



Playmore Games closed a sizeable investment round - is making board games more easily approachable

Helsinki based **Playmore Games** closed an investment round of over 700 000 euros. With this funding the company will be able to put more resources toward product development and internationalization of its app **Dized**.

The round was led by Trind VC, a software and technology investor active in Finland and the Baltics and Brain Games Publishing a Latvian company, which is the winner of the coveted Kinderspiel des Jahres with their game ICECOOL. Joining them, among others, were FiBAN angel investors and international operators such as board game manufacturer LongPack Asia Limited and Grey Fox Games from the United States.

Playmore Games is developing Dized, a mobile application that allows board gamers to start playing immediately without reading the rulebook. Interactive tutorials ease players in to a game bit by bit without needing to spend time trying interpret the rules before or during the game. In the future Dized will allow players to not only learn the games but allow updating of games with digital content, finding gaming groups, and getting to know the hobby effortlessly. There's a great demand for the Dized app in both Central European and Northern American markets.

"We have concentrated on scaling up the product by building a toolset that allows the whole board gaming industry to participate creating content to Dized. With this toolset we will be able to very quickly serve all the hundreds of industry professionals and of course the millions of players, who want to get full benefit out of their product. Board games are better than they've ever been before and the large audience has started to pick up on this hobby. Our product is an excellent way to explore the modern board gaming," CEO **Jouni Jussila** states.

Dized has been in development for several years and some of the parties who have helped to steer it to its current path are renowned game designer Eric M. Lang and the publishers behind Carcassonne (Hans im Glück) and Bang! (dV Giochi). In addition to this the company has actively consulted other parties as well, such as industry operators, teachers, and of course board gamers.

Investors from three different continents

The latest investment round had parties participating from around the globe, such as North America, Europe and Asia. For one of the lead investors, Trind VC, investing in Playmore Games was a step into a new territory.

"This was a wonderful opportunity for us to jump into a previously unfamiliar sector. Dized provides a solution to a problem that stands in the way of board games continuing their rise in popularity. The innovative product and competent team established the basis for our investment decision," sums **Kimmo Irpola** from Trind Ventures.

Trind Ventures is a Venture Capital Fund investing in early stage scalable European companies.

Playmore Games started operations in 2014 and successfully released the board game Race to the North Pole the following year. After this the company has concentrated on the development of Dized, which is now available for Android and iOS.

Further information

Tomi Vainikka / +358 50 433 8281

press@playmoregames.com

Presskit: <http://www.dized.com/press>

Facebook: <http://www.facebook.com/getdized>

Dized web: <http://www.dized.com>

Playmore Games web: www.playmoregames.com