

NCSOFT'S STRATEGIC PIVOT: BUILDING A GLOBAL CASUAL GAMES POWERHOUSE

This article is notable as it signals NCSOFT's decisive shift from core-heavy IPs to scalable, data-driven casual games, offering global buyers insight into how a major Korean publisher is restructuring itself for Western casual markets.

□ Major M&A Move into Casual Gaming

- NCSOFT acquired 67% stake in Indigo Group (Lihuh's parent) for KRW 153.4 billion, scheduled for January 30, 2026
- Lihuhu released 100+ casual titles since 2017 (Match Triple 3D, Tile Triple 3D, Woodber), generating 80%+ revenue from North America and Europe

□ Financially Proven Casual Studio Portfolio

- Lihuhu projects KRW 120B revenue and KRW 30B operating profit this year, with KRW 20B cash reserves and strong profitability
- Springcomes, a Korean merge-game specialist, produces 4-5 titles annually with KRW 28B revenue this year (2x YoY growth)

□ Cluster Strategy for Scalable Casual IP

- NCSOFT established Mobile Casual Center in August, recruiting Anil Cheman (Triple Dot, Outfit7) as head and Anthony Pascal (Miniclip) for UA/data
- The cluster integrates development, publishing, UA, live ops, data, and AI to build a mobile casual ecosystem with platform optimization

□ Toward a Global Casual Publishing Platform

- Co-CEO Park Byung-moo stated NCSOFT is negotiating acquisition of a large European casual studio and expanding into casual publishing
- Next year, NCSOFT will unveil comprehensive global casual game strategy, leveraging AI and platform tech for UA, creative iteration, and live ops at scale

Source

Seoul Economic Daily (2025.12.22) <https://www.sedaily.com/NewsView/2H1TWL1RDQ>