



TSXV: SGW  
OTC: SGLDF

ANGUILLA • LONDON • VANCOUVER

TOP GROSSING  
MOBILE GAMES



# FORWARD LOOKING STATEMENTS

Certain statements in this Presentation may be forward-looking. Such statements include those with respect to Shoal Games' business plans and use of funds raised under this presentation. Although Shoal Games believes the expectations reflected in such forward-looking statements are based on reasonable assumptions, it can give no assurances that its expectations will be achieved. Such assumptions, which may prove incorrect, include the following: (i) Shoal Games will be successful in its efforts to pursue the business activities referred to in this Presentation (ii) Shoal Games will be successful in its efforts to identify and secure investors hereunder, (iii) the investors hereunder will complete the investments they have agreed to make under their investments agreements, (iv) Shoal Games will not identify and pursue other business objectives using the proceeds of raised hereunder and (v) Shoal Games' revenues will remain sufficiently high and the costs of operating Shoal Games' business sufficiently low so as to permit Shoal Games to implement its business plans in a profitable manner. Factors that could cause actual results to differ materially from expectations include:- Risk Factors. No assurance can be given that any events anticipated by the forward-looking information in this Presentation will transpire or occur, or if any of them do so, what benefits that Shoal Games will derive therefrom. In particular, no assurance can be given as to the future financial performance of Shoal Games. Shoal Games disclaims any intention or obligation to update or revise any forward-looking statements in order to account for any new information or any other event, except as required under applicable law. The reader is warned against undue reliance on these forward-looking statements.

## History

Shoal Games Ltd. "SGW", previously Bingo.com Ltd., the company changed names in January 2015 to reflect its new focus on innovative mobile products.

Bingo.com, the URL and associated business was sold to Unibet Group Plc. for \$8 million USD (2014).

SGW pursues a multi-product strategy. Positioning the company to quickly grow revenues and increase market capitalization. (Reference :1)

## Our Offices



ANGUILLA, BRITISH WEST INDIES



LONDON, UNITED KINGDOM



VANCOUVER, CANADA

## Management Team – Success in Technology

Jason Williams



CEO

Over 15 years in Internet, games and technology.

x-CEO Bingo.com,  
x-RBC Dominion Securities

MBA in strategic marketing and competitive positioning.

Henry Bromley



CFO

Chartered Accountant with 20 years in tech ventures.

x-CFO Roadhouse Interactive  
x-CFO Bingo.com  
x-CFO CellStop Systems

Kirsten Forbes



VP PRODUCT DEVELOPMENT

Co-Founder and COO of Silicon Sisters Interactive (Canada's first female-led game development studio),

x-VP Product Development at Roadhouse Interactive

Tarnie Williams



EXECUTIVE CHAIRMAN

Over 40 years leading technology ventures to success.

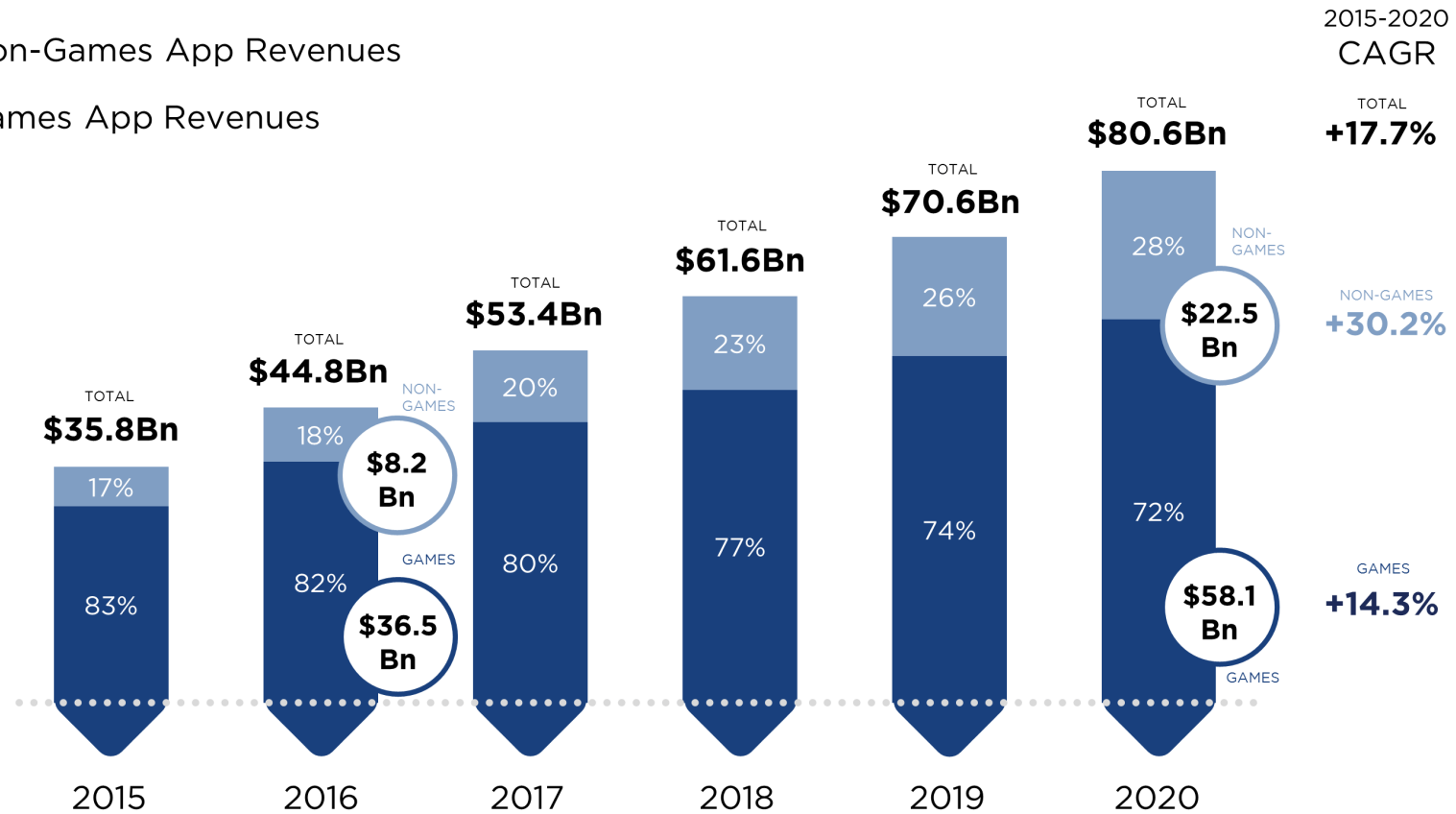
x-CEO Electronic Arts (Canada)

Co-founded and led companies to exits of more than \$850 million.

# \$44.8BN IN GLOBAL APP REVENUES IN 2016

GAME & NON-GAME APP REVENUE SPLIT | 2015-2020 | GLOBAL

- Non-Games App Revenues
- Games App Revenues



© Copyright Newzoo 2016 | Source: Newzoo Global App Store Intelligence | Q4 2016

[newzoo.com/mobile](http://newzoo.com/mobile)

## Primary Catalysts Driving the 2016-2021 Worldwide Game-based Learning Market



Ambient Insight 2016



## Multi-Product Strategy: Three Mobile Apps Ready for Market

Shoal Games targets the global mobile games market in two segments: **Game-based Learning** and **Social Bingo Apps**



**Rooplay** is an app-based platform where children access games and educational apps



**Garfield Bingo** is a 100-level Garfield themed game based off of Trophy Bingo.



**Trophy Bingo** is a 164-level puppy themed social bingo game.



## Product 1: Rooplay

**INDUSTRY:** Global Mobile Games

**SEGMENT:** Game-based Learning

**MARKET SIZE:** US\$2.6 Billion and growing

**BRAND LICENSE:** Garfield and others

**REVENUE MODEL:** Recurring revenue model  
\$4.99/month/user

**DISTRIBUTION:** Platforms via Apple iOS, Google Android,  
and Rooplay InstantPlay



## Product 2: Garfield's Bingo

**INDUSTRY:** Global Mobile Games

**SEGMENT:** Social Bingo Games Market

**MARKET SIZE:** US\$150 Million in 2016 and growing

**BRAND LICENSE:** Garfield's over 200 Million fans worldwide

**REVENUE MODEL:** In-app purchases

**DISTRIBUTION:** via Apple, Google, and Amazon app stores

**KPIs:** User Acquisition Cost: \$0.20, Lifetime Value: \$1.25\*,  
Organic Ratio: 78%, Installs: 55,000,  
Launched: December 2017







## Product 3: Trophy Bingo

**INDUSTRY:** Global Mobile Games

**SEGMENT:** Social Bingo Games Market

**MARKET SIZE:** US\$150 Million in 2016 and growing

**REVENUE MODEL:** In-app purchases

**DISTRIBUTION:** via Apple, Google, and Amazon app stores

**KPIs:** User Acquisition Cost \$1.09,  
Lifetime Value: \$1.50\*, Organic Ratio: 40%,  
Installs: 525,000, Launched: December 2016



## SGW MANAGEMENT AND BUSINESS PLAN FOCUS

- Shoal Games Ltd., led by Executive Chairman: Tarnie Williams (x-CEO of EA Canada), CEO: Jason Williams (x-CEO of Bingo.com, and x-RBC Dominion Securities Analyst), CFO: Henry Bromley (x-CFO of Bingo.com, and x-CFO of CellStop Systems) and V.P. Product Development: Kirsten Forbes (co-founder of SiliconSisters Interactive)
- Multi-Product strategy has SGW positioned to quickly grow revenues and increase market capitalization. All three mobile products are completed and ready for extensive user acquisition to provide rapid revenue growth leading to profitability.
- **ROOPLAY**: An Instant-Play games & learning platform for children.
  - Utilizes Industry-leading telecommunications technology and resources for development and innovation
  - Subscription content platforms such as Netflix (86 million subscribers) and Spotify (40 million subscribers) have become consumers' preferred choice for video and music consumption. SGW believes that Rooplay could rapidly become the preferred content platform for children's games once it is available in the marketplace.
  - **No solution currently exists like Rooplay. Rooplay could revolutionize the way that children play and learn with games and mobile devices forever. Rooplay is complete and ready for large expenditures on user acquisition.**

# CAPITAL MARKET PROFILE

- Exchange and Ticker Info: TSXV:SGW and OTC:SGLDF
- 52 Week High / Low: CAD \$0.85/\$0.41; US \$0.54/\$0.15
- In Business Since: 1999
- 2015 Net Revenues : CAD \$150,000; US \$111,000
- 2016 Net Revenues : CAD \$370,000; US \$275,000



Symbol: **SGLDF**



TSX Venture  
Exchange

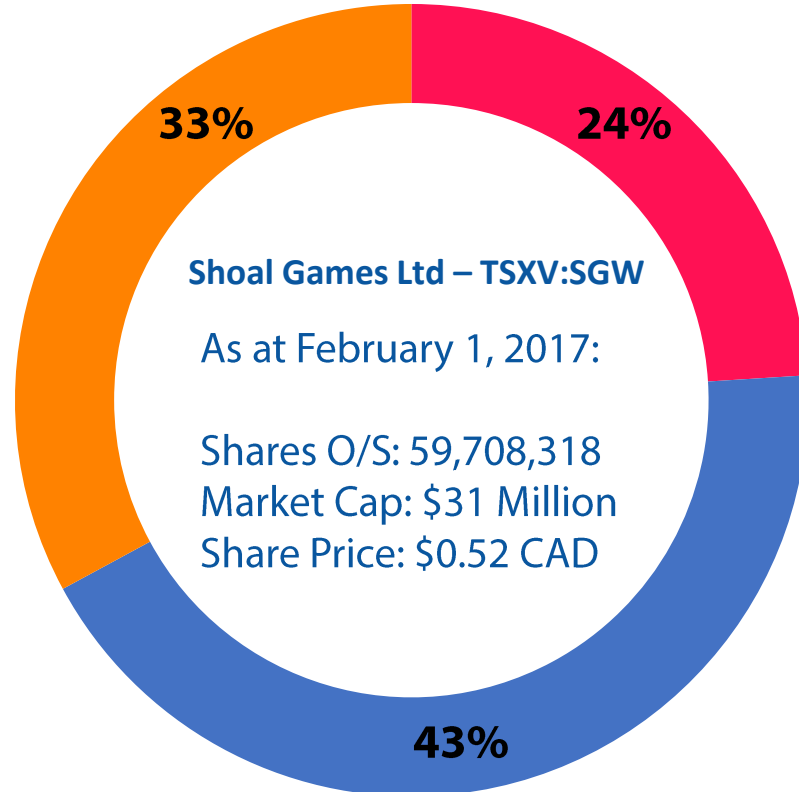
Symbol: **SGW**



Tarrnie Williams



Gwynn Williams



■ Public Float ■ G. Williams ■ T. Williams

Tarrnie Williams and Gwynn Williams (no relation) have provided the majority of the financing for the Company since 2001. Gwynn Williams is the co-Founder of Xoma Corporation, International Murex, Glyko Inc. and BioMarin Pharmaceutical.

Shoal Games Ltd. has reached the perfect point for expanding its horizons with it's multi-product strategy.

**All three mobile products are completed and ready for extensive user acquisition to provide rapid revenue growth leading to profitability.**

Confidential

# INVESTMENT OPPORTUNITY

## SUMMARY

Issuer:	Shoal Games Ltd. ("SGW", or the "Company")
The Offering:	Private placement of Common Shares plus Warrants of the Company
Offering Price:	CAD \$0.45 per Common Share plus - 6 month half warrant with an exercise price of CAD \$0.55 plus - one year half warrant with an exercise price of CAD \$0.65.
Amount:	US \$3 Million from initial Share purchase
Use of Proceeds:	Initial proceeds of the Offering will be used to fund the execution of the Company's business plan over the next twelve months and includes: <ul style="list-style-type: none"><li>• Rooplay Player Acquisition Costs US \$2,500,000</li><li>• Operational Expenses US \$ 500,000 (Including: Investor Relations)</li></ul>
Anticipated Results*:	See next slide for User Acquisition plan.

# USER ACQUISITION PLAN

	12 Month User Acquisition Plan																	
	Q2 Total	Q3 Total	Q4 Total	Q1/18 Total	12 months Total													
Rooplay UA Spend	\$ 600,000	\$ 900,000	\$ 900,000	\$ 900,000	\$ 3,300,000	<table><tr><th colspan="2">UA Metrics</th></tr><tr><td>UA Cost</td><td>\$ 2.00</td></tr><tr><td>Conversion %</td><td>3.5%</td></tr><tr><td>Monthly Subscription Fee</td><td>\$ 5.25</td></tr><tr><td>Platform Fees</td><td>17.5%</td></tr><tr><td>License Fees</td><td>19%</td></tr></table>	UA Metrics		UA Cost	\$ 2.00	Conversion %	3.5%	Monthly Subscription Fee	\$ 5.25	Platform Fees	17.5%	License Fees	19%
UA Metrics																		
UA Cost	\$ 2.00																	
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Platform Fees	17.5%																	
License Fees	19%																	
Rooplay Paid Installs	\$ 300,000	\$ 450,000	\$ 450,000	\$ 450,000	\$ 1,650,000													
Rooplay Free Installs	\$ 300,000	\$ 450,000	\$ 450,000	\$ 450,000	\$ 1,650,000													
Rooplay New Subscribers	\$ 10,500	\$ 31,500	\$ 31,500	\$ 31,500	\$ 105,000													
Rooplay Total Subscribers	\$ 10,500	\$ 42,000	\$ 73,500	\$ 105,000														
Rooplay Gross Revenue	\$ 73,500	\$ 496,125	\$ 992,250	\$ 1,488,375	\$ 3,050,250													
Rooplay Platform Fees	\$ 12,863	\$ 86,822	\$ 173,644	\$ 260,466	\$ 533,794													
Rooplay License Fees	\$ 11,521	\$ 77,768	\$ 155,535	\$ 233,303	\$ 478,127													
Rooplay Net Revenue	\$ 49,116	\$ 331,536	\$ 663,071	\$ 994,607	\$ 2,038,330													
PROFIT (LOSS)	\$ 24,384	\$ 164,589	\$ 329,179	\$ 493,768	\$ 1,011,920													

Refer to forward-looking statements disclaimer.



## ADDITIONAL INFORMATION

Board of Directors – <http://investor.shoalgames.com/team/>

Management – <http://investor.shoalgames.com/team/>

Shoal Games Ltd. Financial Statements – <http://investor.shoalgames.com/category/c14-financial-filings/c47-financial-filings/>

Press Releases – <http://investor.shoalgames.com/category/c13-press-releases/>

Research Reports – <http://investor.shoalgames.com/research/>

Shoal Games Ltd. Website – <http://shoalgames.com/>

Rooplay Website – <http://www.rooplay.com/#progress/>

Garfield's Bingo Website – <http://www.garfieldsbingo.com/>

Trophy Bingo Website – <http://www.trophybingo.com/>

Accredited Investors Subscription Agreement – [\*link to come soon\*](#)

2011-2016





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Thank you!

Contact us!

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