

**RNS Reach  
11 December 2025**

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

**Acquisition of a minority stake in Super Media Group and formation of  
a strategic partnership with Bulkhead**

everplay, a leading global independent games developer and publisher of premium video games, is pleased to announce the acquisition of a 20% minority stake in Super Media Group ("SMG") for a total consideration of £2.0 million.

SMG comprises of Bulkhead - an independent UK-based, first-person shooter ("FPS") specialist game developer. The studio has been acquired from Tencent by a newly-formed consortium comprising SMG, everplay and HIRO Capital.

Founded in 2014, Bulkhead has proved itself to be a best-in-class developer of indie FPS titles, including *Battalion 1944*. The FPS genre is one of the biggest and most dynamic in the gaming sector and Bulkhead has invested in proprietary Unreal Engine tooling with its 'War Tech Framework', enabling faster FPS development cycles built around realistic FPS mechanics.

Alongside everplay's equity investment, the Group will partner with the studio on a new title. *Wardogs* is a high-quality, Unreal Engine 5 All Out Warfare multiplayer FPS to be published by Team17, planned for Early Access release on PC in 2026 and a full multi-platform release in 2027. In addition, the Group is exploring co-development opportunities for future titles within Team17's best-selling *Hell Let Loose* franchise.

**Frank Sagnier, Interim Executive Chair of everplay, commented:**

*"This partnership reinforces everplay's existing strong position within the FPS genre. Collaborating with the exceptional Bulkhead team secures incredible new game content, while our equity stake in SMG speaks to our commitment to a long term relationship with the studio, the FPS genre and the Hell Let Loose franchise. The transaction is fully aligned with our focus on growing first-party IP revenues and disciplined capital deployment, while providing a highly attractive return on investment."*

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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 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® Bluey™*.

Visit [www.everplaygroupplc.com](http://www.everplaygroupplc.com) for more information or follow us on LinkedIn: [everplay group plc](#)

#### **About Super Media Group**

Super Media Group comprises of Bulkhead, an independent FPS specialist development studio led by Joe Brammer, Kevin Chandler and Mark Pinney. Founded in Derby, UK in 2014 with just six developers, Bulkhead has grown to more than 100 employees over ten years. Its portfolio includes *The Turing Test*, *Battalion 1944*, and *Killrun*. Bulkhead has been named one of the UK's Best Places to Work by GamesIndustry.biz for two consecutive years. everplay group plc and HIRO Capital are founding shareholders in Super Media Group, securing minority stakes in the company alongside the acquisition of Bulkhead.

#### **About Hiro Capital**

Hiro Capital is a founder-led London and Luxembourg based Venture Capital firm investing in the Superabundant future of humanity. Hiro invests from Series A to Series C / Scale-Up, in our specialist thematic sectors of AI, Spatial Computing, Autonomy, Robotics, Longevity, Augmentation, Games, Simulation and Space & Defence technologies. We focus on entrepreneurs and innovators in the broadly defined Europe+ region, which includes the EU, UK, Norway, Switzerland and Ukraine. We are founders & leaders who back Founder Leaders. We are optimists and futurists. We believe that Europe+ can and should be a global leader in the next phase of human evolution, enabled by technology. We know that people's creativity, ambition and entrepreneurship will build better human societies.

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