

Gamehaus Holdings Inc. Announces International Launch of *Monster Maidens: Edenfall*, Advancing "Gamehaus 2.0" Strategy

SHANGHAI, Sept. 29, 2025 /PRNewswire/ -- Gamehaus Holdings Inc. ("Gamehaus" or the "Company") (Nasdaq: GMHS), a technology-driven mobile game publisher, recently announced the international launch of its new mobile role-playing game (RPG), *Monster Maidens: Edenfall*. Pre-registration and pre-launch initiatives attracted more than 200,000 users, establishing a solid foundation.

As Gamehaus explores lighter-to-midcore genres in response to evolving user behavior favoring fragmented, accessible, and socially driven experiences, the release of *Monster Maidens: Edenfall* aligns closely with the Company's "Gamehaus 2.0" strategic upgrade, while demonstrating the robustness of the Company's Gamehaus Business System (GBS) platform.

The GBS platform is designed to provide standardized, repeatable, large-studio-grade enablement to partners. The selection of *Monster Maidens: Edenfall* highlights Gamehaus's discovery capability, balancing the development team's proven track record with the cross-cultural appeal of the serpent-deity theme. The title's relatively stable early performance positions it as a replicable midcore case study.

Mr. Feng Xie, the Company's founder and chairman, commented: "Our launch of *Monster Maidens: Edenfall* represents both a creative milestone and a strategic advancement for Gamehaus. By emphasizing long-cycle, ecosystem-driven live operations, we are targeting high-ARPU markets in Europe and North America while cultivating vibrant Southeast Asian markets. We have achieved very strong early engagement metrics and positive platform recognition."

Mr. Feng Xie continued, "We also integrate AI across the full business chain, including AIGC for content creation, AI Agents for user-behavior prediction, and data intelligence for marketing optimization. By expanding our existing categories while leveraging the scalability of our GBS platform, we are committed to applying the insights and experience gained from this launch to future titles, supporting our mission of bridging global game creators and players, making every crafted game spark passion in billions."

About *Monster Maidens: Edenfall*

Monster Maidens: Edenfall features a distinctive Chibi-Gothic art style that blends anime-inspired charm with Gothic mystery. The game interweaves Eastern and Western mythologies, such as the Chinese legend Bai Suzhen alongside Medusa and Dracula, into a unified serpent-themed world. The development team spent over two years researching serpent culture, from scale textures to light reflections in the eyes, to deliver characters with unique visual signatures.

This cross-cultural approach is designed for commercial scalability as dark-fantasy aesthetics resonate widely across Europe, North America, and Southeast Asia, while serpent-themed worldbuilding enhances adaptability across markets. The game was selected for Google Play's "Newly Launched" feature in these regions, underscoring platform recognition of its production quality.

Positioned within the RPG category, one of the largest in mobile gaming by revenue, the title delivers 6v6 dynamic combat with mechanics such as Entangle, Poison, and Petrify. These unified mechanics reduce the learning curve while supporting diverse team strategies. The game also evolves the traditional card-battler format into an idle-card model with offline progression, reducing player burden and extending lifecycle potential.

Early metrics include day-one retention above 40% and payer conversion approaching 10%, levels that are rare to achieve simultaneously among genre peers. A central storyline about the awakening of a serpent deity integrates character progression with narrative depth, enhancing long-term player engagement.

About Gamehaus

Gamehaus Holdings Inc. is a technology-driven global mobile game publisher dedicated to bridging creative studios and players worldwide. With a portfolio spanning mid-core and casual games, Gamehaus delivers full-stack publishing support across market insights, user growth, live-ops, data analytics and monetization optimization. With a vision to be the go-to partner for creative teams, the company specializes in combining global publishing reach with AI- and data-powered solutions to help partners build lasting success. For more information, please visit <https://ir.gamehaus.com>.

Forward-Looking Statements

Certain statements in this announcement are forward-looking statements, including, but not limited to, the Company's business plan and outlook. These forward-looking statements involve known and unknown risks and uncertainties and are based on the Company's current expectations and projections about future events that may affect its financial condition, results of operations, business strategy and financial needs. Investors can find many (but not all) of these statements by the use of words such as

"approximates," "believes," "hopes," "expects," "anticipates," "estimates," "projects," "intends," "plans," "will," "would," "should," "could," "may", or other similar expressions in this press release. The Company undertakes no obligation to update or revise publicly any forward-looking statements to reflect subsequent occurring events or circumstances, or changes in its expectations, except as may be required by law. Although the Company believes that the expectations expressed in these forward-looking statements are reasonable, it cannot assure you that such expectations will turn out to be correct, and the Company cautions investors that actual results may differ materially from the anticipated results due to various risks and uncertainties.

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