



Habbo 10th Anniversary – Quote Sheet

The following quotes can be attributed to Timo Soininen, CEO, Sulake

On the growth of social gaming:

“Back in 2001, when we were building the first business plans, we used words such as ‘social’ and ‘social online places’ and these words didn’t resonate with people. We were talking about social interaction and people just didn’t get it. We actually had to change the terminology to ‘gaming’ so people would understand what we were talking about.”

On the reasons for success:

“User generated content and users creating activities for each other is the fun part of the service”.

“One of the key success factors is the really unique and distinctive look and feel of Habbo Hotel. In today’s world with a user generated approach you also have to have a little bit of a soul and we’ve certainly managed to capture something.”

On the growth of the company:

“Habbo has grown to become a pretty huge service over the last 10 years. We have 11 language versions, 172,000,000 registered Habbo characters and approximately 16 million unique browsers come to the service every month.”

“To get to this scale we’ve made a really interesting transition from just a creative, hunch driven, small company back in 2000 into a metrics, user insight driven company combined with creativity.”

“Habbo as a service, after 10 years is doing better than ever.”

On the virtual economy:

“We have one of the largest micro-payment networks in the world. We currently have something like 150 payment channels in 32 countries, helping users to collect, pay and buy premium services in Habbo.”

“The size of the Habbo economy, growing from a small site into one that sees the trading of virtual items between users is a big thing. The estimated annual value of transactions between users is over \$600 million dollars per annum, which starts to be a pretty big number!”



The following quotes can be attributed to Sampo Karjalainen, Co-Founder, Chief Creative Officer, Sulake

On the creation of the virtual world:

“We started the Habbo business 10 years ago. Back in 1999 we made a website for a friend of mine’s band. We made Mobile Disco, which was a predecessor to Habbo Hotel. It was a virtual bar and club, where you created a small character. With the character you were able to meet the band, hang around and mingle with other users in the service.”

“It worked so well we wanted to take the project further. We first made the basics for the game environment, then we set up the company and created Habbo Hotel.”