

RNS Reach
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everplay group plc
("Group" or the "Company")

StoryToys announces LEGO® Bluey™ mobile game

everplay group plc, a leading global independent ("indie") games developer and publisher of premium video games, working simulation games and children's edutainment apps, is pleased to announce its wholly-owned subsidiary StoryToys, has partnered with the LEGO Group and BBC Studios to create the LEGO® Bluey™ mobile game.

The brand-new mobile game will bring the Emmy and BAFTA Award-winning Bluey TV series into an engaging digital experience, thoughtfully designed to align with young children's developmental needs, supporting both emotional and cognitive growth through engaging, meaningful play. The mobile game will feature characters, builds, and props from the upcoming LEGO Bluey range, and is the fifth game StoryToys has made in collaboration with the LEGO Group.

Today's announcement is an example of an iconic brand choosing to partner with StoryToys, joining the likes of LEGO® DUPLO® World, LEGO® DUPLO® Marvel, Disney Coloring World, Barbie Color Creations, Hungry Caterpillar Play School, Sesame Street Mecha Builders, Thomas & Friends™: Let's Roll and LEGO® DUPLO® Peppa Pig.

The LEGO® Bluey™ mobile game will launch in August 2025 on the [App Store](#) and [Google Play](#), with pre-orders available now.

Steve Bell, Group Chief Executive Officer of everplay, commented:

"Today's announcement is an excellent example of an iconic children's brand working with StoryToys as a trusted partner, extending the world-renowned Bluey brand into the children's game space. We're thrilled to further extend our partner network and are extremely excited for the launch of the LEGO Bluey app later this year."

Emmet O'Neill, Chief Executive of StoryToys, commented:

"We are delighted to bring LEGO® Bluey™ to life as an interactive experience that captures the joy, creativity, and playful learning that families love about Bluey. This app builds upon the success of our LEGO® DUPLO® apps and continues our mission to create engaging digital experiences that support children's development through play."

For further information, please visit the StoryToys website: [StoryToys Partners with the LEGO Group and BBC Studios To Announce Release Of New LEGO® Bluey™ Mobile Game](#)

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About everplay group plc

everplay group plc (formerly Team17 Group plc) is an award winning and leading global indie games label developer and publisher of premium video games and apps, comprising three distinct divisions: Team17, astragon and StoryToys. Team17 is a games developer, publisher and creative partner for indie developers around the world, known for iconic IP such as Hell Let Loose, Worms and Overcooked!. astragon is a leading games publisher, developer and distributor of sophisticated working simulation games, including Construction Simulator and Police Simulator, targeting a broad audience from young enthusiasts to technical experts and casual gamers. Story Toys a world-class developer and publisher of educational entertainment apps, bringing the world's most popular characters, worlds and stories to life for children under the age of eight, with apps including Disney Colouring World and LEGO® DUPLO® PEPPA PIG.

Visit www.everplaygroupplc.com for more information.

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