

# Tilting Point Raises \$235 Million to Fuel Expansion and Acquisitions

## First Equity Raise Led by General Atlantic to Accelerate Company's Progressive Game Publishing Model, M&A, International Growth

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[Tilting Point](#), a leading free-to-play games publisher, has raised \$235 million in the company's first-ever equity financing. The funding was led by General Atlantic, a leading global growth equity firm, with participation from strategic investor Red Ventures and Kamerra. The company will use the investment to accelerate its progressive publishing model by signing more developers in live publishing, co-developing more titles, acquiring more studios and partnering with developers on top IP launches. Tilting Point will also leverage the funding to continue to expand across geographies, platforms and audiences.

"We are ready to take Tilting Point to the next level," said Kevin Segalla, founder and Co-CEO of Tilting Point. "With this financing, we plan to expand our operations and aggressively pursue larger M&A opportunities with our top developer partners. We are very excited to have premier investors coming aboard our journey."

Tilting Point has consistently accelerated success for mobile game developers (the company currently has more than 40 developer partners), scaling their games through UA funding and management, app store optimization (ASO), ad monetization, platform deployment and more, then teaming up with existing partners to deepen relationships through co-development and M&A.

"We have spent years perfecting our innovative model of helping developers grow their games, working with select partners closely and bringing new studios into the Tilting Point family, all without any traditional capital funding," said Samir Agili, president and Co-CEO of Tilting Point. "This investment will allow us to stretch the Tilting Point platform with stronger amplifiers for our partners, including enhanced expertise, new technologies and even greater UA capital."

With this new financing, Tilting Point aims to further expand its global reach by growing in strategic international markets like South Korea and China. With offices in Seoul, St. Petersburg, Kyiv, Barcelona, New York, San Diego and a new location opening in Miami, the company is well positioned to attract top talent and serve the unique needs of new partners worldwide. Tilting Point is already moving to new platforms, such as cloud-based Facebook Gaming and Nintendo Switch, bringing games to wherever players are.

"Tilting Point has pioneered the progressive publishing model and has a distinct perspective around game identification, acquisition, development and partnership," said Anton Levy, Co-President and Global Head of Technology Investing at General Atlantic. "Already a high-growth business, we believe Tilting Point has room to capture additional significant opportunity in the vast mobile gaming market. We look forward to partnering with Kevin and Samir to further accelerate the business' momentum through continued M&A and international expansion."

Tilting Point especially plans to accelerate its M&A strategy. Recent acquisitions have included mobile games and assets from gambling technology software leader Playtech plc., including the San Diego-based FTX Games, known for publishing *Narcos: Cartel Wars*, *The Walking Dead: Slots* and *Criminal Minds: The Mobile Game*, hit titles *Star Trek: Timelines* and *TerraGenesis*, as well as LTV Tech Platform Gondola.

For more information on Tilting Point, visit: <https://tiltingpoint.com>

### ABOUT TILTING POINT

[Tilting Point](#) is a leading free-to-play publisher that powers up existing live games using deep marketing and

product expertise, cutting-edge technology and a user acquisition war chest. Recognized as one of the [top mobile game makers in the world](#) by [PocketGamer.biz](#) in 2020, Tilting Point was founded in 2012, and has grown to a staff of over 200 people with offices in New York, Barcelona, Boston, Kyiv, Seoul, San Diego & St. Petersburg. Tilting Point's most successful games include *Star Trek Timelines*, *Warhammer: Chaos & Conquest*, and *SpongeBob: Krusty Cook-Off*.

## **About General Atlantic**

General Atlantic is a leading global growth equity firm with more than four decades of experience providing capital and strategic support for over 400 growth companies throughout its history. Established in 1980 to partner with visionary entrepreneurs and deliver lasting impact, the firm combines a collaborative global approach, sector specific expertise, a long-term investment horizon and a deep understanding of growth drivers to partner with great entrepreneurs and management teams to scale innovative businesses around the world. General Atlantic currently has over \$65 billion in assets under management and more than 175 investment professionals based in New York, Amsterdam, Beijing, Hong Kong, Jakarta, London, Mexico City, Mumbai, Munich, Palo Alto, São Paulo, Shanghai, Singapore and Stamford. For more information on General Atlantic, please visit the website: [www.generalatlantic.com](http://www.generalatlantic.com).

## **Media Contacts**

### **General Atlantic**

Mary Armstrong & Emily Japlon

*media@generalatlantic.com*