

## Monster Strike Users Now More Than 50 Million Worldwide

**Tokyo, May 8, 2019** – XFLAG™ STUDIO of mixi, Inc. is pleased to announce that the smartphone app Monster Strike, a slingshot action RPG game, has exceeded over 50 million users worldwide\* as of April 24, 2019.

\*Number excludes instances of multiple downloads from a single device.

To mark the milestone, a promotion will take place in the game celebrating the more than 50 million users worldwide. More details—including when the promotion will take place—will be released on the official site at a later date.




Monster Strike was first released on October 10, 2013 in Japan. It is currently available in Taiwan, Hong Kong, Macao, and mainland China. Not just a game, Monster Strike consists of merchandising, live events, publications, videos, anime, physical storefronts, and collaborations with a variety of IPs (outside of the game industry as well). An expansive media mix is being used to fuel the growth of Monster Strike.

XFLAG™ STUDIO continues to create thrilling and extraordinary battle-fueled entertainment that unites friends and families.

### ■ Monster Strike <<http://monster-strike.com>>

Monster Strike is a slingshot action RPG that takes advantage of smartphone technology to produce an exhilarating experience for all types of players. Quests are completed by taking turns to attack and defeat enemy monsters. Players sling their monsters with touch-based controls while bumping, rebounding off walls and other monsters. The game is characterized by its multiplayer co-op system which allows up to four friends to play together at a time.

### ■ App Overview

	Game title	Monster Strike
	Category	Game (Action RPG)
	Price	Free (Some in-game purchases)
	Device (OS)	[iOS] iOS 8.0 or later [Android] Android 4.3.0 or later (some devices unsupported)
	Download	<ul style="list-style-type: none"> <li>Search in respective stores</li> <li>App download links below:</li> </ul> <p>[iOS] <a href="https://itunes.apple.com/jp/app/id658511662?mt=8">https://itunes.apple.com/jp/app/id658511662?mt=8</a></p> <p>[Android] <a href="https://play.google.com/store/apps/details?id=jp.co.mixi.monsterstrike">https://play.google.com/store/apps/details?id=jp.co.mixi.monsterstrike</a></p> <p>[Amazon] <a href="https://www.amazon.co.jp/dp/B01M09D6KY/">https://www.amazon.co.jp/dp/B01M09D6KY/</a></p> <p>*Links are to Japanese stores</p>

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## ■ mixi Group < [mixi.co.jp/en/](http://mixi.co.jp/en/) >

Since 1997 mixi Group has created communication services for friends and family to enjoy together, including the social network mixi, and the multiplayer smartphone app Monster Strike. With the corporate philosophy of "user surprise first," the group continues to look toward enriching lifestyles of the future, developing new businesses and services via IT to inspire communication between people around the world.

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## ■ XFLAG™ STUDIO < [xflag.com/en/](http://xflag.com/en/) >

XFLAG™ STUDIO was established within mixi, Inc. in August 2015 to further develop the entertainment business. Under the mission of *EXPLORING WONDERS. EMBRACING THRILLS.*, XFLAG™ STUDIO brings battle-fueled entertainment such as Monster Strike, Fight League, and a variety of video/media content to the world.



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## ■ For inquiries

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