



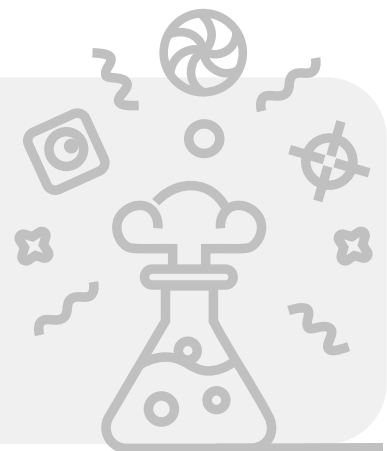
ZeptoLab is a global mobile game developer best known for creating the worldwide hit Cut the Rope. Since its founding in 2010, the company has delivered games that combine innovation, fun, and quality, reaching billions of players across the globe. Its titles have been downloaded over 2 billion times, and its flagship character, Om Nom, has become a recognizable icon in casual gaming and entertainment.

Currently, ZeptoLab operates as a remote-first company with the team working from multiple countries.

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Company History

ZeptoLab was founded in **2010** by twin brothers Efim and Semyon Voinov, two self-taught developers with a passion for creating unique and entertaining games. From the very beginning, ZeptoLab stood out for its independent spirit, developing titles without external funding and focusing entirely on quality and innovation.

The company's breakthrough came in **2010** with the release of **Cut the Rope**, a mobile puzzle game that introduced players to the adorable green monster **Om Nom**. The game quickly became a global sensation, reaching the top of app store charts across the world. Its innovative gameplay, polished design, and charming character design earned ZeptoLab widespread recognition, including a BAFTA Games Award and an Apple Design Award. The success of Cut the Rope firmly established ZeptoLab as a major name in mobile gaming.

Over the following years, ZeptoLab expanded the franchise with new installments, including **Cut the Rope: Experiments (2011)**, **Cut the Rope 2 (2013)**, **Cut the Rope: Time Travel (2013)**, and **Cut the Rope: Magic (2015)**. Each release introduced new mechanics and storylines, keeping the franchise fresh and engaging for millions of players.

In **2012**, ZeptoLab launched **Pudding Monsters**, a creative puzzle game that further demonstrated the studio's flair for original concepts and playful design. By this point, the company was already diversifying its portfolio while continuing to build on the success of Om Nom.

A new chapter opened in **2015** with the launch of **King of Thieves**, a game that combined platforming, dungeon-building, and player-versus-player competition. This title broadened ZeptoLab's scope beyond casual puzzles and proved its ability to create deeper, community-driven experiences.

The momentum continued in **2017** with **C.A.T.S.: Crash Arena Turbo Stars**, a multiplayer battle game where players designed and upgraded fighting machines. The game became another global hit, reaching over 200 million downloads.

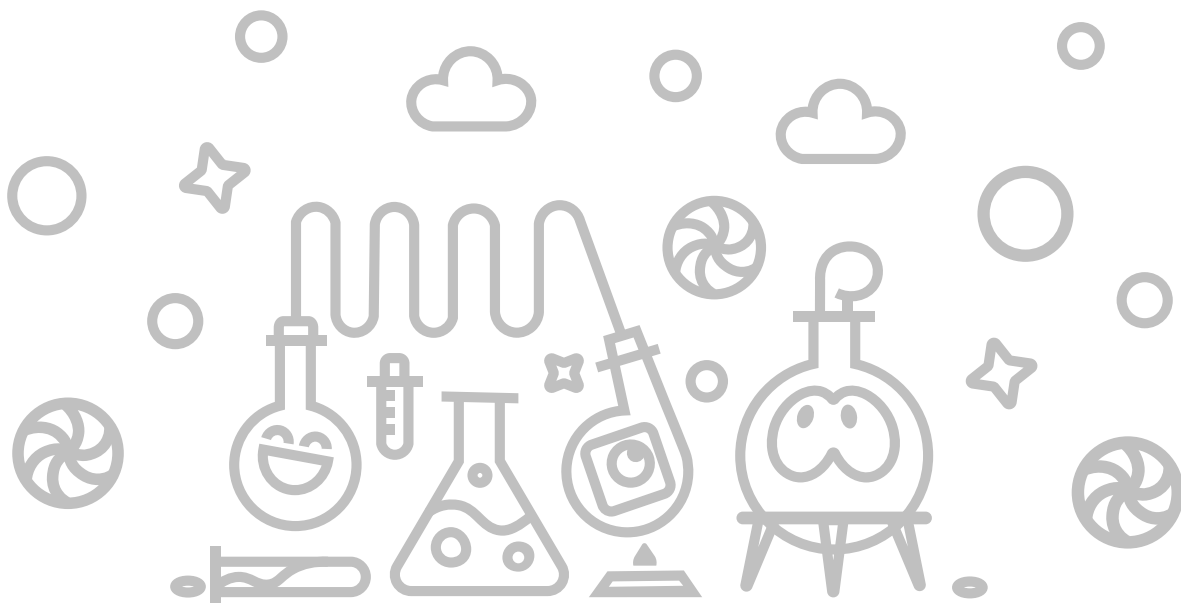
2020 marked a new wave of genres: the team shipped the major competitive stealth-shooter **Bullet Echo**, the robot-brawler sandbox **Robotics!**, the colony-like blob strategy **Evo Pop**, and the endless runner **Om Nom: Run**.

ZeptoLab also modernized its flagship: **Cut the Rope Remastered (2021)** re-introduced the classic in 3D on Apple Arcade; **Downhill Smash (2021)** delivered a physics-driven “rolling wrecking ball” collaboration; **Overcrowded: Tycoon (2022)** brought lively theme-park management; and **Cut the Rope Daily (2023)** launched as a bite-size puzzle for Netflix members. **Cut the Rope 3 (2023, Apple Arcade; 2024, Apple Vision Pro)** continued the premium branch of the series.

Beyond gaming, ZeptoLab successfully grew the character Om Nom into a multimedia brand. The animated spin-off series **Om Nom Stories** became globally renowned with billions of views on YouTube, and has been successfully placed on video-on-demand platforms and with broadcasters, while licensed merchandise extends the brand's touch points.

In **2024**, ZeptoLab partnered with KRAFTON to localize and bring Bullet Echo to Indian players as Bullet Echo India.

Today, ZeptoLab remains a global studio with a mission to deliver joy and innovation to players worldwide. Its story reflects not only the rapid rise of mobile gaming but also how a small independent studio grew into a worldwide entertainment brand.



Active Game Portfolio

2010



Cut the Rope

Physics puzzle; rope-cutting mechanics, candy collection.

2011



Cut the Rope: Experiments

Physics puzzle with lab gadgets.

2012



Pudding Monsters

Sliding puzzle; merge monsters to solve levels.

2013



Cut the Rope: Time Travel

Physics puzzle; feed two characters per stage.

2013



Cut the Rope 2

Physics puzzle; new characters and mechanics.

2015



Cut the Rope: Magic

Physics puzzle; transformation powers.

2019



Om Nom: Merge

Idle/merge game; evolve characters.

2020



Om Nom: Run

Endless runner; obstacle-dodging gameplay.

2020



Bullet Echo

Tactical shooter; top-down, fog-of-war.

2020



Robotics!

Physics battler; animate robots for combat.

2020



Evo Pop

Strategy; evolve creatures to dominate areas.

2021



Cut the Rope Remastered

Apple Arcade puzzle; 3D update of original.

2021



Downhill Smash

Action runner; destructive rolling mechanic.

2022



Overcrowded: Tycoon

Management sim; theme park operations.

2023



Cut the Rope Daily

Netflix exclusive; daily physics puzzle.

2023



Cut the Rope 3

Puzzle sequel; extra character, new gameplay, Apple.

Legacy Titles

2015



King of Thieves

PvP platformer; dungeon raiding and base building.

2017



C.A.T.S.: Crash Arena Turbo Stars

PvP battler; build and auto-fight machines.