

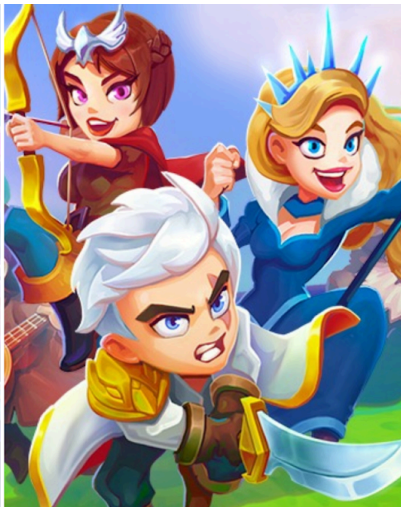
JUICY BUTTON GAMES LAUNCHES WITH \$3M SEED ROUND LED BY THE GAMES FUND



Alexander Kravchuk,
Creator of Total Battle



Anton Sinelnikov, Co-founder of
Cubic Games (Pixel Gun 3D)



Aleksandr Zaytsev, Co-founder of
Panoramik Games (Mighty Party)

LIMASSOL, CYPRUS AND NEW YORK CITY, USA - 30th May 2024 - Juicy Button Games, a new independent games studio co-founded by the creators of [Total Battle](#), [Pixel Gun 3D](#) and [Mighty Party](#), today emerges from stealth with the announcement of a USD \$3M seed round led by [The Games Fund](#), a specialist early-stage VC fund that invests in outstanding video game developers and GameTech companies.

The investment will fuel Juicy Button Games' development of an innovative mobile-first 4x strategy game from its headquarters in Limassol, Cyprus. The 4x genre is typically dominated by studios from China and, in its quest to create a worthy European challenger, Juicy Button Games has assembled a founding superteam which has been responsible for mobile titles grossing over \$700M. Each co-founder brings a unique skillset to Juicy Button Games to create the perfect blend of top-tier 4x mechanics, slick user experience, and data-backed creative marketing. They are:

- **Alexander Kravchuk.** A mobile gaming veteran with over 20 years of experience, Alexander is the creator of Total Battle, a leading MMO strategy title with \$222M in lifetime revenue and 43M lifetime unique players.
- **Anton Sinelnikov.** Anton is the co-founder and game design director of [Cubic Games](#), which was acquired by Nexters in 2022 in a \$100M deal. Cubic Games is best known for its legendary mobile FPS, Pixel Gun 3D, which has grossed over \$220M on mobile and achieved 190M downloads. Anton is participating in Juicy Button Games' seed round alongside The Games Fund as an angel investor.
- **Aleksandr Zaytsev.** Aleksandr is the co-founder of [Panoramik Games](#), a studio specializing in mobile midcore fantasy games including Mighty Party. Panoramik Games' titles have achieved more than 70M downloads, with lifetime revenue of almost \$180M across its portfolio.

[Alexander Kravchuk](#), co-founder at Juicy Button Games, said:

"To launch Juicy Button Games, we brought together all four key elements: leading marketing expertise, cutting-edge tech, massive game design knowledge, and smart capital. Each of us has been in the games industry for decades and built successful companies, best in class. We united to alloy our collective expertise and resources and pour it into building the best 4x strategy game on the market. We're set to launch and scale top-quality, deep, and juicy games that players will enjoy for years. We have known The Games Fund team for years and are excited to join forces with them as our first investor for this journey from Cyprus to global top charts!"

[Ilya Karpinskiy](#), co-founder and General Partner at The Games Fund, said:

"At The Games Fund we are big believers in the mobile games market. But if you want to survive in the red ocean you better be a shark. Alexander, Anton, and Aleksandr are AAA founders and gurus in their domains with proven track records and top-grossing games under their belts. We can not imagine a better founding team for such an ambitious goal! Europe's game development scene is an untapped pool of opportunities, and we are on a mission to connect outstanding gaming founders from overlooked regions with the global industry from the United States to South Korea! We are proud and humbled that both young and seasoned founders trust TGF to be their founding investor and can't wait to see them building global companies!"

The Games Fund has raised \$50 million to invest in gaming companies and founders from emerging markets in Central and Eastern Europe, such as ROAR Games, Obelisk Studio, Made on Earth Games, KEK Entertainment and Jarvi Games.

- ENDS -

For further information:

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About The Games Fund

The Games Fund (TGF) is the leading gaming VC fund with offices in New York and Cyprus, investing in innovative early-stage games and game tech companies. TGF was founded by games industry veterans, holds the largest gaming portfolio in Eastern Europe and Cyprus, and is recognized as one of the TOP early-stage gaming investors by Investgame.net and Drakestar partners.

About Juicy Button Games

Juicy Button Games is an independent games studio founded in 2024 to create an innovative 4x strategy game for mobile. The studio was co-founded by a trio of mobile games industry veterans with decades of experience and a track record of creating hit titles including Pixel Gun 3D, Mighty Party and Total Battle. Juicy Button Games is based in Limassol, Cyprus.