



PRESS RELEASE

EDiMA welcomes new member King

Brussels, 23 April 2015 - EDiMA* is delighted to welcome King Digital Entertainment plc as its newest member. King is joining the strong association of members within EDiMA working towards the realisation of an EU digital single market and greater services and opportunities for consumers and businesses alike.

Founded in 2003, King is a leading European interactive entertainment company for the mobile world, with 356 million people regularly playing their games. It has game studios and offices in Europe, Asia and the US, including Barcelona, Berlin, Bucharest, Malmö, London and Stockholm. Some of King's hits include Candy Crush Saga, Farm Heroes Saga and Pet Rescue Saga.

"The next few years will set the stage for Europe to become the leading market for Internet-driven companies. King is very much looking forward to working with EDiMA to add our efforts and insight to establishing progressive policies for Internet services and European consumers alike" said Linda Griffin, Head of Global Public Affairs at King.

"King will add a strong voice to the EDiMA membership and add to our critical role in policy debates at the EU level as it brings an additional dimension to our representation," stated Siada El Ramly EDiMA Director General.

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* EDiMA is the European trade association representing online platforms. It is an alliance of new media and Internet companies whose members include Allegro Group, Amazon EU, Apple, eBay, Expedia, facebook, Google, King, LinkedIn, Microsoft, Netflix, Nokia, Twitter, Yahoo! Europe, Yelp. EDiMA's members provide Internet and new media platforms offering European consumers a wide range of online services, including e-content, media, e-commerce, communications and information/search services.