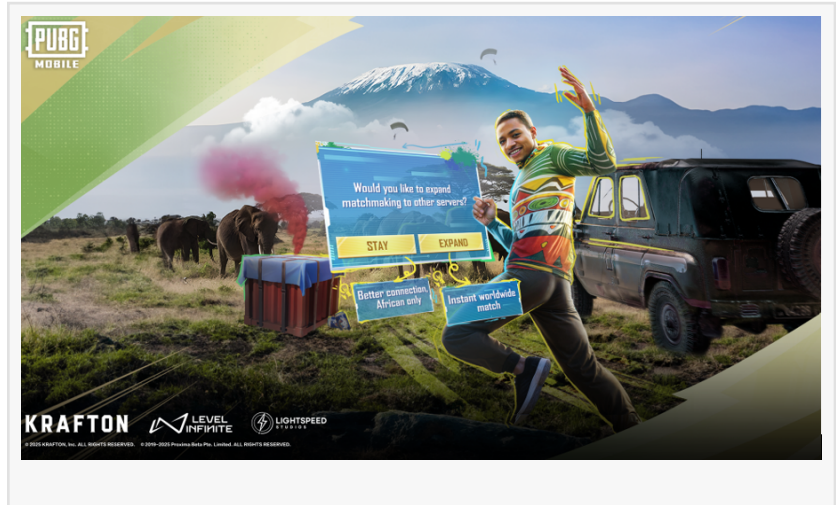


PUBG MOBILE Goes All-In for Africa: Local Servers, Cultural Features, and a Future Built Together

PUBG MOBILE Goes All-In for Africa: Local Servers, Cultural Features, and a Future Built Together

LAGOS, NIGERIA, July 17, 2025

/EINPresswire.com/ -- PUBG MOBILE, one of the world's most popular mobile games, is deepening its commitment to African players with a groundbreaking set of upgrades, cultural integrations, and continent-wide community initiatives. With the rallying call "For Africa, By Africa," this latest expansion delivers not just better gameplay—but a stronger sense of identity and pride for African gamers.



Over the past year, PUBG MOBILE has actively listened to its passionate African fanbase, addressing concerns ranging from latency issues to the desire for cultural representation in-game. Today, the brand is proud to unveil a robust suite of enhancements made with and for African players.

1. Local Servers Now Live: Smoother Gameplay, Faster Matches

For the first time ever, PUBG MOBILE has launched dedicated local servers in Nigeria and South Africa, drastically improving latency, connection stability, and overall gameplay quality for millions of African users.

"We understand that stable, smooth gameplay is critical for competitive players and always prioritize the needs of our African community. Brian Gu, head of PUBG Mobile Africa, said "To continuously optimize your experience, we've introduced a Server Node Selection feature based on diverse African player needs. Through a dedicated matchmaking interface, you can choose whether you want to compete within Africa or challenge global players rapidly, with a one-tap solution that delivers a faster, more stable connection – because you deserve millisecond-precise responsiveness"

This milestone makes PUBG MOBILE one of the first global games to invest in African server

infrastructure, reinforcing its commitment to long-term regional growth. “Looking ahead, we’re focused on enabling seamless cross-border matchmaking between players in our vast African community”.

2. Maasai Shuka(Clothing): Culture Worn with Pride

In celebration of African heritage, PUBG MOBILE introduces a stunning new Maasai-themed outfit in-game. Inspired by the bold colors, patterns, and traditions of one of Africa’s most iconic tribes, this feature brings cultural expression directly into the battlefield—where pride meets play.

3. Afro Frenzy Emote: From TikTok to the Game

Fans of African pop culture will now see the viral "Mapangale" dance brought to life as an official PUBG MOBILE emote. This joyful, high-energy dance went viral across TikTok and social media—and now adds flair, rhythm, and local flavor to your in-game celebrations.

4. Mancala: Honoring African Heritage

Soon, players can enjoy a digital version of Mancala, the centuries-old African board game known across the continent by various names. A celebration of strategic thinking and traditional play, the addition of Mancala to PUBG MOBILE is a tribute to Africa’s rich and enduring cultural legacy.

5. Weekly Giveaways and Major Events All Season Long

Players can also look forward to a thrilling calendar of community events and giveaways across the continent. Kicking off in July, the Airdrop Festival Carnival will offer chances to win top-tier prizes including Infinix smartphones and Oramo accessories. Meanwhile, the prestigious Africa Cup Tournament is already underway, with national teams battling for pride and glory ahead of the grand finals on September 6–7. In August, the TikTok x PUBGM Dance Challenge invites fans to showcase their moves for a chance to win weekly Infinix smartphones. With something exciting happening each month, PUBG MOBILE is bringing the community closer than ever.

More Than a Game: A Movement Co-Created With Africa

This isn’t just an update. It’s a milestone—the result of co-creation, feedback, and the passion of millions of African players.

“For Africa, By Africa” is more than a slogan. It’s a shared vision. A promise to build a game shaped by African voices, culture, and creativity.”

PUBG MOBILE is proud to stand with African gamers and promises that this is only the beginning. Together, the future of mobile gaming in Africa is brighter than ever.

About PUBG MOBILE

PUBG MOBILE is based on PUBG: BATTLEGROUNDS, the phenomenon that took the world of interactive entertainment by storm in 2017. Up to 100 players parachute onto a remote island to battle in a winner-takes-all showdown. Players must locate and scavenge their own weapons, vehicles, and supplies, and defeat every player in a visually and tactically rich battleground that

forces players into a shrinking play zone. PUBG MOBILE is co-developed by LIGHTSPEED STUDIOS of Tencent Games and KRAFTON, Inc.

For more information, please visit [Facebook](#), [Youtube](#), [X](#), and Instagram.

Adedoyin Giwa

Nelson Reids

adedoyingiwa@gmail.com

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/831475551>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.