

FOR IMMEDIATE RELEASE

**Global release of “8 Ball Shoot It All”,
a PVP smartphone pool game from SQUARE ENIX (INDIA)**

Bangalore, India (January 31, 2024) – SQUARE ENIX (INDIA) PVT. LTD., has teamed up with AppOn Software Pvt. Ltd. based in Pune, India, to develop **8 Ball Shoot It All**, a PVP pool game for play on Android and iOS smartphones. The title will be available for download globally (some exceptions apply) as of January 31, 2024.



<The **8 Ball Shoot It All** logo and gameplay screenshots>

SQUARE ENIX (INDIA) is proud to present **8 Ball Shoot It All**, an authentic pool game that allows players to compete in the beloved game of 8 ball against rivals around the world in its multiplayer and challenge modes, among others. Appealing graphics, 2D and 3D view options, and the ability to put a backspin on a ball by changing where you strike it are among the features that make for smooth gameplay that feels like the real thing.

Other modes match players with new friends or pit them against AI, and they can enjoy a variety of other features, including upgrades and customizations to the cue stick, chalk, and cue ball. Customizations can be obtained not only with winnings from online competitions, but also by viewing ads, using log-in bonuses, and making in-game purchases.



<Combining realism and comfort in gameplay & A wide range of customization options>

8 Ball Shoot It All had previously been available for early access in certain geographies. It is slated for an official release as a free-to-play smartphone game on January 31, 2024.

(Product Summary)

T i t l e	: 8 Ball Shoot It All
A v a i l a b l e o n	: Android/iOS
G e n r e	: Sports game
A v a i l a b l e r e g i o n s	: Global (excluding Japan, China, South Korea, Taiwan, and Russia)
L a n g u a g e s	: 13 languages: English, French, German, Spanish, Portuguese, Indonesian, Hindi, Kannada, Tamil, Marathi, Gujarati, Telugu, and Bengali
R e l e a s e d a t e	: January 31, 2024
C o s t t o p l a y e r s	: Free-to-play with optional in-game purchases
C o p y r i g h t	: ©2024 SQUARE ENIX PVT. LTD. All Right Reserved. Developed by AppOn Software Pvt. Ltd.
O f f i c i a l s i t e	: https://8ball.in/

About Square Enix Holdings Co., Ltd.

Square Enix Holdings Co., Ltd. with headquarters in Tokyo, Japan, is the holding company leading the group of Square Enix companies (the "Square Enix Group") with a diverse range of content and service businesses. The Square Enix Group publishes, distributes and licenses entertainment content around the world under its internationally renowned brands including SQUARE ENIX® and TAITO®. The Square Enix Group includes a global network of leading development studios located in North America, Europe and Japan. The Square Enix Group also boasts a valuable portfolio of intellectual property including: FINAL FANTASY®, which has sold over 185 million units worldwide; DRAGON QUEST®, which has sold over 88 million units worldwide; and the legendary SPACE INVADERS®.

More information on Square Enix Holdings Co., Ltd. can be found at <http://www.hd.square-enix.com/eng/>

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