Snail Inc. Drives Double-Digit Sales Multiples During Steam Winter Sale

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ARK: Survival Ascended and Bellwright Deliver 10.9x and 16.7x Increases, Respectively, in Daily Units Sold Through Strategic Content Timing

CULVER CITY, Calif., Jan. 15, 2026 (GLOBE NEWSWIRE) -- **Snail, Inc. (Nasdaq: SNAL) ("Snail Games" or the "Company"),** a leading global independent developer and publisher of interactive digital entertainment, today recapped a strong performance during the **Steam Winter Sale ("Winter Sale")**, which ran from **December 18 through January 5**. The results underscore the Company's ongoing strategy of pairing major seasonal promotions with timely content launches to drive discovery, engagement, and long-term portfolio growth.

The Winter Sale was anchored by the December 18 launch of **ARK: Lost Colony**, the newest DLC for the *ARK* franchise. During the promotional period, ARK: Survival Ascended recorded a 10.9x increase in average daily units sold compared to the previous 30 day non sale period. Concurrently, **Bellwright**'s Maiden Voyage update released just before the sale, introducing new players to the survival sandbox during a period of high visibility. Bellwright achieved a 16.7x increase in average daily units sold, during the Steam Winter Sale when compared to its prior 30-day non-sale period. These results reflect the effectiveness of Snail Games' strategy to align major seasonal promotions with timely content releases across its portfolio.

By aligning new content drops with high-traffic seasonal sales, Snail Games continues to aim to lower barriers of entry for new players while re-engaging existing audiences to its broader catalog. This approach not only amplifies short term performance but also creates awareness for future titles still in active development.

We believe that these periodical sales, when paired with meaningful content updates, are a key component of how Snail Games aims to expand the reach of its portfolio and introduce players to emerging projects. The Winter Sale results demonstrate how strategic timing can potentially translate into measurable growth while strengthening the foundation for future engagement.

As seasonal promotions continue to serve as powerful discovery engines for new and existing players, Snail Games remains focused on strategically utilizing these key moments to maximize both product visibility and overall performance across all major distribution platforms. The consistent success of these large-scale sales events underscores their importance in driving significant spikes in user acquisition and revenue. Furthermore, these promotions provide invaluable data insights into player behavior and market trends, which are then integrated into long-term sales and marketing strategies to sustain growth beyond the promotional window.

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 in Snail Games' public filings with the SEC and include, but are not limited to, statements regarding its ability to align new content drops with high-traffic seasonal sales, pursuant to which Snail Games continues to aim to lower barriers of entry for new players while re-engaging existing audiences to its broader catalog. This approach not only amplifies short term performance but also creates awareness for future titles still in active development. Snail Games believes that these periodical sales, when paired with meaningful content updates, are a key component of how Snail Games aims to expand the reach of its portfolio and introduce players to emerging projects. Ultimately the Winter Sale results demonstrate how strategic timing can potentially translate into measurable growth while strengthening the foundation for future engagement. 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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