

Tamatem Acquires Playable Factory

Playable Factory Acquires Tamatem to Expand its Presence to Turkey and Develop its AI Adtech Platform

PLAYABLE FACTORY 9+ TAMATEM 300
PLAYABLE FACTORY TAMATEM
AI

CHINA, April 21, 2026
/EINPresswire.com/ -- 20260421
MENA
[Tamatem](#) [Playable Factory](#)
Playable Factory
Playable
Ads
300



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Playable Factory 2018
90,000
8
40%
LTV

Tamatem [Hussam Hammo](#) "Tamatem Playable Factory"

Tamatem 2013 MENA 70
3 300

Tamatem Plus API 45
Playable Factory Berat Oguz "Playable Factory Tamatem"
Tamatem "AI-first"

Tamatem Next Ventures Square Enix Krafton
2500
Tamatem 180 MENA

