

To Zynga C level,

As we move into year 2022 our we would like to share our actionable plan with our C-level. Our close competitor EA are still on the rise. Activision Blizzard on the other hand is losing subscribers on the World of Warcraft side because of the turmoil inside the company and the ongoing lawsuit. This would be a good time for Zynga to increase our player base.

2020 was a tough year for our company. Our ARPU took a fall since last year. Our revenue on the other hand is increasing. Meaning we can draw more people to our games but the revenue we make from each of them has decreased. We must implement new IAP strategies to increase our ARPU. If we can grow our player base, we can act more aggressively on IAA side also.

EA is also growing on the console side, however they have lost revenue on the mobile platform. 2022 can be a good year to dominate the mobile market for our company. EAs free-to-play mobile sports games have generated more than \$1 billion. Since we do not have any sports games that are on par with FIFAs titles we can focus on our strong sides. Toon blast on the match-3 genre, our title which was created by our sub-company: Peak games has passed \$1 billion mark. We must keep focusing on its' growth.

Activision Blizzard is still looking strong on the mobile platform. We must further investigate their card game: Hearthstone. This game is our biggest competition in the card game genre. We must study their retention strategies and implement them in order to reduce our churn. Both our poker game and Hearthstone are available on mobile and PC platforms. Our mobile UX can be improved on the mobile side. Hearthstone does have a better polish than Zynga Poker.