



V E N T U R E S

MTG Capital Markets Day 2019
Stockholm

Play Ventures Vision

*Play Ventures is a **\$30M** early-stage fund of choice for the absolute best new gaming studios and gaming services startups.*

*Our investors include the **best and the brightest in gaming**. We invest globally.*



We are successful gaming entrepreneurs ourselves and can identify winning teams even before they have products. We get in at attractive valuations.



We help our companies with recruitment, product design, fund raising and our unique network. Our goal is to be the most value-adding games VC.



We co-invest with the best games VCs to maximize company support and ensure the best possible deal-flow.

Founding Partner // Henric Suuronen

- ▶ Co-Founder Nonstop Games, exit to King \$32M(+\$68M)
- ▶ Over 14 years at top of gaming (King, Wooga, Digital Chocolate)
- ▶ Over \$1.2m own capital invested in 15 start-ups, 5 exits
- ▶ Board Member: Huuuge Games, Traplight Games & Matchmade
- ▶ Designed, managed and/or supervised >50 game titles



Founding Partner // Harri Manninen

- ▶ Over 15 years in the gaming industry
- ▶ Co-Founder at Rocket Pack, sold to Disney for \$10M
- ▶ Co-Founder, Investor and Advisor at Matchmade
- ▶ Board Director of Nordic XR Startups accelerator
- ▶ Angel Investor in 10 companies (6 in gaming)



Our Track Record in Gaming

\$100M+ in exit value, \$125M+ raised

Companies founded, invested in and exited



We invest only in the best teams



We invest in founders who built games for years, understand games as a business and have the desire and know-how to build the absolute best games. We don't invest in tourists in gaming.



We invest in differentiated product offerings that have a strong social part. Humans are social beings and the biggest games success stories have been very social in their core.



We focus on game teams that build F2P, Mobile, Steam, ESports and social games. We continuously play, scan and monitor the market in the look for the next platform or opportunity.



We invest in cases where the team has the ambition and know-how to build an over \$100M business. We will help the teams fill the gaps to realize their big ambition.

Global Deal-flow

Our GPs live & operate globally. In the past 12 months our total deal-flow has been over 250 companies, we looked closer at over 75 interesting deals and made 5 investments from the fund (updated: March 2019).



Play Ventures x



Positioning

MTG is uniquely positioned as a leader in interactive entertainment with key investments in gaming & eSports



Dealflow and co-investment

We share selectively our dealflow with our key LPs and regard MTG as a very interesting co-investor for growth rounds



Strategic Value Add

We can add a lot of strategic insight into deals and opportunities that MTG are pursuing and vice versa



Early Vs Late Stage

We can pursue opportunities that are too early for MTG and also share opportunities to MTG that are too late for Play Ventures

Key Trends we are seeing

- ▶ Hypercasual studios and publishers
- ▶ Casino-game core mechanics combined with casual social metagame design, like Coin Master
- ▶ Narrative games are also a clear trend, to both female and male core audiences
- ▶ Multiplayer, social gaming on mobile – both competitive and co-operative/social
- ▶ New interesting geographies – India, Southeast Asia and China building games also to western audiences

goodjob
games



Voodoo



