



Notification Waiver Determination

Scopely – Loom Games

Acquisition	<p>Scopely, Inc (Scopely) applied for a notification waiver in respect of its proposed acquisition of:</p> <ul style="list-style-type: none">• an initial 51% of the shares of Loom Games Oyun Yazılım ve Pazarlama Anonim Şirketi (Loom Games), and• 4 related 12.25% stakes, up to 100% of the shares of Loom Games, <p>as described in the transaction documents provided as part of the application (the Acquisition).</p>
Determination	<p>The Australian Competition and Consumer Commission has determined under section 51ABV(1)(a) of the <i>Competition and Consumer Act 2010</i> (Cth) that the Acquisition is not required to be notified.</p>
Date of determination	6 March 2026

Parties to the Acquisition	<p>The acquirer, Scopely, is an interactive entertainment company specialising in the development and publishing of mobile-first video games. Scopely develops games in-house, through Scopely's development studios, as well as through external partner studios. Games produced by Scopely are built on its Playgami platform, which includes both publishing tools and a learning system to help support game development during all aspects of its development cycle and after launch.</p> <p>Scopely is wholly owned by Savvy Games Group (Savvy). Savvy is active in organising and commercialising eSports events, developing and investing in experimental gaming venues, and developing video games.</p> <p>Savvy is a wholly-owned subsidiary of the Public Investment Fund (PIF), the sovereign wealth fund of Saudi Arabia. PIF's portfolio consists of companies active in various industries, including aerospace and defence, construction, financial services, healthcare, mining, real estate and others.</p> <p>The target, Loom Games, is a mobile game developer engaging in the development, distribution and operation of puzzle games. Loom Games' games are (i) Pixel Flow! and (ii) Ropeland (which is currently dormant). It distributes its games mainly through global app stores such as Google Play and Apple App Store.</p> <p>Scopely and Loom Games both develop and publish video games for mobile devices in Australia.</p>
Explanation for determination	<p>In making this notification waiver determination, the Australian Competition and Consumer Commission (the ACCC) has considered</p>

	<p>the information provided with the notification waiver application and had regard to the factors in section 51ABV(2)(b) of the <i>Competition and Consumer Act 2010</i> (Cth) (the Act).</p> <p>Based on the information currently before it, the ACCC considers that the Acquisition is unlikely to give rise to any material lessening of competition. In particular:</p> <ul style="list-style-type: none">a. the parties' combined share in the supply of mobile video games in Australia is low and the increase in share of supply arising from the Acquisition would be smallb. the presence of alternative developers and publishers of mobile video games in Australia. <p>Given the above considerations that material competition concerns are unlikely to arise, the ACCC has determined that the Acquisition is not required to be notified.</p> <p>In these circumstances, the ACCC does not consider it necessary to reach a concluded view on the likelihood of the notification thresholds being met.</p> <p>The ACCC considers that the determination is consistent with the object of the Act and the interests of consumers in promoting competition.</p> <p>For more information about the ACCC's approach to considering notification waiver applications and to assessing competition effects more generally, see the ACCC's interim guidance on notification waivers and merger assessment guidelines.</p>
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Determination made by Commissioner Williams pursuant to a delegation under section 25(1) of the Act