



# Mobile Moshi monsters are going global

by **JAYNE ATHERTON**

THE cult game Moshi Monsters Village was released as an app yesterday, allowing children in 150 countries to play it on smartphones and tablets for the first time.

The global launch is the latest step by London-based makers Mind Candy to develop a mobile strategy for its web-based games.

The app has been downloaded 250,000 times and reviewed more than 12,500 times since it became available to British users at Christmas.

'This is the first of many new mobile games we're developing and we're excited about launching them this year,' said Mind Candy chief executive Michael Acton Smith.

Moshi Monsters Village allows players to build their own settlement while caring for 'moshling' virtual pets. It was turned into an app with help from Dundee studio Tag Games.

Bosses hope to recreate the success of the web version, which has more than 80million users and has inspired spin-off ranges of toys, books, handheld video games and a magazine.

Mind Candy's turnover grew 62 per cent from £28.9million in 2011 to £46.9million in 2012, according to accounts filed last year.

■ Michael Acton Smith is a judge in our Worth Foundation Fund competition for entrepreneurs with big ideas. It is free

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**Me and my moshlings: Mind Candy boss Michael Acton Smith says the company is developing several new mobile apps**