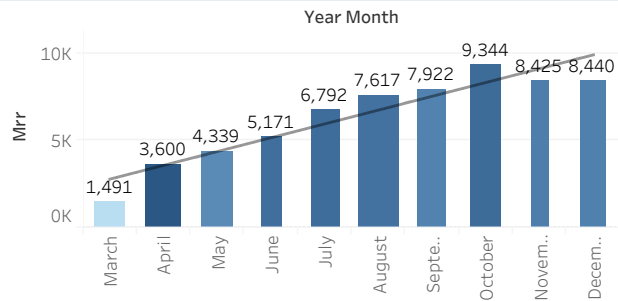
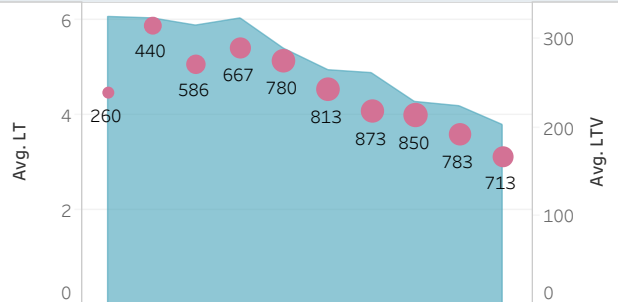


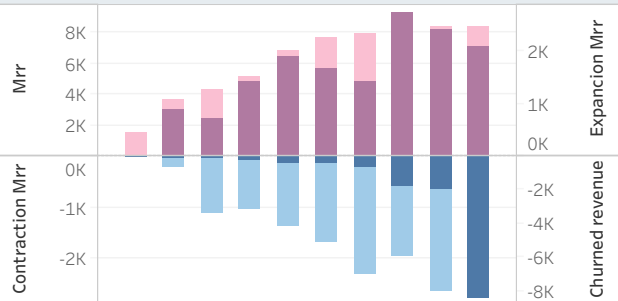
MRR growing



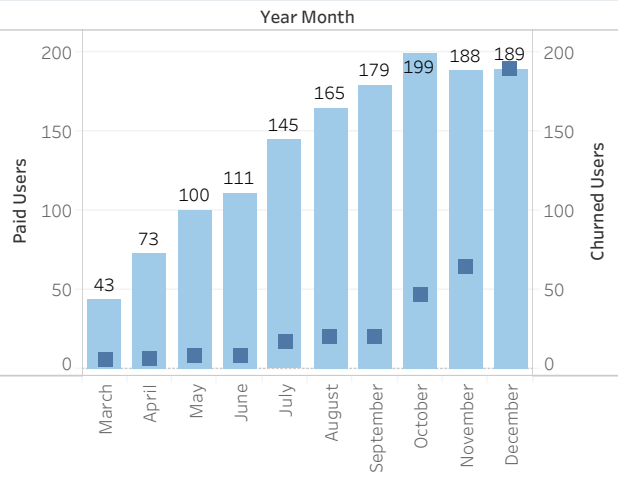
LT/LTV



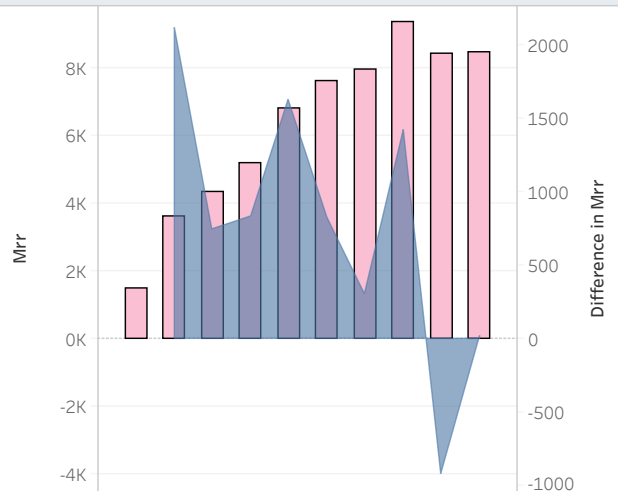
MRR changing factors



User changing factors



Difference in MRR



Game Name

- ☒ game 1
- ☒ game 2
- ☒ game 3

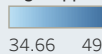
Language

- ☒ en
- ☒ ru
- ☒ uk

Age

14 to 44

Avg. Arppu



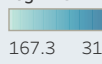
New Mrr

- 863
- 1,000
- 1,200
- 1,400

Measure Names

- Churned re..
- Contractio..
- Expansion ..
- Mrr

Avg. LTV



Month of Year ..

- ☒ March
- ☒ April
- ☒ May
- ☒ June
- ☒ Julv