

# PLUG IN DIGITAL



MOBILE DISTRIBUTION OFFER

# INTRODUCING PLUG IN DIGITAL

PLUG IN DIGITAL IS ONE OF THE LEADING COMPANIES FOR VIDEO GAMES DIGITAL DISTRIBUTION WORLDWIDE.

Started in 2012, Plug In Digital built a solid expertise and strong reputation in digital distribution for PC games. We have been providing sales support to a wide range of companies, from indie studios to world leading publishers.

Over time we grew and expanded our services - we operate on all video game markets, from PC to console, cloud, mobile, VR or AR - and mobile distribution is one of our strongest fields of expertise as a key part of our business model.

## OUR ACTIVITIES



**DISTRIBUTION  
MOBILE & HTML5**



**DISTRIBUTION  
PC & CLOUD GAMING**



**DISTRIBUTION  
CHINA & ASIAN MARKETS**

**DEAR  
VILLAGERS**

**PID GAMES**

**PUBLISHING  
LABELS**

**PLUG IN  
DIGITAL**

# THE PLUG IN DIGITAL'S WORLD MAP

## NORTH AMERICA

37% of sales  
40+ distribution partners  
50+ partner studios & publishers

## LATAM

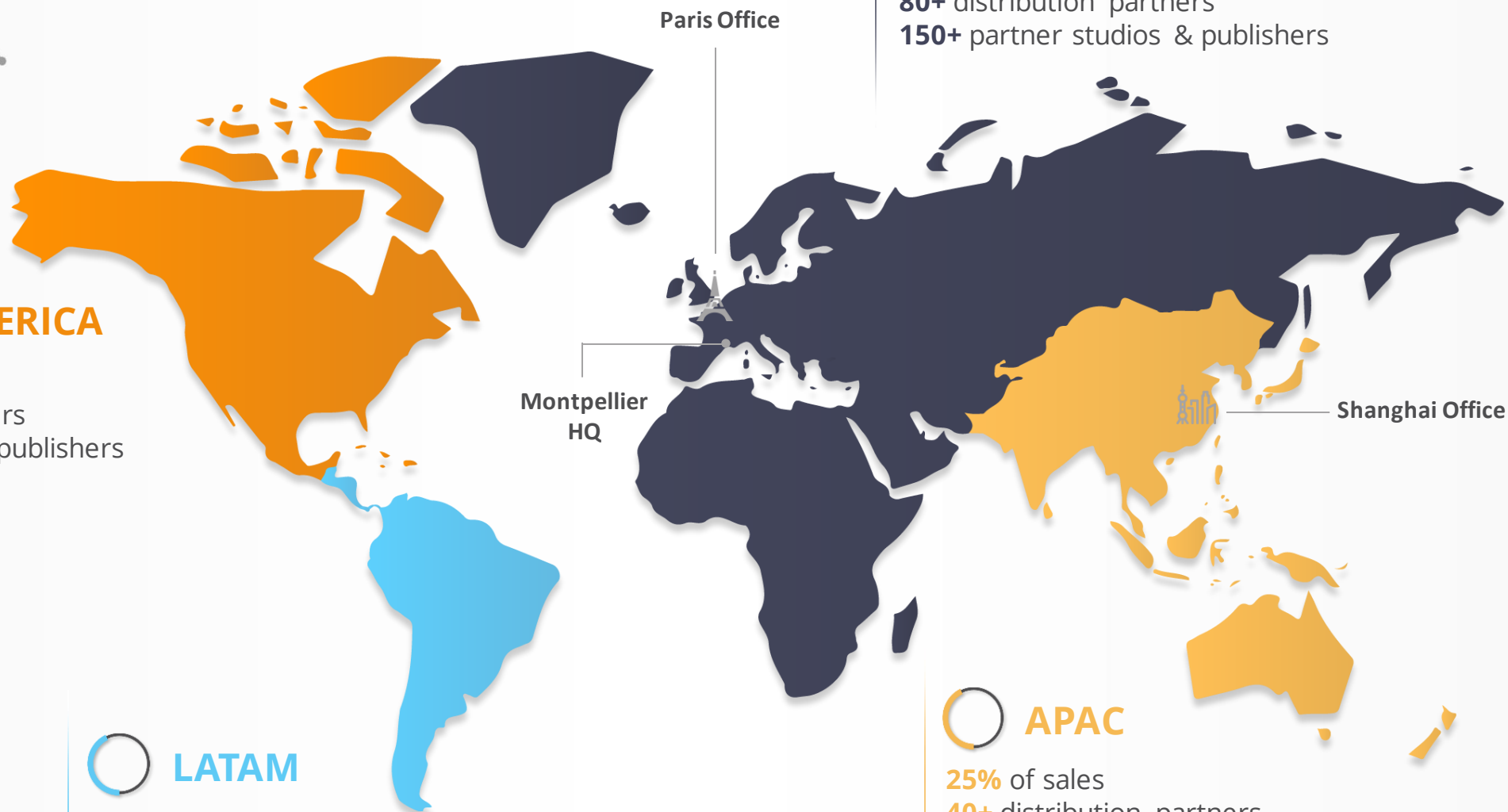
3% of sales  
5+ distribution partners  
15+ partner studios & publishers

## EMEA

35% of sales  
80+ distribution partners  
150+ partner studios & publishers

## APAC

25% of sales  
40+ distribution partners  
30+ partner studios & publishers



# A DEDICATED TEAM

WITHIN 40+ EMPLOYEES, PLUG IN DIGITAL CREATED AN ELITE SQUAD 100% DEDICATED TO MOBILE GAMES DISTRIBUTION!

## BUSINESS DEVELOPMENT



**FRANCIS**  
Founder - CEO

- EXPLORE BEST BUSINESS SALES OPPORTUNITIES FOR YOUR GAME
- GAMES LIFECYCLE STRATEGY
- SPECIAL-OPS AND DEALS SET-UP

## ACCOUNT MANAGEMENT



**PAULINE**  
Sales - Account Manager



**FLORENT**  
Account Manager  
HTML 5



**MAXIME**  
Asst Account manager

- DAILY CONTACTS WITH OUR PARTNER STORES NETWORK
- GAMES LIFECYCLE MANAGEMENT
- FEATURING AND SALES SET-UP
- STOREPAGES & ASSETS MANAGEMENT

## ASIA



**GAO**  
Head of APAC



**KAVKA**  
Account Manager



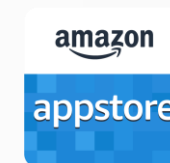
**RACHEL**  
Content Manager

- DEDICATED BUSINESS DEVELOPMENT, ACCOUNT MANAGEMENT & CONTENT
- MANAGEMENT FOR CHINA & EAST ASIA
- GAME LOCALIZATION & ISBN PROCESS

## A STRONG STORE PARTNERS NETWORK

AS A DISTRIBUTOR AND PUBLISHER, WE PROVIDE GAMES TO 80+ ONLINE MOBILE STORES AND OTHER GAMING PLATFORMS WORLDWIDE.

WE WERE PIONEERS ON THE CLOUD GAMING MARKET AND ARE NOW ONE OF THE MAIN GAME PROVIDERS FOR MANY BUY-TO-PLAY OR SUBSCRIPTION-BASED SERVICES.



Among many other distribution partners!



## A TRUSTED SALES PARTNER

WE ARE A DRIVING FORCE BEHIND KEY PLAYERS OF THE VIDEO GAME INDUSTRY.  
TO DATE, WE PROVIDED SALESFORCE AND BUSINESS DEVELOPMENT SERVICES TO MORE THAN 100 PARTNER  
STUDIOS AND PUBLISHERS.



And other teams around the world!



**PUMPS**  
uba  
urfette

Beholder

NEON  
Beats

Seduction  
Stories

PLUG IN  
DIGITAL  
DISTRIBUTION  
PORTFOLIO

the  
CUT ROPE

SADIANA

ZOMBIE  
NIGHT  
TERROR

Le Tarot  
*Jouez au tarot*

ANGELA  
FOOTBALL

BEAVER  
RIVER  
RAVE

BRIDGE



# OUR OFFER



## WORLDWIDE DISTRIBUTION

WE DISTRIBUTE YOUR GAMES TO 120+ LEGIT PARTNERS WORLDWIDE: STEAM KEYS, CLOUD GAMING, GAME ON DEMAND...



## SALES MADE SIMPLE

WE TAKE CARE OF EVERYTHING. A CRYSTAL CLEAR AND TIME SAVING PROCESS, WITH A SINGLE MONTHLY INVOICE .



## BUSINESS DEVELOPMENT

WE LOOK FOR AND NEGOCIATE MARKETING AND SOCIAL NETWORK OPPORTUNITIES FOR YOUR GAMES FROM FEATURINGS TO SALES OPERATION OR BRAND PARTNERSHIPS



## IMPROVED INCOME

WE BOOST YOUR GAMES REVENUES WITH ADDITIONAL INCOME SOURCES AND OPTIMIZED PRODUCT LIFECYCLES



## KEEP SAFE & WISE

WE PROTECT YOUR GAMES FROM MALICIOUS STORES AND MAKE SURE YOU MAKE THE RIGHT CHOICES AT THE RIGHT TIME



## BUSINESS PARTNERS

WE ARE BUSINESS PARTNERS, BASED ON A REV SHARE MODEL. WE SHARE THE SAME GOALS AND INTERESTS.



## FOREVER YOURS IP

WE HAVE NO CLAIM ON YOUR IP. YOU KEEP THE FINAL WORD ON EVERYTHING: PRICING, TIMING, DISCOUNTS...



# OUR STRENGTHS



## CATALOG EFFECT

OUR STRONG CATALOG  
GIVES US MORE  
LEVERAGE.  
BE PART OF IT.



## MULTIPLE INCOME SOURCES

DO NOT RELY ON  
STEAM ONLY DIVERSIFY  
YOUR REVENUE  
SOURCES



## EXPLORE NEW MARKETS

WE TAKE YOUR GAMES  
TO TRENDING  
COUNTRIES (BRAZIL,  
CHINA, KOREA...)



## NEW BUSINESS MODELS

GAMES ON DEMAND,  
CLOUD GAMING, OEM  
AND MORE



## EASE YOUR ACCOUNTING

ONE CONTACT, ONE  
INVOICE, ONE  
CURRENCY. TAX  
MANAGEMENT  
INCLUDED.



## TRANSPARENT PROCESSES

OUR REV SHARE BASED  
CONTRACT IS CLEAR,  
NO HIDDEN FEES OR  
COSTS



## CONSOLE SUPPORT

WE CAN HANDLE ALL  
TECHNICAL  
CERTIFICATIONS AND  
FIND GOOD PORTING  
PARTNERS

# OUR TYPICAL PROCESS FOR MOBILE

## WE

DEFINE TOGETHER THE EXACT RANGE OF OUR **MISSIONS**

SIGN A UNIQUE **CONTRACT** FOR ALL YOUR GAMES

GRAND YOU **DIRECT ACCESS** TO STEAM BACK OFFICE  
(IF YOU STEAM WITH US)

**CREATE** ALL PARTNER STORE PAGES (STEAM, GOG, HUMBLE,  
EPIC, WE GAMES...) AND OPEN DISCUSSIONS FOR FEATURINGS

**PUSH** YOUR GAMES ON ALL PLATFORMS PRIOR AND UPON  
RELEASE

**REPORT** TO YOU ON MONTHLY SALES AND TRADE  
MARKETING

## YOU

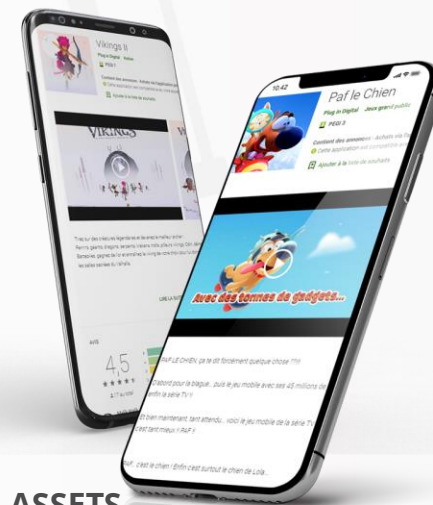
DELIVER THE REQUIRED MARKETING ASSETS  
(CLOSE TO STEAM ASSETS LIST)

PROVIDE US WITH A **DRM** FREE BUILD IF AGREED (MANDATORY  
FOR CLOUD GAMING OPPORTUNITIES)

SEND US A **SINGLE MONTHLY INVOICE** IN ONE CURRENCY  
(DOLLAR OR EURO)

GET A **MONTHLY PAYMENT**

SAVE MORE TIME AND BUDGET FOR **YOUR NEXT PROJECTS**



# DEDICATED CHINA & ASIA DISTRIBUTION

Reach the new leading markets in a painless way



WE HAVE AN OFFICE IN SHANGHAI WITH A DEDICATED  
**SENIOR TEAM**

WE HELP MAKING SURE YOUR GAME CAN PASS  
**GOVERNMENTAL CERTIFICATION PROCESS**

WE **OPERATE** ON **PC, CLOUD, MOBILE, AND CONSOLE** GAMES  
ALIKE

WE CAN TAKE CARE OF **LOCALIZATION** THROUGH RELIABLE  
PARTNERS

WE'RE IN CLOSE CONTACT WITH **POWERFUL STORES** LIKE  
WEGAME (TENCENT), SONKWO (CE-ASIA), APPLE, GOOGLE,  
LOCAL ANDROID STORES AND CONSOLE JOINT VENTURES

# CONTACT US



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**Founder - CEO**

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**Sales & Account Manager**

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**Distribution Scout**

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**PLUG IN**  
**DIGITAL**