invests in start-ups with innovative technology.

In 2016, Halfbrick Studios released Fruit Ninja VR, a new version of the beloved Fruit Ninja giving players a virtual reality experience.

Halfbrick Studios won the Australian Export Award for Online Sales in 2014 and 2015. The Australian Export Awards' national judges praised the company's strong diversification strategy, which has seen it thrive for over a decade in a rapidly evolving and ever-changing marketplace.

For more information about Halfbrick Studios visit: www.halfbrick.com



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› 53rd Australian Export Awards

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