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TOP GROSSING MOBILE GAMES

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The Product: Garfield's Bingo

ENTER GARFIELD'S WORLD AND FEAST ON LASAGNA TO POWER YOUR BINGOS

- ❖ Over 100 unique bingo-puzzles that take strategy to win
- ❖ Collect hidden items to unlock Odie, Nermal, Pooky, John and more
- ❖ Each character has their own Power Play, more than 20 in all
- ❖ Laugh with classic Garfield cartoons, gags, and sayings



PLAY WITH THE ENTIRE GARFIELD CAST AND ALL YOUR FRIENDS

- ❖ Limited Time Events reveal secret puzzles with bonus prizes
- ❖ Complete for the Top 10 bingos and instantly win special gifts if you get 3 stars
- ❖ Spin Garfield's Prize Wheel to find hidden gems and complete your collections



Metrics (KPIs)

User Acquisition Cost: \$1.90

Lifetime Value: \$1.25

Organic Ratio: 40%

The Product: Trophy Bingo

BOW-WOW BINGO FANS!

- ❖ Join Goldie on the bingo adventure of a lifetime to save her friends from the EVIL Trophy Hunter.
- ❖ Rescue all the SUPER DOGS and unlock their special Power Plays to help you win more bingos!
- ❖ Get combination bingos to multiply your score or win FREE spins on the wheel to complete your collections.



ADVENTURES INCLUDES:

- ❖ 164 levels of crazy bingo puzzles
- ❖ All NEW bingo Power Plays
- ❖ Over 100 doggone cool collection items
- ❖ Daily challenges for super rewards
- ❖ Live events



Metrics (KPIs)

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Lifetime Value: \$1.25

Organic Ratio: 40%

The Market: Mobile Bingo Games

- **INDUSTRY: Projected to grow 38% from 2014 – 2016**
- \$150M market in 2014 and growing

Bingo Blitz (competitor #1)

~45% market share, acquired in 2012 for \$45M by Caesars Interactive (Playtika)

Bingo Bash (competitor #2)

~45% market share, acquired in 2014 for \$160M by Game Show Network (GSN)

- No innovation in the bingo category since 2012
- Bingo Bash & Bingo Blitz are old products that are vulnerable to innovative new entrants
- **GARFIELD HAS GLOBAL BRAND POWER**
Garfield comics are syndicated in more than 80 countries, 40 languages, and have 200+ million readers

**THE BINGO CATEGORY IS:
'TOP 20 IN GROSSING'
'TOP 50 IN DOWNLOADS'**





Revenue Model: In-App Purchases and Advertising

- **95% In-App Purchases of In-Game Credits**
Players make a purchase when they run out of free credits
- **5% In-App Advertising**
Optional video advertising for players to earn credits
- **Game delivery and payment** via Apple, Google , & Amazon
- **Revenue Team develops & releases programs** to increase purchases and create high-value repeat customers
- **Trophy Bingo and Garfield's Bingo are deep games** with market-proven retention and monetization KPIs



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Thank you!

Contact us!

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