

External FAQs:

What is the price?

- *Fighting Heroes* uses the free-to-play model where there is no upfront cost to play. All heroes are unlocked from the start with no limitations around gameplay. Certain packs or bundles may be available in the shop that offer certain cosmetic bundles and they are purchasable through the shop inside the games client.

What regions are available?

- On launch we will support North America and Europe on launch, with other regions coming shortly after launch! Utilizing the latest cloud technologies we are able to spin up servers faster and connect players together that minimize latency and ensure your moves are updated to other players as soon as possible!

Do my purchasable items affect gameplay?

- Purchased items never affect gameplay, they are only visually different and allow players to customize how they look. We do not use loot boxes, and items come from battle passes or our store for a fixed cost based on item tier! All items purchased are tied to the account and are usable no matter where you play or what you play on.

Internal FAQs:

What is the estimated consumer demand for this market?

- The gaming market is the largest entertainment sector and has seen a new influx of players in the last few years and is expected to rise from \$262 billion in 2023 to \$312 billion in 2027. We are looking to capitalize on a genre that is globally popular, with room to grow in Europe and North America and on platforms that competitors traditionally do not occupy and is also some of the most watched and streamed esports content.

What are the challenging product engineering problems we will need to solve?

- To solve the ever changing size of our playerbase, we will need to leverage cloud environments such as AWS or Google Cloud and their internal services to be on top of changes in player numbers and ensure no player is ever waiting to get into a match. These cloud environments offer a multitude of products that allow us to utilize the latest the industry has to offer and allow future development to continue using the latest tools. In addition we use robust client and server side anti-cheat systems that block and ban hackers when they are detected.

How will we recoup costs with a free to play model?

- *Fighting Heroes* relies on in-app purchases with a long term view on player value. Other online multiplayer games typically rely on making items available for a short period of time and urge players to spend money on limited time events for large costs that we have seen hurt those communities for short term gain. We want to make our work available at all times and rely on our updates to bring in new players, and foster the feeling for new players that they have not been left out of the community.