**Europe’s richest club Real Madrid joins ‘Europe’s fastest growing sport start-up’ for the world’s biggest football match**

LONDON & MADRID, 19 NOVEMBER 2015: Can you predict the outcome of the world’s biggest football (soccer) match? Real Madrid CF, one of the biggest sports brands in the world, and London game studio Playabl, dubbed ‘Europe’s fastest growing sport start-up’, today announced the launch of the Real Madrid Predictabl game, where football fans compete to be the #1 player in the world.

On 21 November, two sporting giants; Real Madrid and Barcelona, meet for the first El Classico of the season - the most watched club match in world football. Using Predictabl, fans predict on key match events and play against friends, rivals and even former players – competing to be #1 in the global fan challenge and win VIP prizes. Fans can then follow and play on all Real Madrid games throughout the season to earn points, level up and unlock new functions.

The game will enable Real Madrid to enhance the experience of their 450m global fan base and provide more engagement in the build up to and during all Real Madrid matches. Predictabl is the first in a suite of games for sports fans from Playabl which is available in over 22 languages and played in over 150 countries.

“Having one of the biggest clubs and fan bases in the world buy in to what we do is a statement about the strength of our product and ability to deliver new gaming experiences for sports fans with new revenue for sports clubs.” Benn Achilleas, CEO.

Real Madrid Predictabl is available to play for free now on iOS, Google Android and desktop, coming soon to XboxOne, Windows Mobile and Facebook. <http://realmadrid.playabl.com/>

The El Clássico was viewed by over 400 million people in 2014.

UEFA report in October 2015 listed Real Madrid as the richest club in Europe.

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About Playabl

Playabl Ltd. is a start up games studio based in London. It focuses on connecting sports fans and their clubs through exclusive, free-to-play, evergreen games for players of all levels of sports knowledge.

- See more at: http://playabl.com