

RNS Reach
21 August 2025

everplay group plc
("everplay" or the "Group")

Announcing Hell Let Loose: Vietnam

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 **Hell Let Loose: Vietnam** which is due to launch in 2026 on Xbox, PlayStation, Epic Game Store and Steam.

Team17 launched **Hell Let Loose** a first-person, multiplayer shooter game set during World War II which requires players to work together to defeat the enemy, and subsequently acquired the IP in 2022. **Hell Let Loose** continues to be a highly successful title for the Group having generated in excess of 100 million lifetime revenues. Community engagement remains exceptionally strong, with reported revenues reaching record levels in 2024 and CCUs ^[1] peaking at over 144k in 2025.

Hell Let Loose: Vietnam will offer players the same high-calibre gameplay, with an authentic, atmospheric and historically sensitive experience of events that occurred during the Vietnam War between 1965 and 1973. Retaining the gameplay base that players loved from the first title, this brand new experience will see players utilising combined arms, with air, water, armour, infantry and support weapons, encapsulating the theatre of war loved by fans of the original title. Developed in partnership with Expression Games using the Unreal Engine 5, new features will include fully operational helicopters for troop deployment and fire support, iconic US patrol boats and more dramatic terrains and guerrilla warfare combat set across six new Vietnam set maps.

The Group is also happy to confirm that players of the original **Hell Let Loose** game can expect more new content and continuous support throughout 2026 and beyond.

The development of **Hell Let Loose: Vietnam** is directly aligned with everplay's stated strategy to increase the weighting of its first-party IP and support its core evergreen franchises through lifecycle management, to drive long-term value and growth through the development of sequels, additional content and other commercial opportunities.

Hell Let Loose: Vietnam was revealed at the Future Game Show. Team17 continues to work in partnership with Expression Games on the Hell Let Loose franchise, and **Hell Let Loose: Vietnam** is available to wishlist now on Xbox, PlayStation, Epic Game Store and Steam.

Frank Sagnier, Interim Executive Chair of everplay, commented:

"Today's announcement reflects our ongoing commitment to expanding our portfolio through new content and sequels built around our most successful and enduring franchises. Hell Let Loose is one of our most iconic own-IP titles with a loyal global fanbase, and Hell Let Loose: Vietnam represents a bold step forward for the franchise, delivering an all-new experience for fans."

"We remain focused on both the development of new IP titles, alongside managing the lifecycle of games within our existing portfolio, particularly our first-party IP and evergreen franchises, to drive improved returns. We have an exciting pipeline of games scheduled for launch in H2 2025 and into FY 2026 and we look forward to sharing more in due course."

For further information, please visit www.team17.com, or watch the announcement trailer [here](#).

Enquiries:

everplay group plc

Frank Sagnier, Interim Executive Chair
Rashid Varachia, Chief Financial Officer and Chief Operating Officer
James Targett, Group Investor Relations Director

ir@everplaygroupplc.com

Peel Hunt (Nominated Advisor and Joint Corporate Broker)

Neil Patel / Benjamin Cryer / Kate Bannatyne

+44 (0)20 7418 8900

Jefferies International Limited (Joint Corporate Broker)

Philip Noblet / Will Brown

+44 (0)20 7029 8000

Vigo Consulting (Financial Public Relations)

Jeremy Garcia / Fiona Hetherington / Anna Stacey
everplay@vigoconsulting.com

+44 (0)20 7390 0233

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 is 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 or follow us on LinkedIn: [everplay group plc](#)

About Expression Games

Expression is a UK-based game developer for console and PC, founded in 2022. The company employs over 110 people and leads development on the Hell Let Loose franchise, as well as providing co-development services for partners. Expression was recognised in 2023 and 2024 as a GamesIndustry.biz Best Place to Work.

About Reach announcements

Reach is an investor communication service aimed at assisting listed and unlisted (including AIM quoted) companies to distribute media only / non-regulatory news releases such as marketing messages, corporate and product information into the public domain.

^[1] CCU - Concurrent users - the number of players actively playing a game at the same time.

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@lse.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRAPKDBNFBKKCFB