ARK Demonstrates Robust June Momentum as Snail Games Celebrates 10-Year Anniversary and Prepares for Aquatica DLC Launch

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ARK: Survival Evolved sees over 3,000% sales lift in June

Snail leverages box office and music partnerships to promote ARK: Aquatica

CULVER CITY, Calif., June 24, 2025 (GLOBE NEWSWIRE) -- **Snail, Inc. (Nasdaq: SNAL) ("Snail Games" or the "Company"),** a leading global independent developer and publisher of interactive digital entertainment, celebrates the ARK franchise's 10-year anniversary with strong June 2025 sales momentum across *ARK: Survival Evolved* ("ASE") and it launches targeted marketing strategy to drive engagement for the upcoming *ARK: Aquatica* DLC.

Following the recent Snail Steam Publisher Sale, ARK: Survival Evolved saw a sharp resurgence in player engagement and sales, with over 3.8x total units sold and average daily sales increasing by 3,022% during Snail's Steam Publisher Sale compared to prior months in 2025. Concurrent players peaked at 65,885, underscoring the franchise's enduring global community engagement even a decade after its original debut. These results reflect not only the franchise's lasting popularity and staying power, but also Snail Games' ongoing commitment to sustaining player engagement through consistent content updates and releases.

Snail Games co-CEO Tony Tian commented: "As we celebrate 10 years of ARK and set the stage for *ARK: Aquatica's* release, we are embracing the intersection of gaming and entertainment to reach new fans wherever they are and drive long-term value for the franchise. The success of ASE continues to serve as a foundation for future growth, and with a highly engaged community and strong performance benchmarks, we expect *ARK: Aquatica* to capitalize on this momentum upon release."

As part of a larger marketing and media strategy, Snail Games broadcasted an *ARK: Aquatica* ad during the pre-show of *How to Train Your Dragon* live action remake, which opened to approximately $83.7 million at the domestic box office. This high-visibility media placement underscores Snail's commitment to positioning ARK at the intersection of gaming and mainstream entertainment. Further reinforcing this vision, Snail also launched the official Steam page for "On My Way," a standalone track created in collaboration with Luminati Suns for the *ARK: Aquatica* DLC. The song represents a continued push to expand the franchise into adjacent entertainment verticals and broaden audience engagement.

In parallel with its efforts on *ARK: Survival Evolved* and its upcoming *ARK: Aquatica* DLC, Snail continues to expand the ARK universe. On mobile devices, *ARK: Ultimate Mobile Edition* introduced the *Genesis Part 1* expansion, driving up first time downloads by 27.4% and DAU by 17.8% during launch week when compared to the week prior. Meanwhile, *ARK: Survival Ascended* added *Ragnarok Ascended*, resulting in ARK Survival Ascended's highest Steam peak CCU and DAU in 2025. *Lost Colony Expansion Pass*, the first expansion map built exclusively for *ARK: Survival Ascended* and was also the number 1 pre-order on Playstation this weekend. These new and upcoming content launches further reinforce Snail's commitment to ongoing franchise investment, platform-specific growth, and long-term player engagement across the ARK ecosystem.

About Snail, Inc.
Snail, Inc. (Nasdaq: SNAL) is a leading, global independent developer and publisher of interactive digital entertainment for consumers around the world, with a premier portfolio of premium games designed for use on a variety of platforms, including consoles, PCs, and mobile devices. For more information, please visit: https://snail.com/.

Forward-Looking Statements
This press release contains statements that constitute forward-looking statements. Many of the forward-looking statements contained in this press release can be identified by the use of forward-looking words such as "anticipate," "believe," "could," "expect," "should," "plan," "intend," "may," "predict," "continue," "estimate" and "potential," or the negative of these terms or other similar expressions. Forward-looking statements appear in a number of places in this press release and include, but are not limited to, Snail's commitment to positioning ARK at the intersection of gaming and mainstream entertainment and reaching new fans wherever they are located in order to drive long-term value for the Company's intellectual property. You should carefully consider the risks and uncertainties described in the "Risk Factors" section of the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2024, which was filed by the Company with the SEC on March 26, 2025 and other documents filed by the Company from time to time with the SEC, including the Company's Forms 10-Q filed with the SEC. The Company does not undertake or accept any obligation to release publicly any updates or revisions to any forward-looking statements to reflect any change in its expectations or any change in events, conditions, or circumstances on which any such statement is based.

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