

Strategic Acquisition Analysis:



A perfect location for
Age of Gamers



Today's Agenda

- 1 Overview of Data Analysis
- 2 Filtering the Data Base
- 3 Employee Concerns and Criteria
- 3 Selection of Acquisition Target
- 4 Conclusions

Our analysis began with a dataset encompassing companies from various sectors, including advertising, hospitality, music, among others.

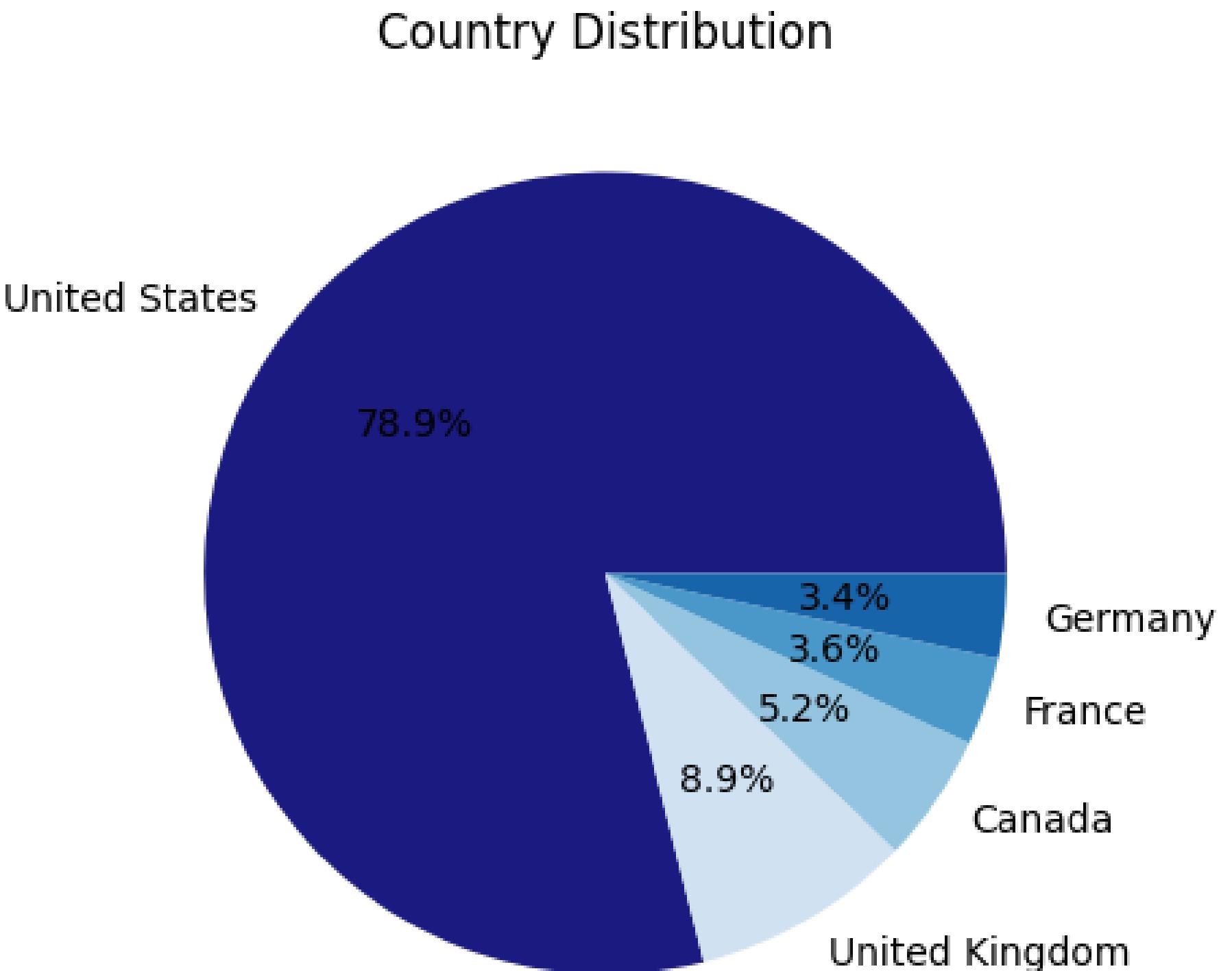
Using this dataset, we **filtered companies based on their focus on the video game sector**. Initially, the dataset comprised more than 18,000 companies, of which only **1,083 were dedicated to the gaming industry**.

Filtering the DB by Country

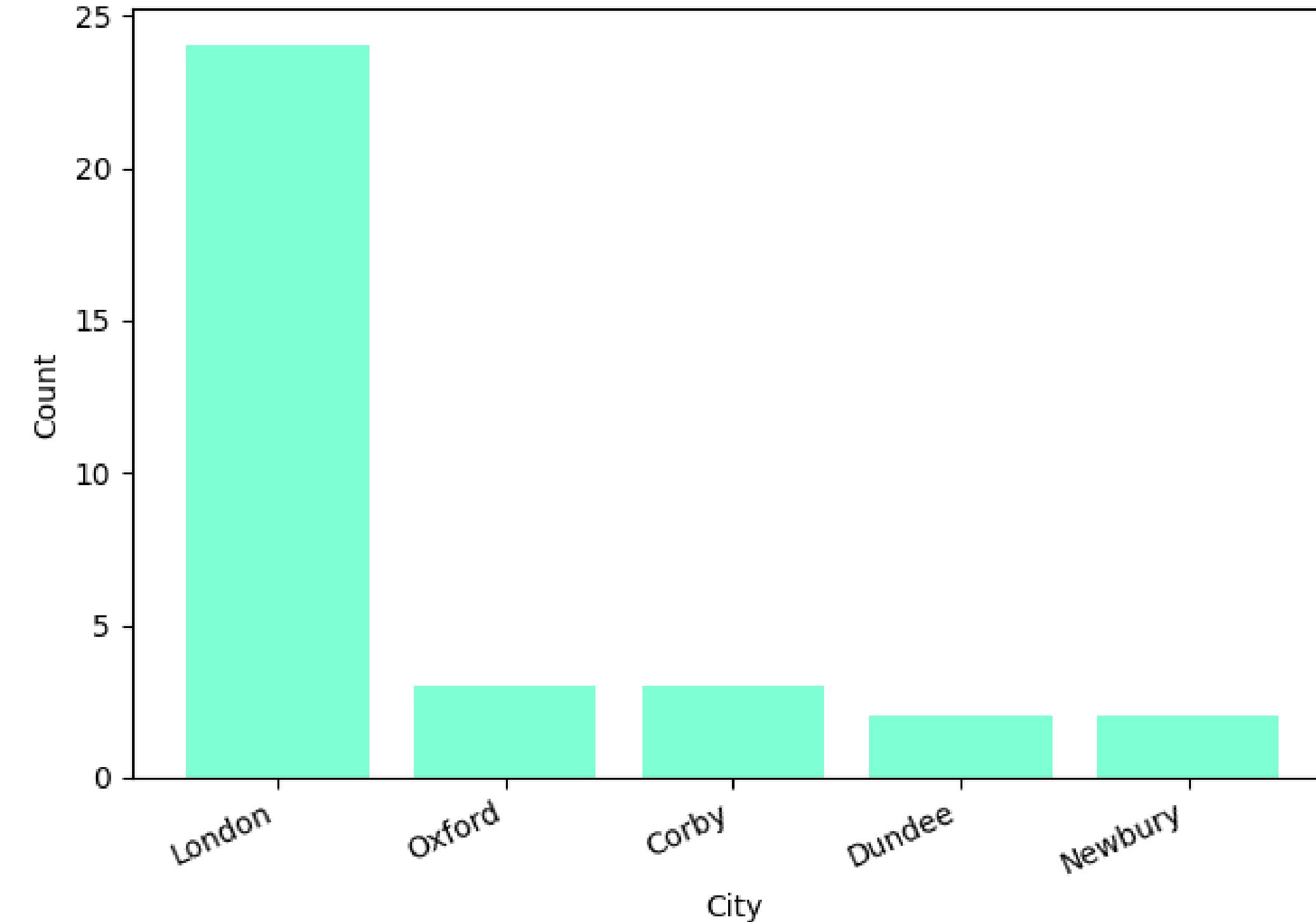
Geographic distribution played a crucial role in our analysis.

Among the top countries with a significant number of video game companies were the United States, the United Kingdom, and Canada.

Given the intense competition in the **US market, accounting for 78% of the companies in our dataset, we opted to focus our attention on the United Kingdom and its 8.9% of presence in the DB.**



City Distribution



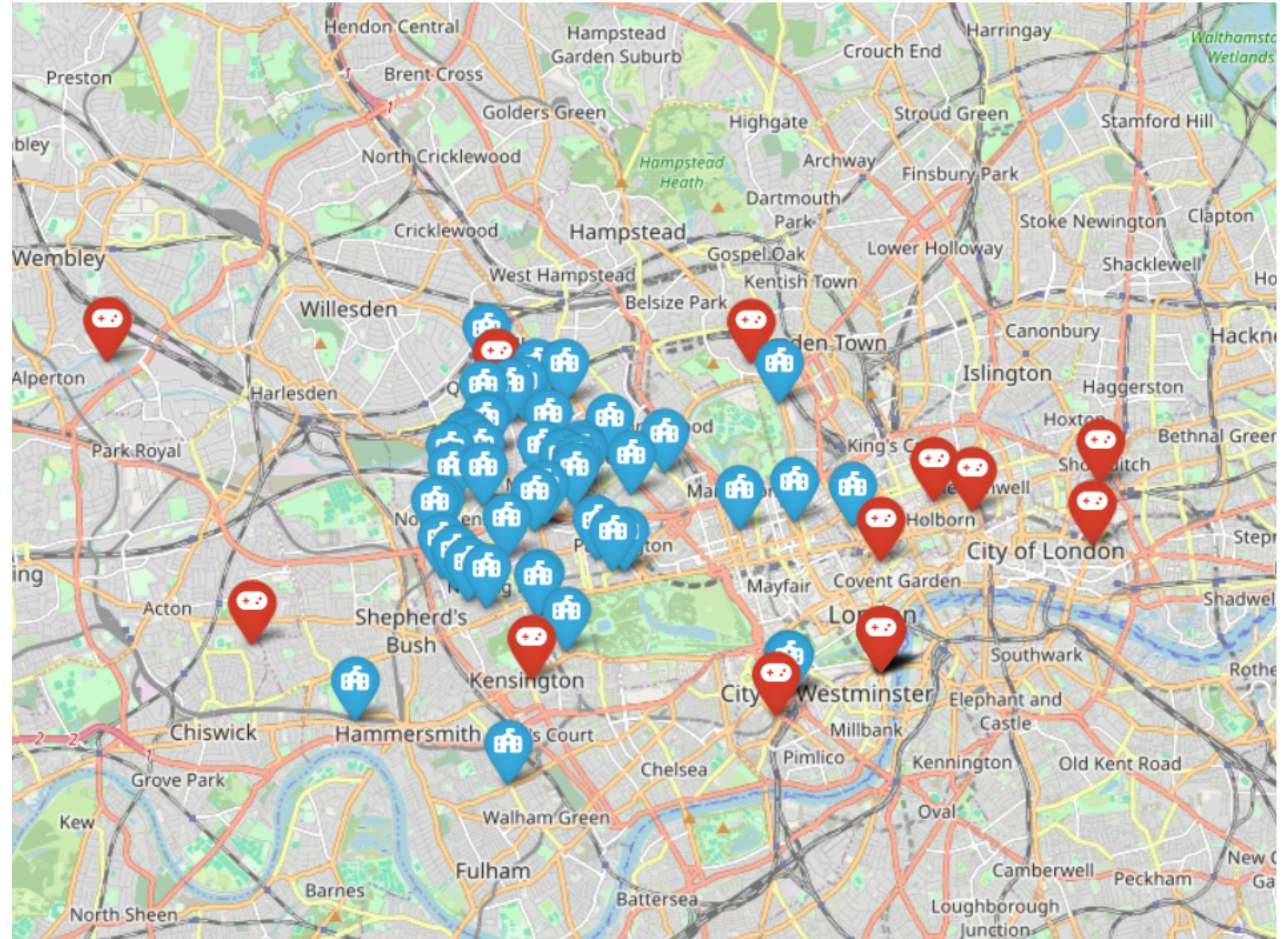
Filtering the DB by City

Zooming in on specific cities, we found that London stood out as a hub for video game companies, with 24 companies located primarily in areas such as Soho or Marylebone. **This concentration of companies made London an ideal target** for further exploration.

Employee feedback was instrumental in shaping our criteria for selecting the optimal location. **Surveys revealed that proximity to primary schools, design companies, and Starbucks cafes were among the top concerns.** These factors guided our subsequent analyses and decision-making process.

Mapping School Proximity

To address the concern of employees with children, we mapped nearby primary schools, focusing on areas surrounding potential company locations. This allowed us to identify suitable neighborhoods that catered to the needs of our employees' families.



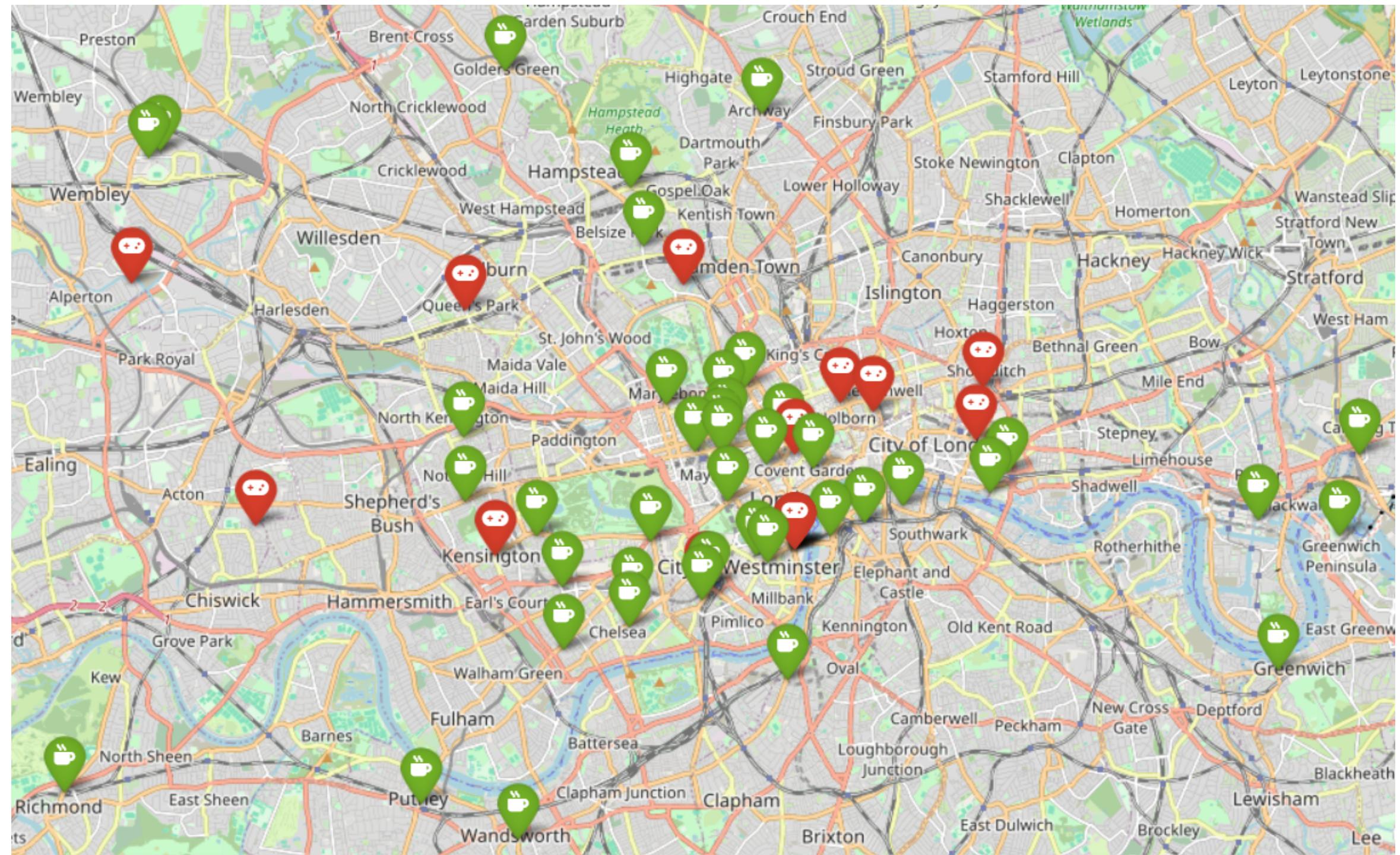


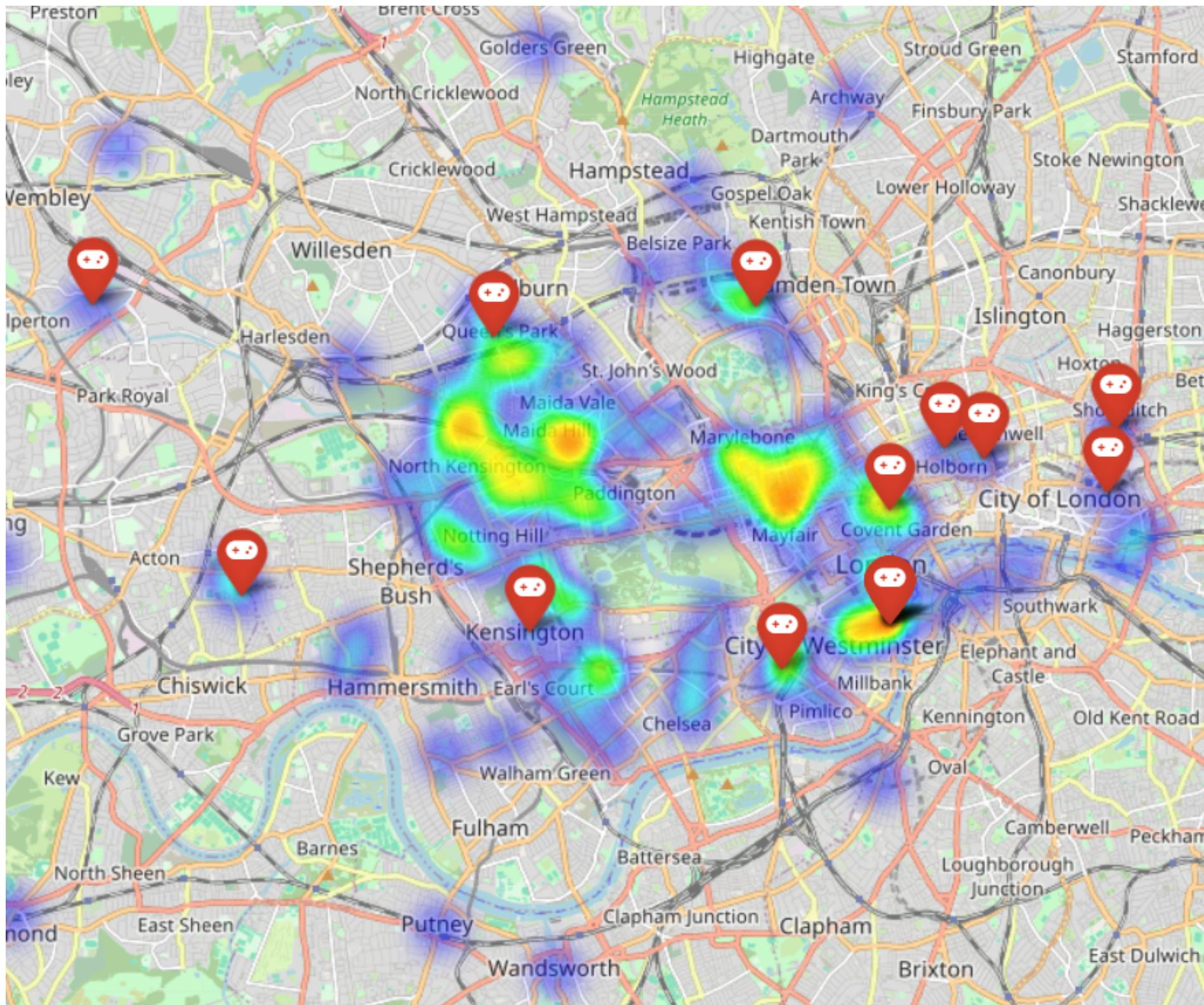
Mapping Design Companies

Recognizing the importance of collaboration and networking within the design community, **we mapped the locations of design companies in the vicinity**. This enabled us to pinpoint areas with a high concentration of industry peers, fostering potential partnerships and synergies.

Mapping Starbucks Locations

To ensure employee satisfaction and convenience, we mapped Starbucks locations near potential office sites. Access to coffee shops was deemed essential for fostering a conducive work environment and enhancing employee well-being.



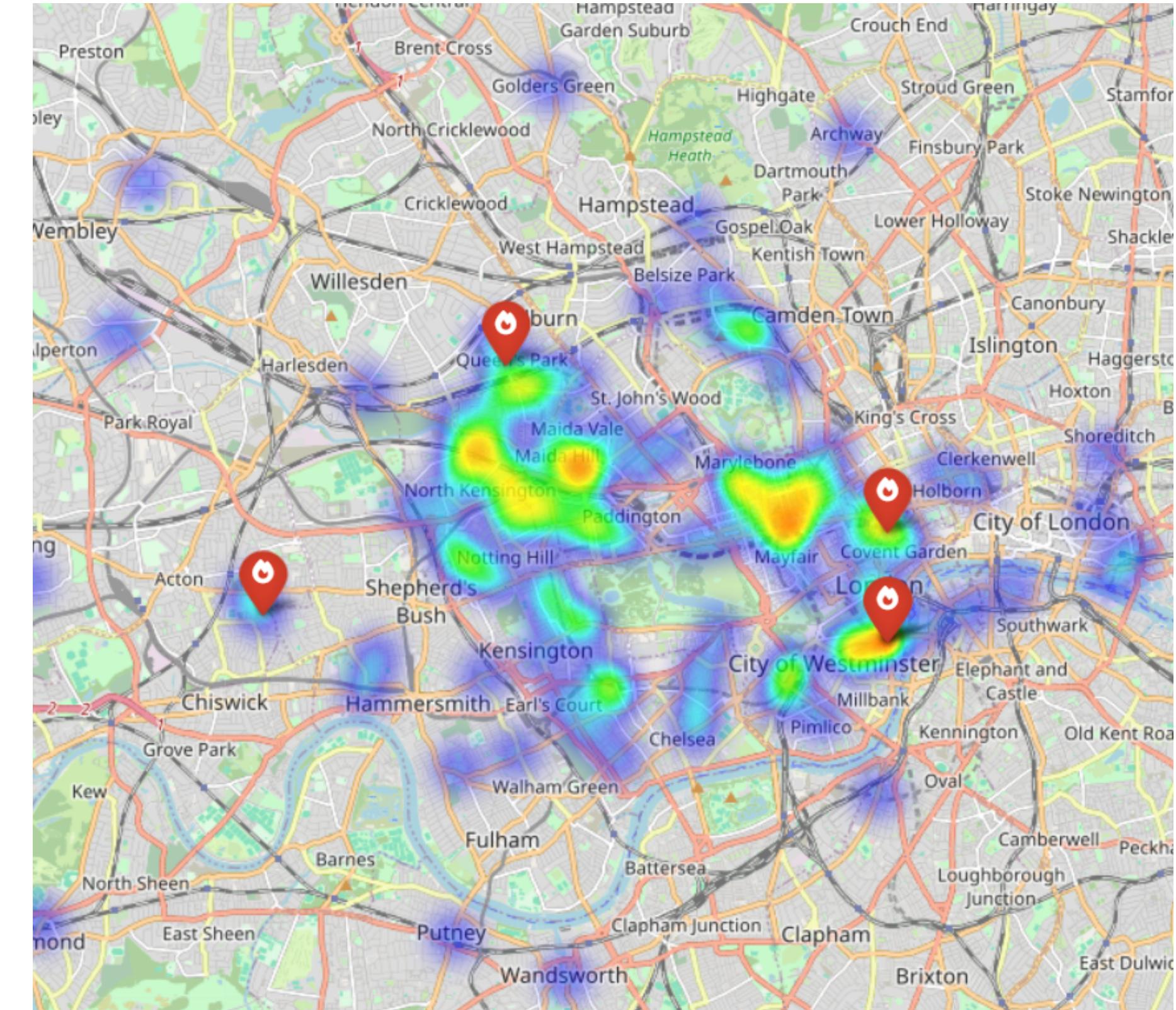


Integration and Analysis

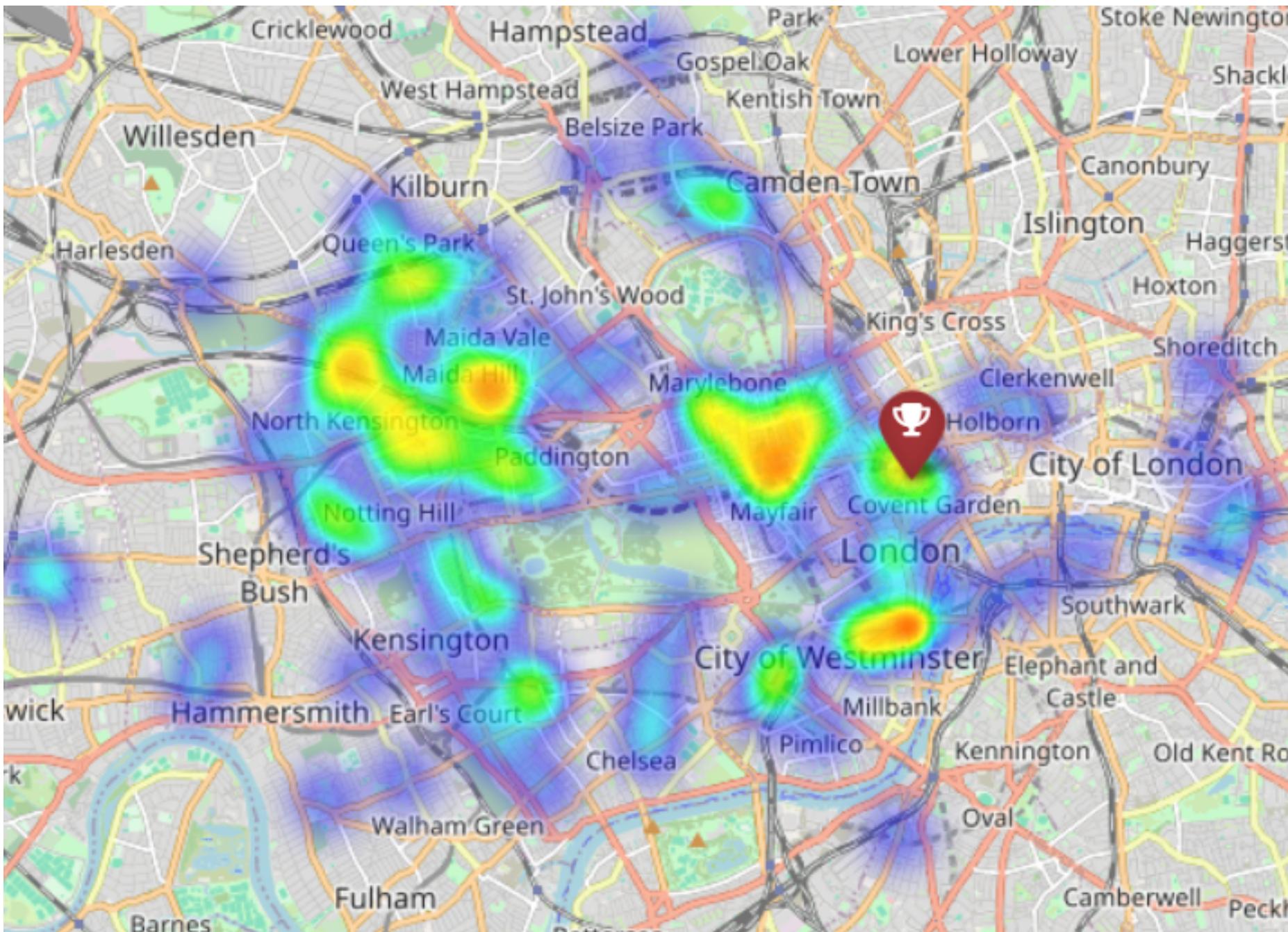
Integrating data on school proximity, design companies, and Starbucks locations, we conducted a comprehensive analysis to identify areas that aligned with multiple criteria. **Heat maps were utilized to visualize areas of high compatibility**, guiding our decision-making process.

Identifying Hotspot Companies

Using the heat map areas with the highest alignment with our criteria, we identified four companies located in the most prominent points of the map. These companies represent geographic areas that meet our criteria and demonstrate high potential for acquisition.



Selection of Acquisition Target

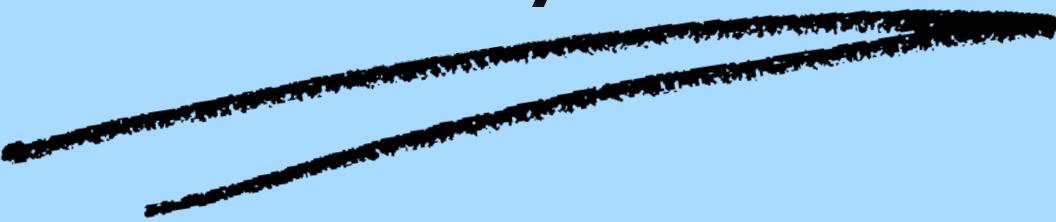


Based on our analysis and criteria, we identified Bandstocks as the most suitable acquisition target. Located between Soho and Covent Gardens, in the point of **'latitude': 51.5142132, and 'longitude': -0.1261853.** **Bandstocks met our strategic objectives** while presenting a favorable opportunity for expansion.

Despite its strategic location, **Bandstocks faced financial challenges, with no funds raised and nearing bankruptcy.** However, this presented an advantageous opportunity for acquisition, allowing us to negotiate a mutually beneficial deal and secure a new location for our company, Age of Gamers.



In conclusion, our data-driven approach, guided by employee feedback, led us to select Bandstocks as the ideal acquisition target. We are confident that this strategic move will propel our company's growth and success in the dynamic video game industry.



Thank you!



Have a great day.