

Sulake Corporation  
**Online Communities and  
Multiplayer Games**

*Everyone Can Play!*

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Global Marketing Manager



# Sulake Corporation

» Interactive entertainment company focused on online communities and casual multiplayer games

» Flagship product: Habbo online community and virtual world

- One of the largest and fastest growing teen sites in the world
- 46 million registered player characters, 5.4 million monthly users



» Long Term Objective:

Global media and entertainment company with a portfolio of properties for different target audiences

- > **Brand extensions** of properties in key areas:  
*Animation/TV, Publications, Consumer Products*
- > Games and communities on **all mainstream platforms**  
*online, mobile, handheld, consoles*
- > **Distributor and Publisher** of broad range of interactive entertainment cont  
*via our international operational infrastructure and payment network*



# What Differentiates Sulake?

## » Unique Business focus

- Social and casual gaming:
  - > Games and communities for "ordinary" consumers = mass market
  - > "Easy access & easy play"-content
  - > Social interaction and self-expression orientation

## » Value based content

- New type of "good" content rooted in online communities:
  - > Fun, social, non-violent concepts which inspire creativity

## » Operational excellence and advantage

- Extensive international presence and operational capacity
- Pioneering experience in transaction based content billing
- Community management best practice
- Existing world class micro-billing network and system: over 160 payment channels in over 20 countries



# Company Background

- » Founded in May 2000
- » Strong and Respected Ownership
  - TAIVAS GROUP ([www.taivas.com](http://www.taivas.com))
    - > 3rd largest advertising group in Finland, part of WPP network
  - ELISA OYJ ([www.elisa.com](http://www.elisa.com))
    - > 2nd largest operator in Finland
    - > Vodafone's local partner
  - 3I GROUP PLC ([www.3i.com](http://www.3i.com))
    - > world leader in venture capital and private equity, listed on the London Stock Exchange
  - BENCHMARK CAPITAL ([www.benchmark.com](http://www.benchmark.com))
    - > Leading venture capital firm focused in technology-driven companies that seek to create new markets and have significant growth potential.
  - MANAGEMENT AND PERSONNEL

TAIVAS



BENCHMARK  
C A P I T A L

- » Total equity investment: approx. \$30m in 3 investment rounds
- » 235 full time employees in 16 countries (and 150+ moderators and community managers)



# Key Sources of Revenue

## 1. End user content revenues

- from purchases of virtual furniture, game enhancements, tickets, features etc via all relevant payment methods using transactional and subscription models

## 2. Advertising

- new type of immersive in-game/community advertising and consumer activities involving and activating users. Also traditional banner ads.

## 3. Mobile content and games

## 4. Merchandising & Brand Licensing

## 5. 3rd party development fees and royalties



# Awards received by Sulake

## International Awards:

- » **Sulake** - Ranked in 8<sup>th</sup> place in Deloitte's Technology Fast 500 EMEA (Europe, Middle East, Africa) –list. Nov 2005.
- » **Habbo Hotel.es** – The Best Entertainment Web Site in Spain, AUI (Spanish internet users association), Mundo Internet 2005 Congress, 2005
- » **Habbo Hotel** – Golden Nica in Net Excellence (one of the main awards), Prix Ars Electronica 2003 in Linz, Austria
- » **Habbo Hotel** - Best e-entertainment content producer in the World Summit Award (WSA) event in Geneva December 2003
- » **Elämä On Parasta Huumetta ry (Life tastes better without drugs): INFO Bus/ Habbo Hotel** - Best in Education, Prix Möbius Nordica 2003, given possibility to participate to Prix Möbius –awards in Athens in 2003
- » **Lumisota** (Snow war game for mobile operator Radiolinja) – SIME 2000: Most fun and innovative application
- » **Hotelli Kultakala** – One Show Interactive New York: Silver Pencil, 2000



# Awards received in Finland

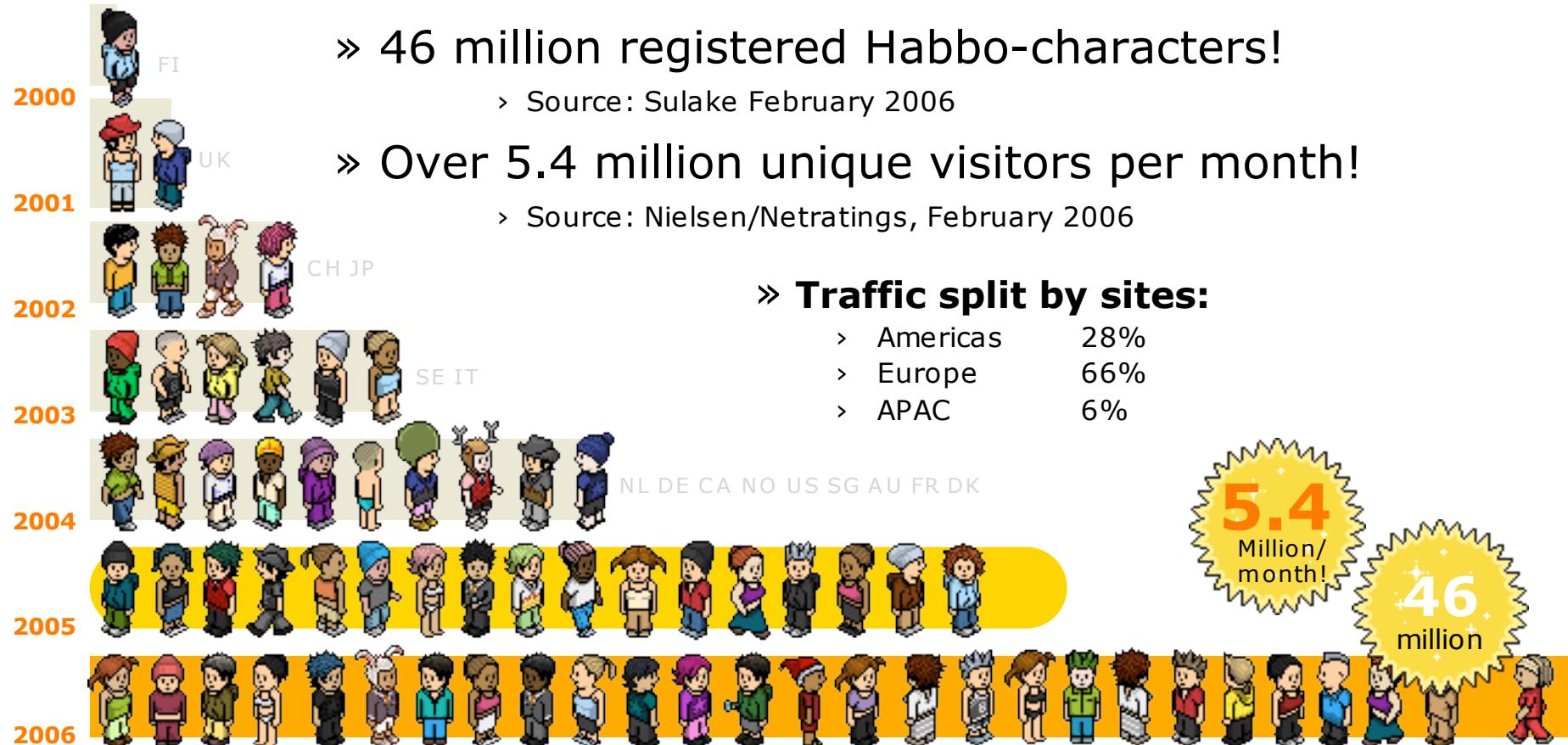
- » **Sampo Karjalainen & Aapo Kyrölä**, the creators of Habbo Hotel, Finland Prize for pictural art, for a promising breakthrough from the Ministry of Education.
- » **Sulake** - Deloitte's Technology Fast50 - The fastest growing ICT company in 2005
- » **Habbo Hotel** - Easter Island -award donated by Dodo ry for unintentional environmental act; Habbo Hotel concept pioneers in a way to immaterial consumption, which saves natural resources.
- » **Sulake** - INNOFINLAND Provincial 1st prize, 2004, Helsinki
- » **Habbo Book** – Silver in publishing graphics in Vuoden Huiput, 2004
- » **Mountain Dew Campaign / Habbo Hotel** – Bronze Pixel, RE: THE BIG ONE 2003
- » **Sulake** – Best Early Stage Company, Software Industry Award 2003
- » **Coke Studios** – Golden Pixel: Best Rich Media, Silver Pixel: Best B-to-C –palvelu, RE: THE BIG ONE 2003
- » **Mountain Dew Campaign / Habbo Hotel** – Award, Vuoden Huiput 2003
- » **Mountain Dew Campaign / Habbo Hotel** – Bronze Pixel, RE:THE BIG ONE 2003
- » **Habbo Hotel** – main award (Platinum Pixel) of the competition, Golden pixel:Best B2C, Golden Pixel: Best in Rich Media, Silver Pixel: Best Design, RE:spekt THE BIG ONE 2002 / Helsinki
- » **Elämä On Parasta Huumetta ry (Life tastes better without drugs): INFO Bus / Habbo Hotel**- Bronze award in Education and motivation, Media & Message 2002
- » **Elämä On Parasta Huumetta ry: HUBU / Habbo Hotel** – Golden Pixel: Best Cross Media & Best Web Campaing, RE: THE BIG ONE 2002
- » **Hotelli Kultakala** –The most fun and innovative web application, M&M (National marketing and advertising trade magazine) Grand Prix 2000.

# Welcome to Habbo

*A New Type of Teen Brand - Online Community*

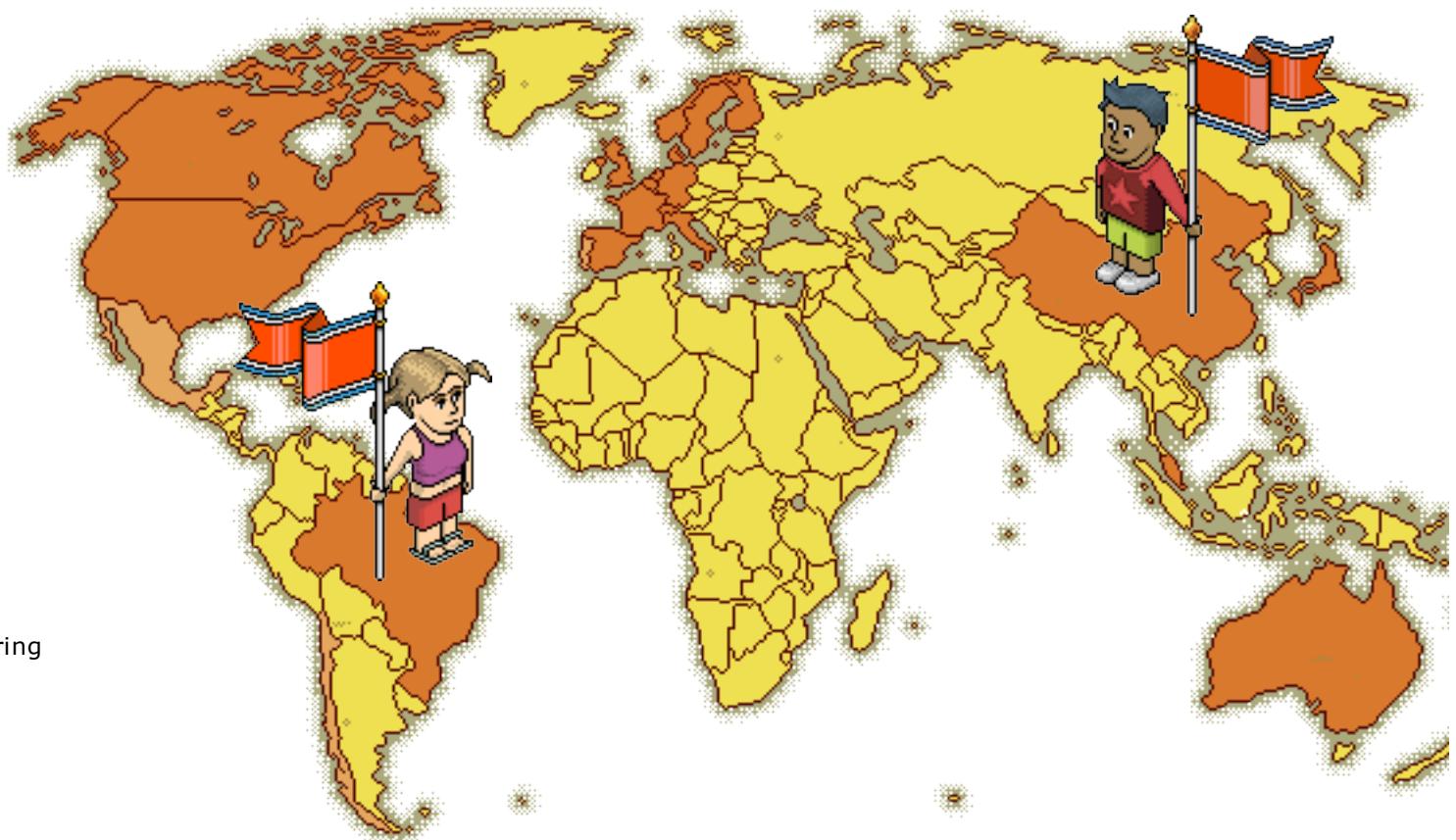


# Habbo Community Growth



# Habbo Countries

- UK
- Finland
- Switzerland
- Japan
- Spain
- Italy
- Sweden
- Netherlands
- Germany
- Canada
- Norway
- USA
- Australia
- France
- Singapore
- Denmark
- Brazil
- (China during spring  
06)



# Habbo Concept

- » Habbo Hotel is a an animated online community designed for teens to hang out with existing and new friends.
- » Users choose a character, whose appearance he/she can personalize (name, clothes, skin, hair etc.)
- » User can visit different public rooms or go to other Habbos' guest rooms
- » Each user can walk around and chat or use the Habbo Console for communicating with other Habbos (instant messaging, email)
- » You can express yourself by
  - chatting
  - character style, clothes
  - decorating your room
  - arranging activities,such as parties
  - play and chat with your friends.
- » The key to Habbo is social interactivity:  
**Meeting other Habbos and having fun together!**



# HABBO

habbohotel.com

Habbos in the hotel: 2159  
[Check In! It's free!](#)

Are you new to Habbo?  
[Click here to take a tour!](#)

  
**Experience the fun!**

**Teen People**  
Get 10 Habbo coins with a subscription to Teen People!

**HABBO CONTESTS**  
[Teen People Trivia #4](#)  
[NBC Olympics Trivia #6](#)  
[Make Habbo Better!](#)

You need Shockwave to play in the hotel. It's free (and safe) to download and install.

[Get macromedia SHOCKWAVE PLAYER](#)

Read our [HELP](#) pages.

By using this site you agree to:  
[Terms of Use](#)  
[Privacy Policy](#)  
For more information about our company:

HOME PAGE    HELP & SAFETY    BUY COINS    COMMUNITY



**Habbo Hotel USA**

 Habbo Hotel is a virtual hang-out where you can meet your friends and create a room of your own - for free. To learn more, [read on...](#)

**Habbo Hotel USA**  
[Join your friends and join the fun!](#)

Play in the **NBC Olympics** and you could win the GRAND PRIZE: **AN UNRELEASED RARE!**



**Habbo/CVS Pre-Paid Card Sweepstakes**  
The Sweepstakes are over! Check to see who has won!  
[Pre-Paid Tips](#) | [The Winners!](#)

**Got a question?**

 For help and advice please read our [FAQs](#) page (Frequently Asked Questions). If you cannot find the answer to your question there, you can use the [Contact Us](#) form to email the Player

**HABBO TODAY**

**Animal Crossing: WEEK 3!**  
 To find out what's new and participate in our NEW Quest, [CLICK HERE!](#)

**Doritos** has a **NEW LOOK** ...and so can you! Complete our extra special activity and you could win a Habbo Club Membership! [Check it out!](#)

**New Newsletter**  
Check out the special Staff Pick this week. And what are **Habbo Classifieds**? [Read the newsletter to find out!](#)

**RewardTV** Watch TV and Win Prizes!  
[Check in](#) and check out the RewardTV Lounge and click on the billboard to play fun TV Trivia games.

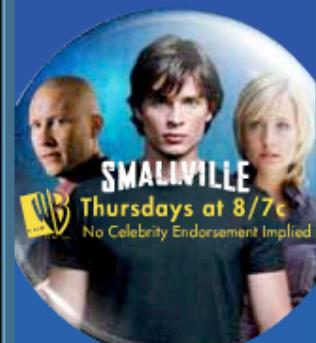
**Superlove Angelz have arrived!**  
For more information, click [here](#)

**Habbo Hits List**  
"So - wait... What's the deal?"

- New? Let's get it started
- Be a member! [Join Habbo Club](#)
- Itchin' for coins? [Learn. Buy.](#)
- FAQ Check: [Get answers](#)
- [Check in and check it out](#)

**Don't Get Scammed!**  
Be wise, trust your instincts!

**ACUVUE ADVANCE with HYDRACLEAR**  
Great Prizes and Official Rules [»»](#)

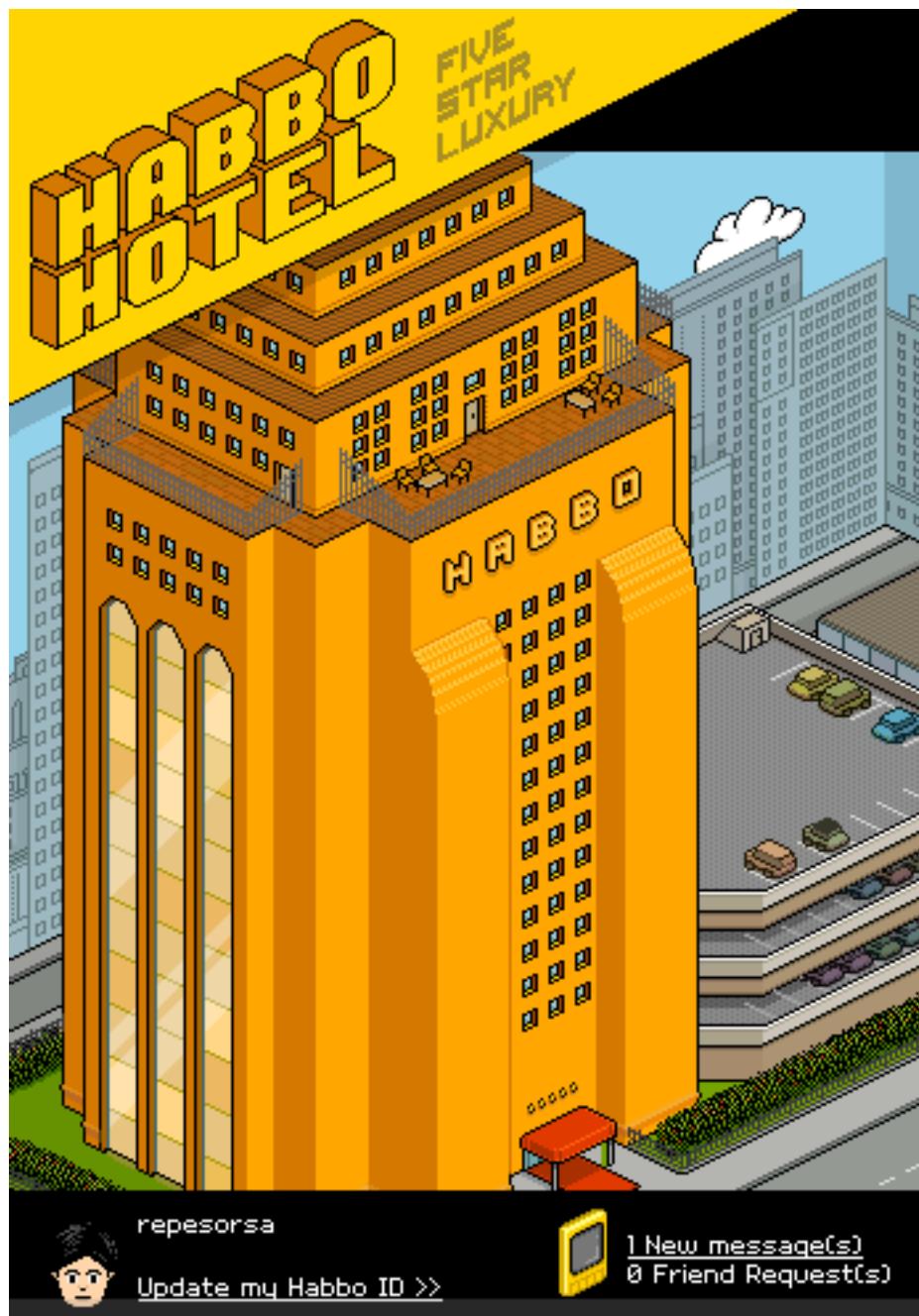


**SMALLVILLE**  
Thursdays at 8/7c  
No Celebrity Endorsement Implied

**Enter for your chance to win great prizes.**

Tune in Thursdays at 8/7c on The WB.

**Check It Out [»»](#)**



**Hotel Navigator**

**Public spaces**      **Guest rooms**

**Public Rooms**

Welcome Lounge	<a href="#">Go ▶</a>
NBC Olympics Virtual Athletes Lounge	<a href="#">Go ▶</a>
DORITOS New Look Pool Deck	<a href="#">Go ▶</a>
Animal Crossing: Wild World Hang	<a href="#">Go ▶</a>
RewardTV Lounge	<a href="#">Go ▶</a>
The VerbNow.com Club	<a href="#">Go ▶</a>
Picnic Garden	<a href="#">Go ▶</a>
+ Battle Ball Arena	<a href="#">Open ▶▶</a>
Main Lobby	<a href="#">Go ▶</a>
Superlove Angelz Theaterdome	<a href="#">Go ▶</a>
Rooftop Rumble	<a href="#">Go ▶</a>
Space Cafe	<a href="#">Go ▶</a>
Teen People Terrace	<a href="#">Go ▶</a>

**Public rooms.**

These are Hotel's public rooms. What are you waiting for? Meet other Habbos! Color Code: Red=FULL no entry; Yellow=BUSY space available; Green=COME IN!

[How to get?](#)      [Join!](#)

# Building a Community Based Brand

- » Habbo brand is all about fun, friends and self-expression
- » Habbo is a unique teen brand based on the community of users who "own" the place



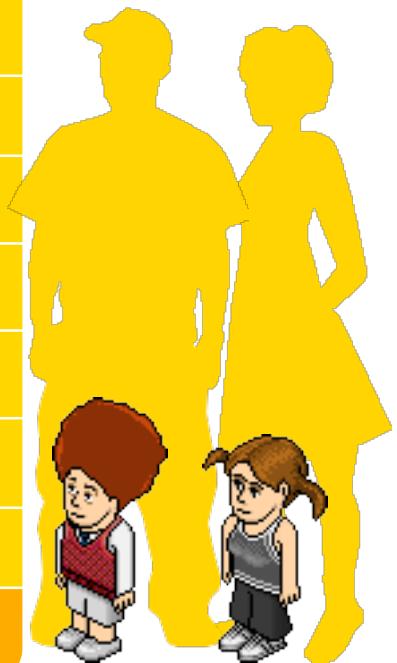
- » Our job is to help the community develop by listening and enriching their experience. Achieving high involvement and commitment from our end users is our main objective.
- » Constant upgrades, features and activities keep the site and game up to date and interesting-renewal is essential to success!



# Average Habbo User Profile

Habbo user profile	
<i>Age (average)</i>	<b>15 years</b> (90% 10-18 yrs)
<i>Male/Female</i>	<b>51/49</b>
<i>In game sessions/week</i>	<b>7</b> (Over 50% of users)
<i>Time of day</i>	<b>3 pm - 9 pm</b>
<i>Popular days</i>	<b>Every day</b> , peak on Saturday & Sunday
<i>Number of Habbo-avatars</i>	<b>1-2</b> in active use
<i>Main interests</i>	<b>Music, movies, TV, games, computers, sports, pets</b>
<i>Main interests in Habbo Hotel</i>	<b>Meeting friends and making new ones</b>

**60% - 80% heard from a friend about Habbo Hotel**



Sources: Interquest 2005, Sulake Statistics 2005

# Main User Segments

			
<b>Deco/Furni</b>	<b>Social/Chat</b>		<b>Gaming/Play</b>
<b>Group characteristics</b>			
<ul style="list-style-type: none"> <li>Visible group, but in reality quite small</li> <li>Many younger boys</li> </ul>	<ul style="list-style-type: none"> <li>These users look for new friends/ dates, or come to meet their real life friends in Habbo</li> <li>Some sub groups dominated by girls</li> </ul>		<ul style="list-style-type: none"> <li>Creative people who contribute to the community in many ways /also by building fan sites</li> </ul>
<b>Motivations for coming to Habbo</b>			
<ul style="list-style-type: none"> <li>Identity creation, building self confidence</li> <li>Seeking for social recognition without fear of losing face</li> <li>Search for fame and respect</li> <li>Need to be approved by peers</li> </ul>			

## Themed rooms: The pyramid of Nile



## Themed rooms: The Great Wall



## Themed rooms: Erupting Volcano



## Themed rooms: Dragon roller maze



## Themed rooms: Hanging gardens



## Themed rooms: The Arc of Triumph



# Themed rooms



Transfert des données depuis server-fi.imrworldwide.com...

# Themed rooms



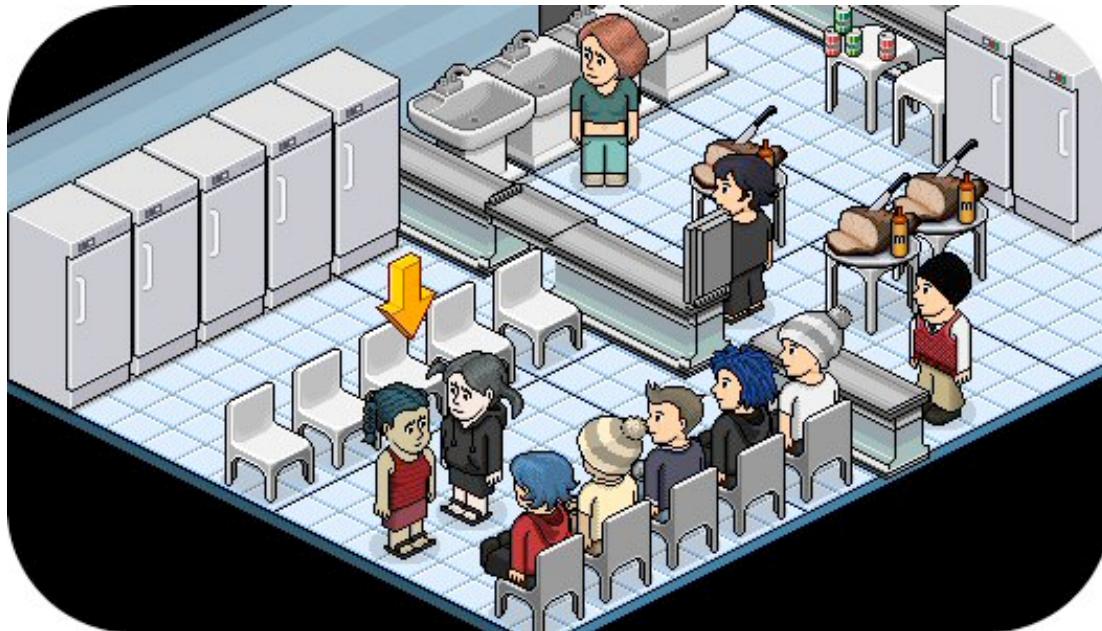
# Themed rooms



# Examples of user generated content

## 1. Kitchen - Fridge Races

The Game master calls out an item from the fridge, the winner of the game is user who runs to fridge and gets the item first, and returns to his/her chair.



# Examples of user generated content

## 2. Saloon

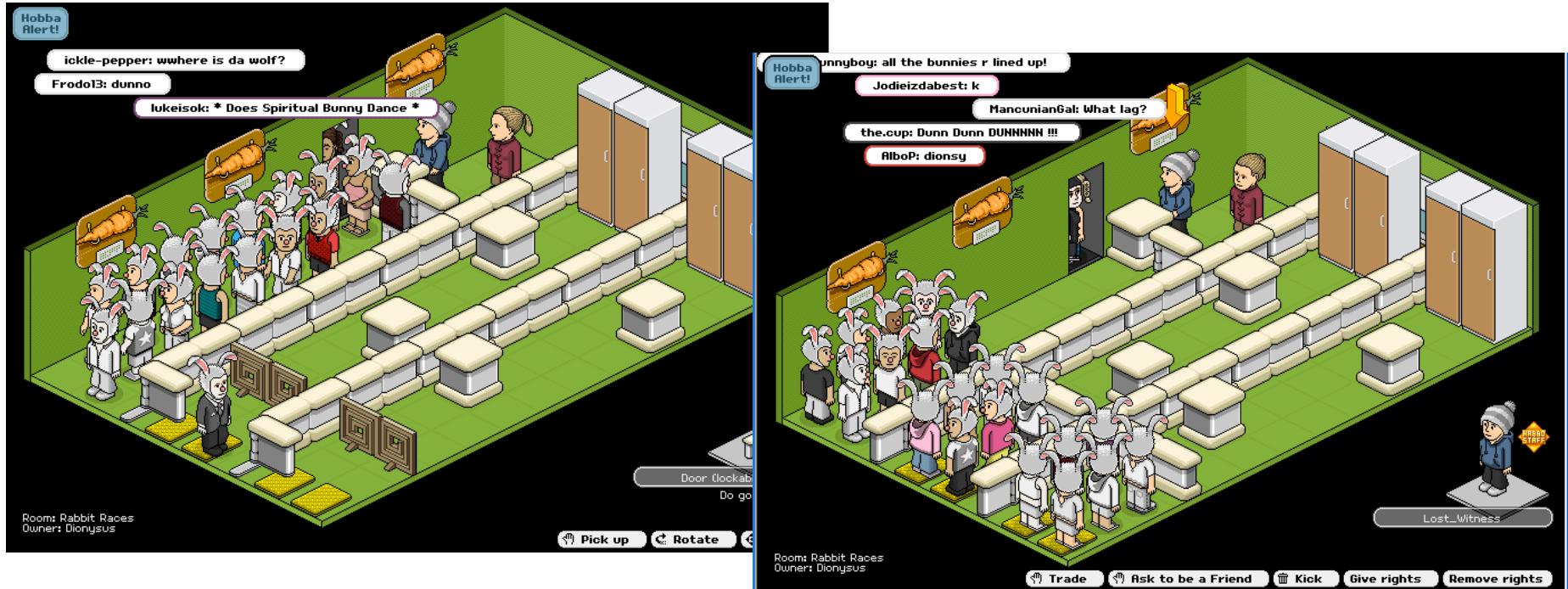
The Game master rolls a number on his/ her dice. Whoever gets the same number wins a prize. Users get 5 chances or so to play.



# Examples of user generated content

## 3. Rabbit Races

Easter themed obstacle course - the rabbits have to dodge and weave their way through the warren to the outside world. Dodging out of the way of dogs, cats and other obstacles!



# Examples of user generated content

## 4. Shark Tale game

Users have to keep on the yellow mats or risk falling into the water. But! There are cats and dogs (sharks and whales) getting in their way, and slippery rollers... Users have to be slow and cautious and think before they click!



# Fan sites

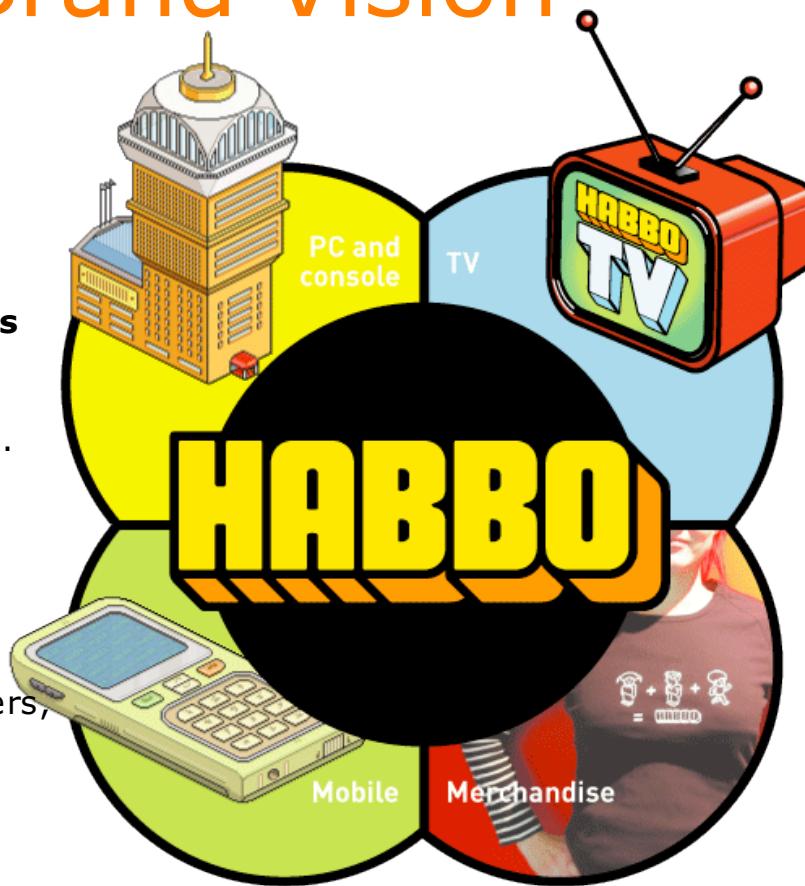
- » Information gathering and spreading: news travel fast!
- » English-speaking countries have the largest communities; examples: [www.habboglobal.com/](http://www.habboglobal.com/); [www.habbomania.co.uk](http://www.habbomania.co.uk); [www.bobbanet.com/](http://www.bobbanet.com/)
- » Discussion boards, graphic alterations based on Habbo



# Habbo Brand Vision

**Habbo Online  
Community & Games**  
Online Gaming  
Environment and  
Community for teens.

**Habbo Mobile**  
Mobile online and  
stand-alone games,  
messaging, wallpapers,  
screensavers.



**Habbo TV & Animation**

- Webisodes
- DVD-sales
- TV-series

**Habbo Products**  
Brand licensing into  
real-world products

*Our mission: To build a **new type of international teen brand**  
which is **based on the largest teen community** in the world.*

# Habbo Success Factors

- » Attractive and proven concepts: Viral growth!
- » Distinctive look & feel and cohesive branding
- » Innovative transactional and subscription revenue models
- » Multiple payment methods: over 160 payment partners
  - SMS, online banking, credit cards, single drop billing (IVR), prepaid youth cards, scratch cards, direct ISP billing and many other online methods
- » Own proprietary and proven multi-user client-server technology
- » Community management and online safety best practice & technical tools
- » Growth through marketing partnerships





# The End...?

No, just the beginning!  
Welcome to explore and discover  
the Habbo world on your own...

THANK YOU!

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