



DLA Piper advises Aristocrat Digital and Plarium Global on the acquisition of Futureplay



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DLA Piper has advised Aristocrat Digital and Plarium Global on the acquisition of Futureplay.

Aristocrat Digital is the digital, social free-to-play games business of Aristocrat Leisure Ltd (ASX: ALL). Aristocrat Digital has approx. 2,300 employees globally in over 14 locations. Aristocrat Digital has a high quality and diversified portfolio of successful game titles spanning social casino, mid core, strategy, role play games, action and key casual genres. Aristocrat Digital is comprised of three major operating businesses in Plarium Global (Israel), Product Madness (UK) and Big Fish Games (US), boasting world-leading creative talent, live ops and marketing capability and a strong commitment to investment in innovation and growth.

Futureplay is a Helsinki-based free-to-play mobile gaming studio, which specialises in the growing merge/match 3 segment of the casual market. Founded in 2015, Futureplay has released six games that have been played by over 140 million users around the world, including titles such as Merge Gardens, Idle Farming Empire and Battlelands Royale.

Key DLA Piper Team members were Helsinki-based Partner [Ilkka Liljeroos](#), Counsel [Jonathan Andersin](#) and Associate [Joel Nurmi](#) as well as London-based Partner [Bob Bishop](#) and Senior Associate [Alexander Kolmakov](#).

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