

WHY MY BRAND IN **ADMAZING?**

03

///POTENTIAL AUDIENCE IN LATAM

+55.000

PREMIUM GAMES

+220M

UNIQUE USERS

+4.000.000.000

MONTHLY REQUEST

“...Latin Americans invest up to 12 hours per month on average in mobile video games”

Kantar Ibope

THE GAMING MARKET IN LATIN AMERICA

2016 HIGHLIGHTS

\$4.1B

TOTAL GAMES REVENUE

#2

EMERGING REGION
IN THE WORLD

YoY GROWTH BY SEGMENT

GROWTH RATE 2015-2016

PC

+6%

YEAR-ON-YEAR
GROWTH

MOBILE

+56%

YEAR-ON-YEAR
GROWTH

CONSOLE

+9%

YEAR-ON-YEAR
GROWTH

GAMERS AND GAME PAYERS

WITHIN THE ONLINE COMMUNITY

371M

ONLINE COMMUNITY

**51% OF THE ONLINE POPULATION
PLAYS GAMES**

188M

TOTAL GAMERS

**58% OF ALL USERS SPEND
MONEY**

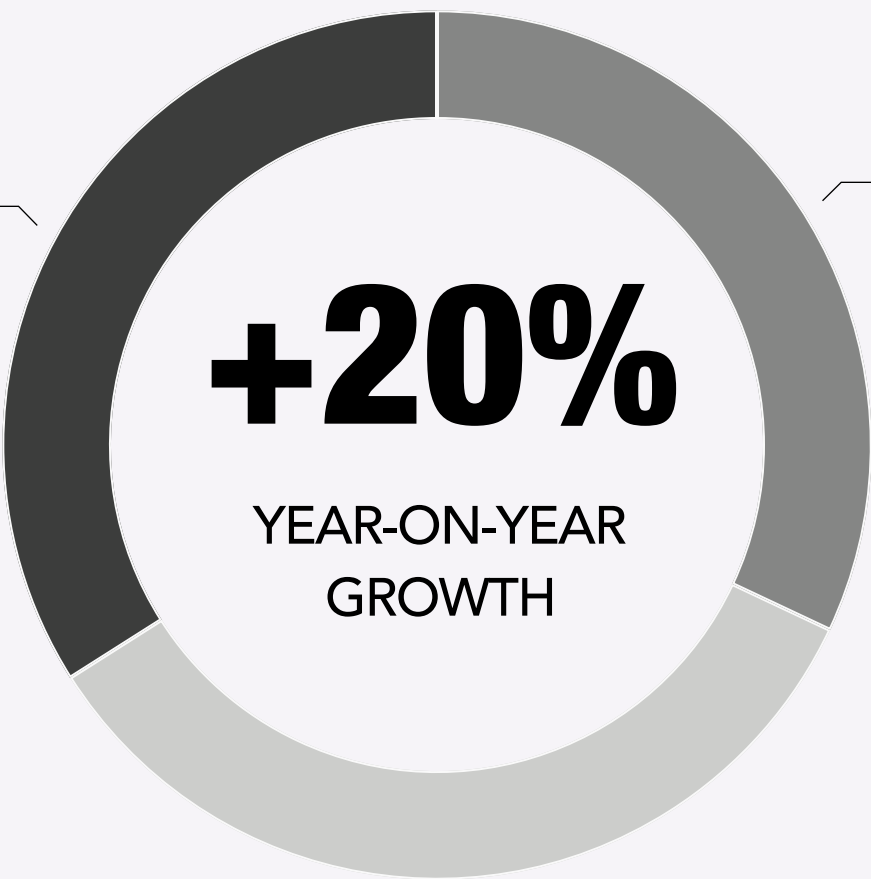
110M

PAYING USERS

**\$37 WERE SPENT ON AVERAGE PER
USER IN 2016**

REVENUE PER SEGMENT

34%
CONSOLE
\$1.3Bn



+20%
YEAR-ON-YEAR
GROWTH

32%
PC
\$1.4Bn

34%
MOBILE
\$1.4Bn