



Yalla Play Adding a Playful Twist to IM Capital's Portfolio

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21 September 2018- IM Capital has officially closed a round of growth co-investment with Berytech Fund II making Yalla Play their latest portfolio addition.

YallaPlay is one of the leading social game developers in MENA focusing on highly playable and addictive card games such as Tarneeb Masters.

"Games driven by Smart Artificial Intelligence: Play Whenever, Wherever on any device!" is their moto. Being a social gaming company in the Middle East, their mission is to simply connect people around the world through great games. They do that by developing and publishing leading online social games. The company has developed its own propriety massively-scalable-real time gaming engine and novel game monetization mechanics. With its real-time multiplayer card games targeting emerging markets, YallaPlay has acquired over 2 million registrations and plans to continue growth with future titles. Its latest mobile game title, Tarneeb Masters has earned raving reviews and has been a success since its release with month over month growth. The game features cutting edge graphics, entertaining gameplay and connects players in real time to play the popular card game of Tarneeb.

The company is very excited about closing it recent funding round and is looking forward to continued growth. Here's what the three founders Mahmoud Hajo, Hussein Hajo and Kareem Seddik have to say about it "We are exceptionally pleased with our recent partnership with IM Capital. It takes the right team and strategic vision to continue fueling our success and growth, we have found those ingredients at IM Capital."

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