



Kongregate Overview

March 2019





Kongregate Stats



200 M

Mobile Installs



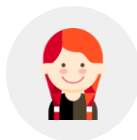
100,000+

Games Live on Kongregate.com



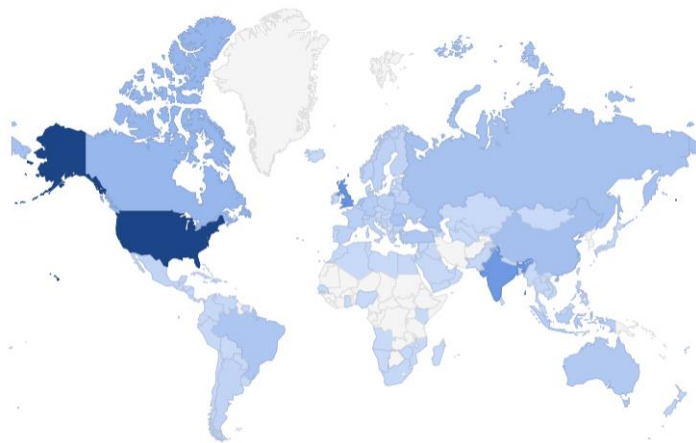
60

Mobile Games Published

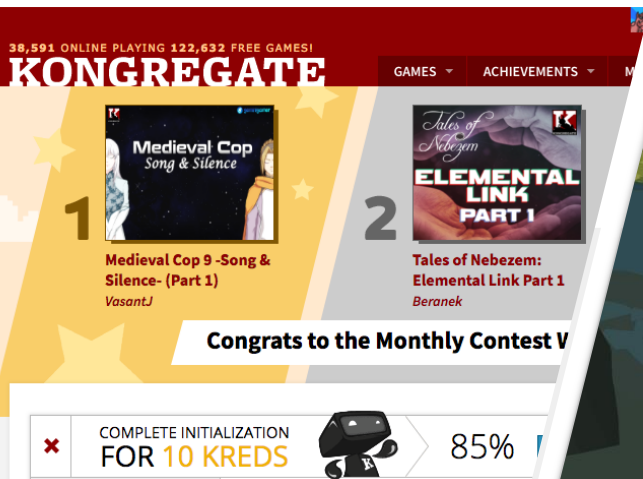


30,000+

Developers from more than **125** Countries



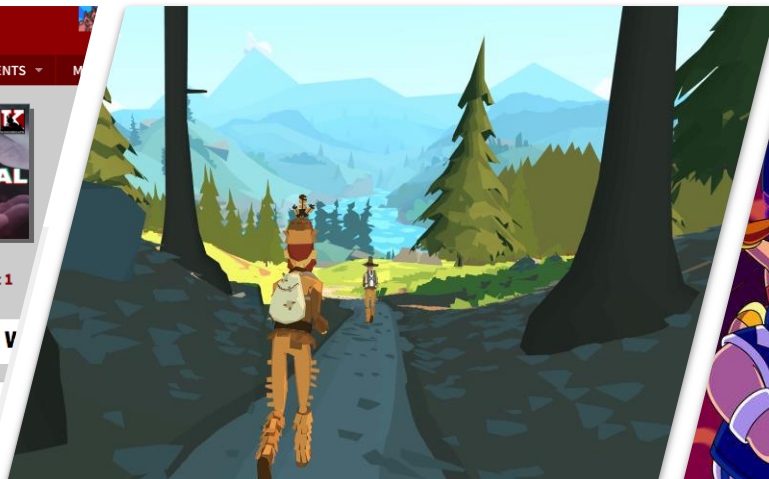
Kongregate's Pillars



Platforms

Nurturing indie games and gaming communities

est. 2006



3rd-Party Publishing

Launching and growing the best in indie games

est. 2013



First-Party Development

Building and operating chart topping games

*Ultrabit acq. 2016
Synapse acq. 2017*

Funnel of Opportunity

Risk Mitigating Pipeline of Studio Discovery and Development

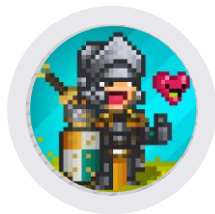


Platform

DISCOVER

(1000s developers)

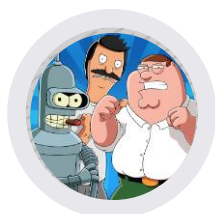
Reduce Risk
&
Increase Margin



Publishing

PARTNER

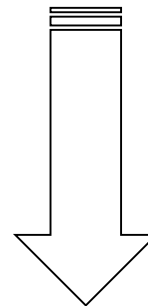
(100s developers)



Studios

ACQUIRE

(the best developers)



Case Study: Synapse Games

Risk Mitigating Pipeline of Studio Discovery and Development

Platform

DISCOVER



WarMetal Tyrant

2011

Kongregate.com

Lifetime Revenue \$2M

ARPPU \$40

Publishing

PARTNER



Tyrant Unleashed

2013

Kongregate.com & Mobile

Lifetime Revenue \$20+M

ARPPU \$400

CPIs \$7+

Studios

ACQUIRE



Animation Throwdown

2016

Kongregate.com & Mobile

Top Grossing Title

ARPPU \$100

CPIs \$2.50

Publishing is the Core

As the market gets more competitive, marketing excellence is a key advantage

1st Party Studios



Future Acquisitions

Publishing

Marketing & UA

Insights & Analytics

Monetization
Expertise

Platform Relations

3rd Party Studios



& More

Case Study: AdVenture Communist

Revamped game zooming up the charts



Sequel to hit AdVenture Capitalist originally launched in Q4 2017 with mixed results: good CPIs, mediocre retention. Team dug in to understand player confusion holding the game back.

Q4 2018: AdVenture Communist relaunched with simpler economy, clear goals, and a light gacha system.

Results:

- 5x increase in D30 Retention (3% → 15%)
- 2x increase in ARPDAU, 7x increase in LTV
- 20x increase in DAU & still growing with highly profitable UA



MONETIZATION

In-app purchase & ad revenue consulting, balancing, & optimization



RETENTION

Recommendations on engagement, drop-off, and feature roadmaps

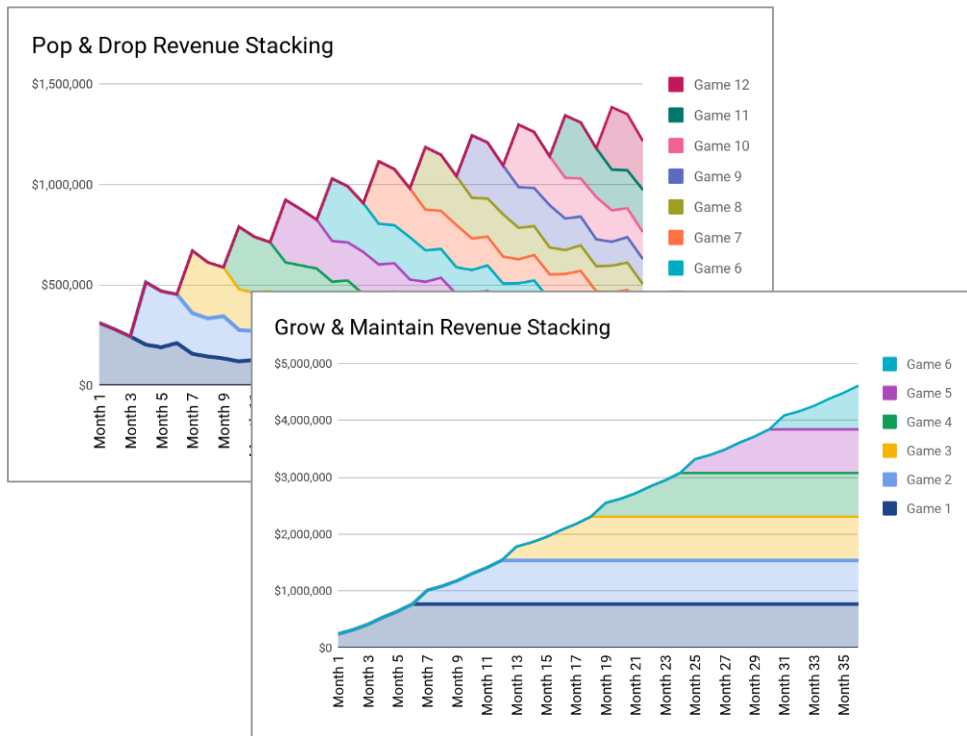


SCALED USER ACQUISITION

Tech stack, expertise & capital to run large campaigns effectively in complex & competitive mobile market

2019 Publishing

More Focused Investment Into Marketable Titles



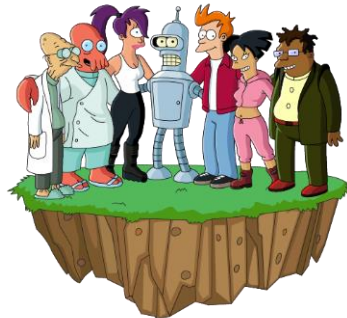
Focus on long-term **marketable** titles that we can grow & sustain for years.

- Focus on fewer and more relevant game launches, targeting range of 6 – 8 per year
- Concentrate on those categories where we are already strong (Idle, CCG, Strategy, Launch)
- Drive marketing team & technology

Highlights From Our Existing Portfolio



Rapid growth for AdVenture Communist after massive metric improvements in Q4



Sustained expansion for our largest 1st party title, Animation Throwdown

2019 1st Party Releases



Rift Heroes
By Synapse

Idle Frontier
By Ultrabit



Other 2019 Launch Highlights

Powerpuff Girls
By Juicy Beast



By Pajama Llama

Cosmos Quest
By GaiaByte



Announcing for 2020...



Teenage Mutant Ninja Turtles

Cross-platform strategy game from Synapse, developers of Animation Throwdown

Key Takeaways

- Broad network and strong reputation among indie developers
- Proven funnel to identify talent & games
- UA tech & team to compete in competitive mobile market
- Data-driven recommendations that grow & sustain games over time
- Strong, focused portfolio & pipeline of new games