

Preview: 'Candy Crush' maker King to go public

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A detail from the online game "Candy Crush Saga" is shown on a computer screen, Monday, March 24, 2014 in New York. King Digital, the company behind the popular, addictive mobile is expected to begin trading on the New York Stock Exchange on March 26. The Dublin, Ireland-based company could be valued as high as \$7.6 billion if its initial public offering prices at \$24 per share, the upper end of its expected range. (AP Photo/Mark Lennihan)

King Digital, the company behind the wildly mobile game "Candy Crush Saga," is scheduled to make its debut on the New York Stock Exchange

this week.

The company could be valued as high as \$7.6 billion if its initial public offering prices at \$24 per share, the upper end of its expected range. That's nearly twice as much as its closest rival Zynga Inc., creator of "FarmVille."

Unlike Zynga, however, King is profitable and has less than a third of Zynga's employee base.

The [company](#) is offering 15.5 million shares. Existing shareholders are offering another 6.7 million. King expects proceeds of \$326 million from the IPO.

King, based in Dublin, Ireland, generated revenue of \$1.88 billion last year. That's more than 10 times its 2012 [revenue](#) of \$164.4 million.

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