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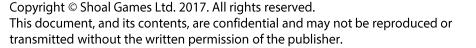




# TOP GROSSING MOBILE GAMES

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### The Product: Garfield's Bingo

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

- Over 100 unique bingopuzzles 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



**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



**User Acquisition Cost: \$1.90** 

**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'** 





#### **Monetization**





#### **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!

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