



TSXV: SGW  
OTC: SGLDF

ANGUILLA • LONDON • VANCOUVER



# Games for Children and Families 100% Safe. 100% Fun.



BARCELONA 27 FEB - 2 MAR 2017

2017 GSMA Mobile World Congress in Barcelona, Spain.

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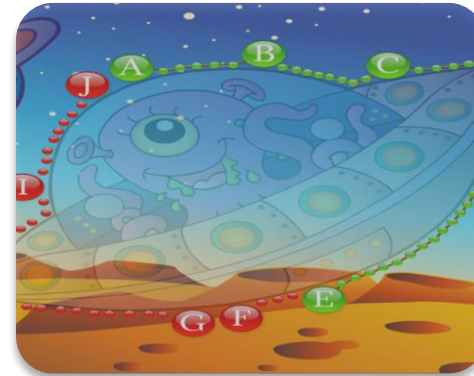
# The Problem

- **Children** want to dive in and play lots of apps.
- **Parents** invest time to avoid apps with:
  - Intrusive ads
  - Unappealing content
  - Expensive 'content gates' and in-app purchases
  - High complexity
  - Wasted screen-time with no educational benefit
- **Independent developers** around the world create the best children's games but are hard to find.



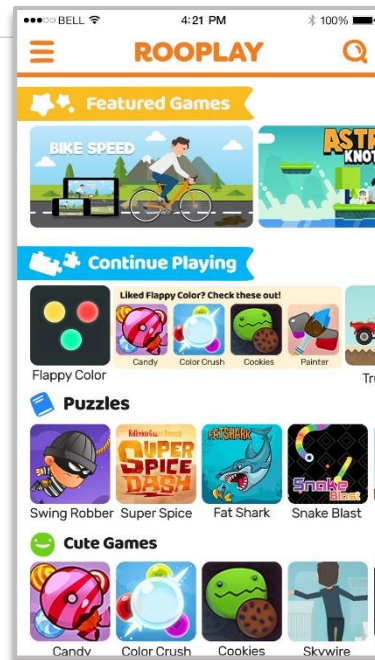
# The Solution

Rooplay – a family friendly platform for mobile games and apps



## Children's Platform

- Children gain information and skills
- Focus on educational games
- Over 500 games at launch
- No ads, no in-app purchases, no downloads



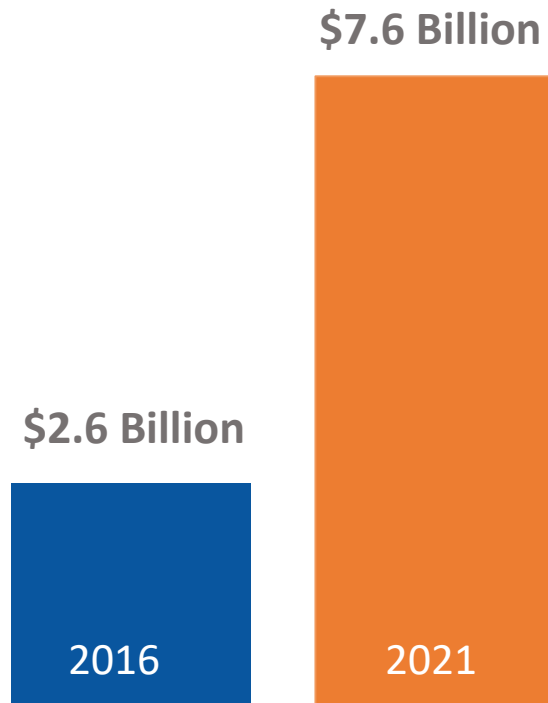
## Developers Platform

- Make money from licensing
- Share knowledge by educating
- Create content for distributing
- Innovate mobile game making

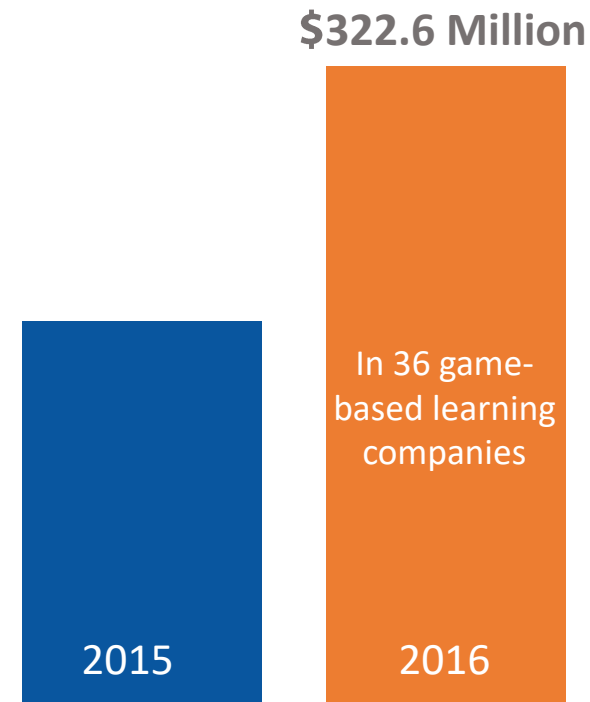
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# Educational game demand is growing!

Game-based learning products  
**Worldwide revenues**

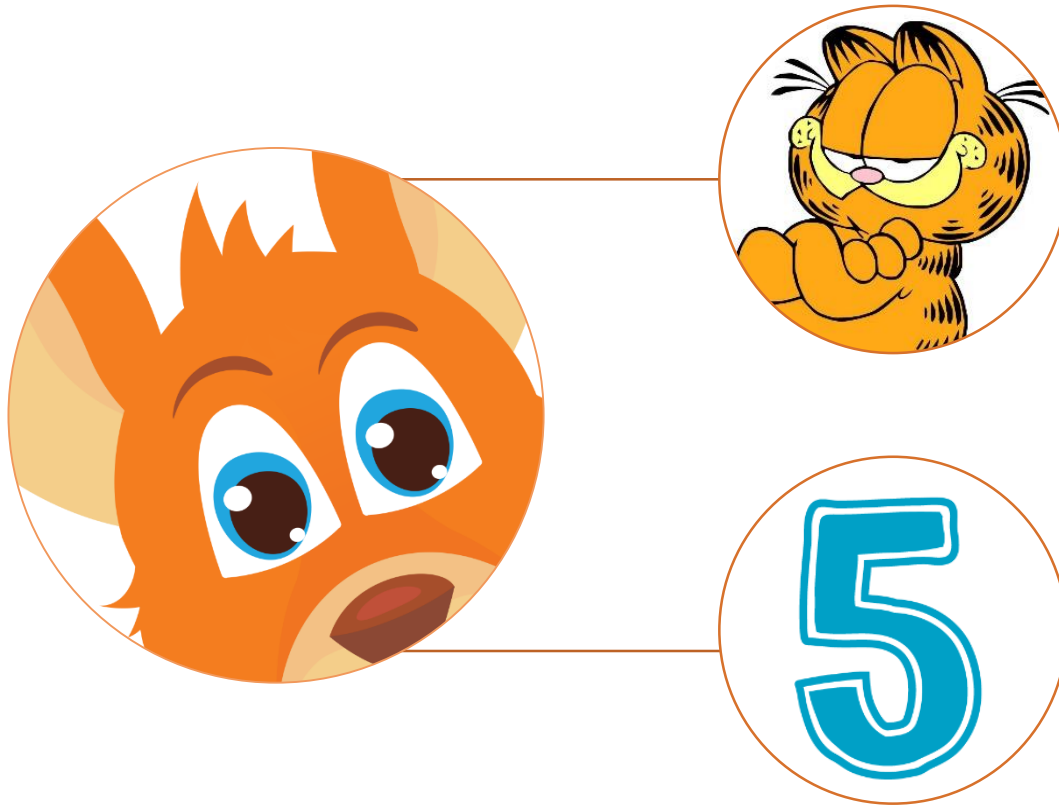


**Nearly double** the amount of private  
investments made in the first half of 2016



(Data retrieved from: The 2016-2021 Worldwide Game-based Learning Market, Ambient Insight, LLC)

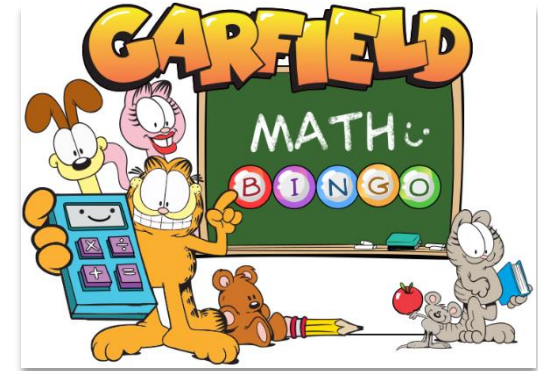
## Exclusive Partnerships, Garfield License



Beginning with 500+ games

### April 2017 Releases

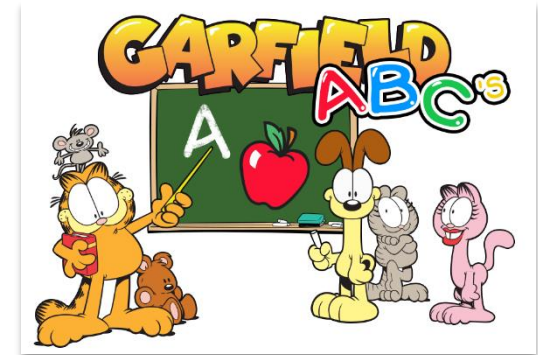
Garfield Math Bingo  
Garfield Memory match  
Garfield ABCs  
Garfield Coloring Book



Garfield©

### May 2017 Releases

Garfield Connect the Dots  
Garfield Spot the Difference  
Garfield 4 in a Row  
Garfield Tic Tac Toe  
Garfield Snakes & Ladders

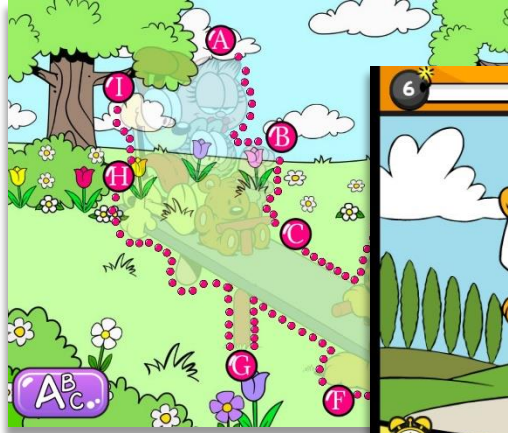


Building a pipeline of 5 Rooplay originals per month



# Originals Production 15 Games Featuring Garfield

## Connect the Dots



## Spot the Difference

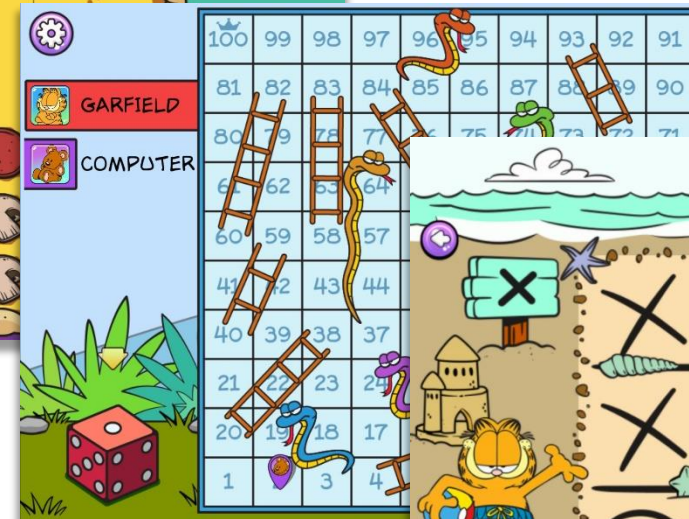


## Four in a Row

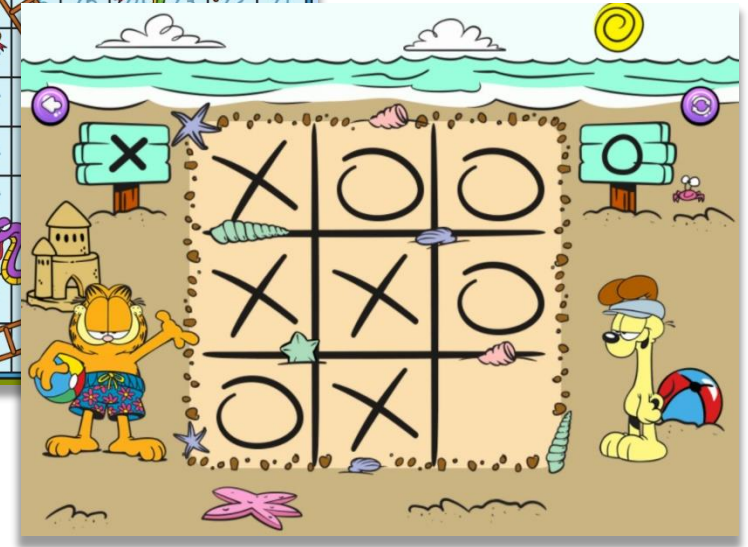


## Recent Releases

## Snakes & Ladders



## Tic Tac Toe



## June Releases:

### Hidden Objects

### Checkers

### Chess

### Jigsaw Puzzle

### ABC Letter Tracing

### Summer Vacation

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# Brand Partners Globally Recognized Children's Characters

## Under Contract



## In Negotiation



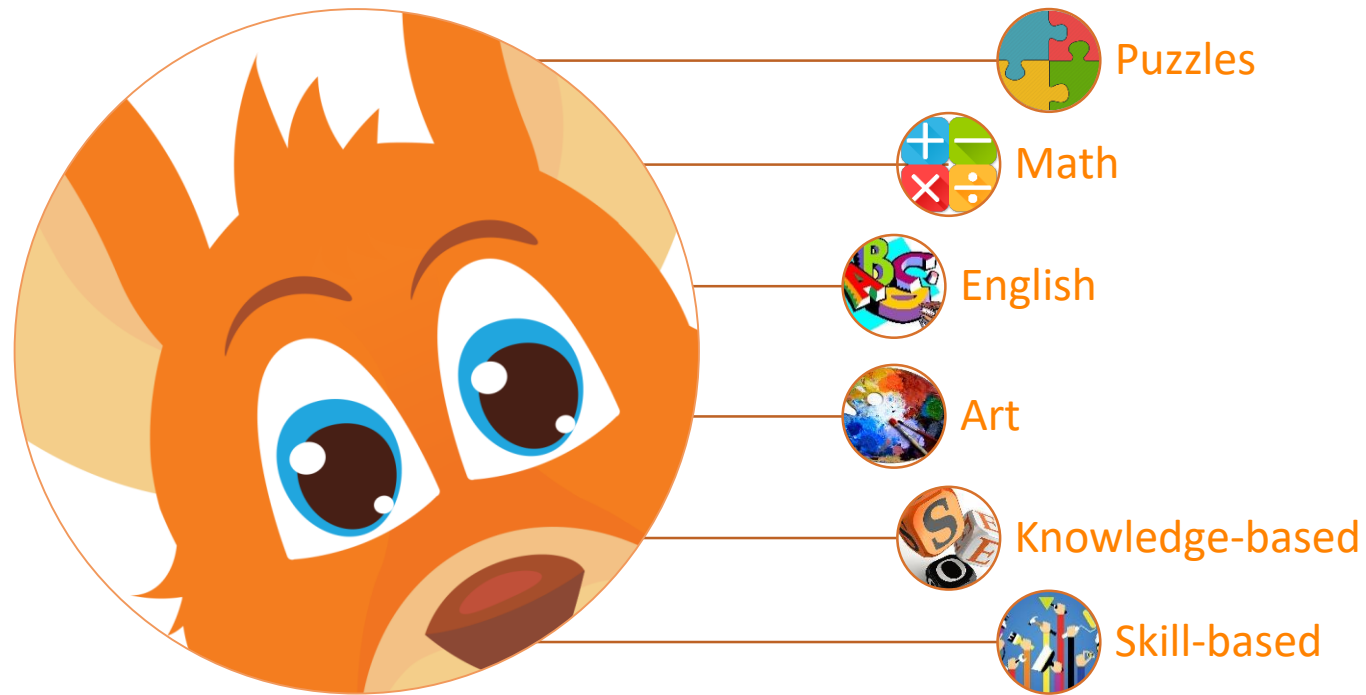
## Future Licenses - TBA



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## 500+ Games for Families and Early Learning



Beginning with the genres everyone knows

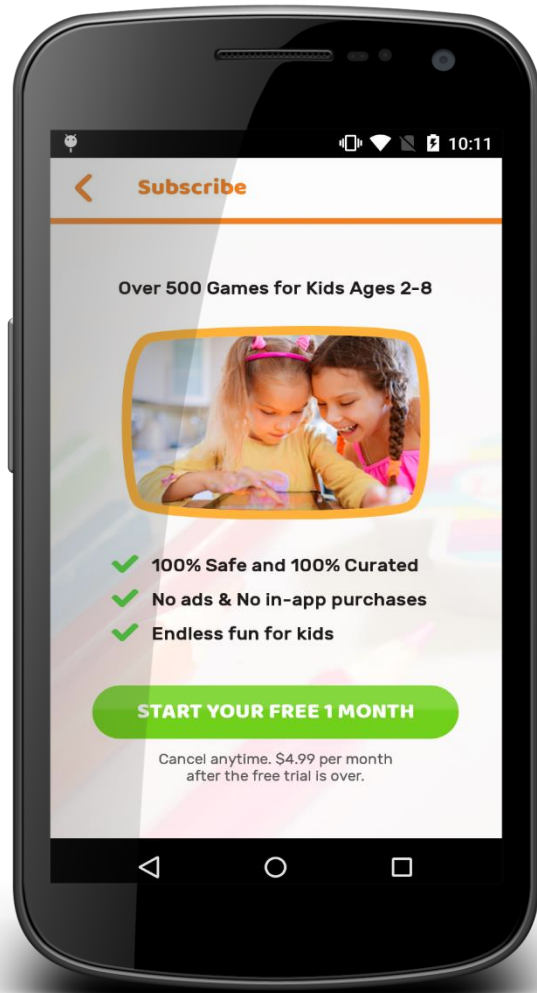
To create the categories users will love

# Educational Games are effective



- **Rooplay Originals** combining popular characters and our own educational games
- **Everything we do is learning**, turn passive screen time to active screen time
- **Families** can play & learn together
- Games are perfect for **individualized learning**
- A catalog supporting **STEM education**
- **Create confidence** with using technology for all ages

## Business Model Monthly Subscription Provides Recurring Revenue



- **Free area** includes access to a small selection of games
- **Partnerships** for joint media engagement in all regions
- **Subscription** with simple mobile confirmation
- **Rooplay** library of 500+ games is instantly unlocked upon subscription

# Distribution



## Google play

**Available now** in all countries via Google Play store, and in 27 languages

- ❖ **Exclusive feature** in Google app store (potential for 1 million or more downloads per app)
- ❖ **Distribution** trial bundles with mobile operators
- ❖ **Content partnerships** with brand leaders
  - Garfield© and more: Global rights to make children's games

### Marketing Strategy

- **Social Media** marketing with paid acquisitions (Facebook, Twitter, Instagram, Weibo, WeChat)
- **In-game sharing features** to spur additional downloads
- **IP feature** according to geographic/demographic area



# User Acquisition Strategy

## Leveraging Brand Power and Referral Selling

### 1: Attract New Customers

Rapid development of branded educational games.

### 2: Reduce Churn

Satisfy customers with continued variation in selected games content.

### 3: Support Education

Promotes early learning, tech literacy, STEM learning, and education habits.

### 4: Earn Recurring Revenue

Process premium subscriptions to Rooplay.

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- ❖ Rooplay was invited by GSMA to be featured in the Innovation City among other projects from AT&T, Google etc.
- ❖ Rooplay showcased the future of mobile gaming on 5G
- ❖ More than 120,000 attendees
- ❖ Rooplay is well-received by attendees from telco operators around the world
- ❖ Rooplay was featured in the press e.g. BBC Click

*"There's a hypothesis in the industry that content is an important differentiator in wireless, and this allows us to test the effect of exclusive content on customer acquisition and retention without us spending billions like our bigger competitors."*

Marcelo Claire, Sprint Corporation



Rooplay at the Mobile World Congress 2017 has created long-term strategic partnerships. We in this short period of time have completed the following:

- 1 partnership with CafeBazaar in Iran (32m active user base)
- 2 contracts in final closing stages, API integration is under process. (70m active subscribers user base)
- 1 or 2 in the contract stage
- And ongoing communications with 40+ operators' decision makers with a cumulative of 400m+ active subscribers



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## SUMMARY

Issuer:	Shoal Games Ltd. ("SGW", or the "Company")
The Offering:	A Non-Brokered Unit Offering to Accredited Investors
Price per Unit:	CDN \$0.45 per unit, consisting of one share and one warrant.
Warrant:	Each warrant entitles the purchaser to purchase an additional share for CDN \$0.55 per share for the first six months after closing date or at a price of CDN \$0.65 per share for the subsequent six months. <small>There is a four month Resale Restriction on the shares purchased.</small>
Amount:	Up to CDN \$3 Million from initial Share purchase
Use of Proceeds:	<p>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:</p> <ul style="list-style-type: none"> <li>• Rooplay Originals Production <span>CDN \$1,000,000</span></li> <li>• Rooplay Player Acquisition Costs <span>CDN \$1,000,000</span></li> <li>• Operational Expenses <span>CDN \$1,000,000</span></li> </ul> <p>(Including: Investor Relations)</p>



# Company Profile

- Exchange 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**



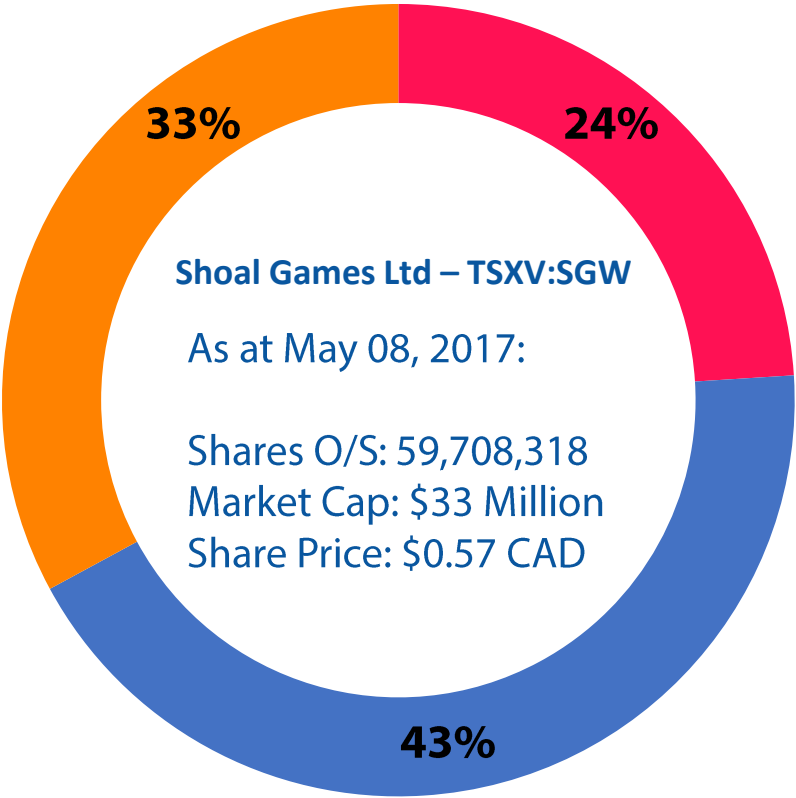
Tarrnie Williams



TSX Venture Exchange  
Symbol: **SGW**



Gwynn Williams



■ Public Float   ■ G. Williams   ■ T. Williams

Tarrnie Williams and Gwynn Williams (no relation) have managed and financed the Company since 2001. Tarrnie Williams is the co-Founder of Electronic Arts (Canada) and International Murex. Meanwhile, 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 growth with Rooplay.

**The first version of Rooplay is complete with 500+ games and 5 Rooplay Originals and is ready for global distribution through our B2C and B2B strategies.**

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## Management Team – Success in Technology

**Jason Williams**



Chief Executive Officer

Over 15 years in Internet, games and technology.

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

MBA in strategic  
marketing and  
competitive positioning.

**Dr. Amir Shadmand**



Co-founder Rooplay

Over 10 years in Mobile  
Technology (4G & 5G) and  
cloud gaming.

x-CEO Supenta.

Mentor at  
Entrepreneurship Institute  
King's College London.  
PhD in Mobile  
Telecommunications.

**Henry Bromley**



Chief Financial Officer

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.

**Tarrnie 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.

## Summary Investment in Technology: Creates the largest returns

### Investors must find companies with:

- **Products ready for market** – Rooplay is ready for funding to launch Original's games to paying players.
- **Opportunities with early-stage disruptive products** - Rooplay has no competitors streaming educational mobile games.
- **Long-term development goals** - SGW business plan focused on continued rapid growth available due to first entry in worldwide market offer a educational mobile games platform for young children
- **Leaders with a history of success** - SGW's development team has over 100 man-years in mobile game development experience and launched dozens of successful mobile games over the past several years.



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Get in contact  
with us!

**Tarrnie Williams**

+1 (604) 720 9258

*Tarrnie@shoalgames.com*

**Allen Fan 范天宇**

+1 (778) 689 5555

*Allen@shoalgames.com*

**Jason Williams**

+44 7595 375879

*Jason@shoalgames.com*

**Dr. Amir Shadmand**

+44 7971 850006

*Amir@rooplay.com*