Launch Report

GAMELOFT

1st Month: KPI vs Forecast

iOS	1st Month Forecast (Including Asia)	1st Month Forecast (Excluding Asia)	Results - 31 Days (Excluding Asia)	Difference
Lifetime Downloads	5,460,150	3,822,105	3,509,515	-8%
Lifetime Revenue	1,482,033 €	1,185,626 €	1,114,894 €	-6%
Daily Revenue	47,808 €	38,246 €	35,964.32 €	-6%
Lifetime ARPI	0.27 €	0.31 €	0.32 €	2%
Daily Users	958,474	670,932	497,275	-26%
Lifetime Users	5,255,197	3,678,638	3,404,225	-7%
Lifetime Paying Users	89,674	62,772	82,861	32%
Lifetime CSR	1.71%	1.71%	2.43%	43%
Daily Revenue per User	0.050 €	0.057 €	0.072 €	27%
Lifetime ARPPU	16.53 €	18.89 €	13.45 €	-29%
Lifetime Revenue per User	0.28 €	0.32 €	0.33 €	2%

- iOS is generally performing up to expectations, except for:
  - DAU is lower by 26%
  - CSR is higher by 43%
  - ARPPU is lower by 29%

- Lifetime Revenue per User is 2% higher than estimated.

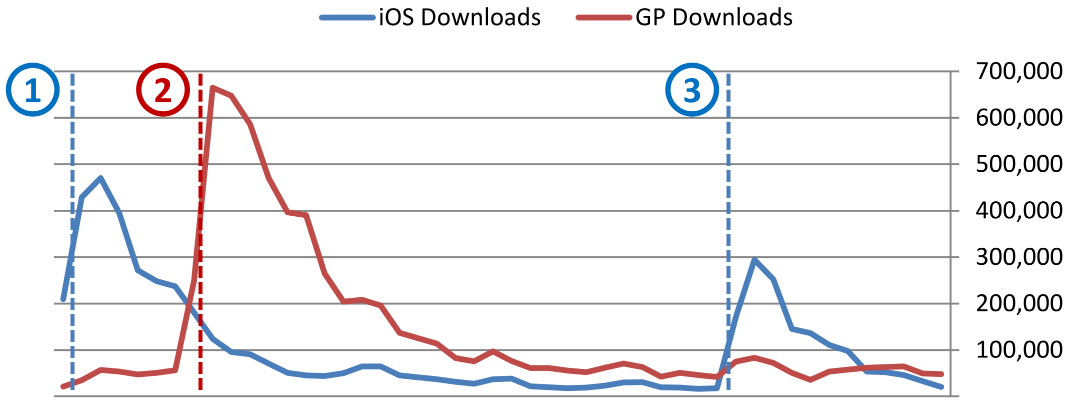
1st Month: KPI vs Forecast

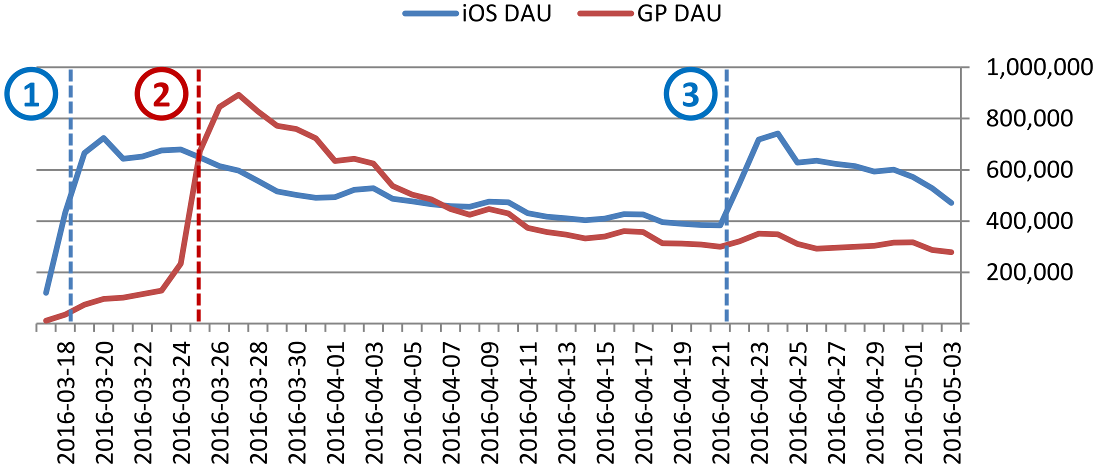
Google Play	1st Month Forecast (Including Asia)	1st Month Forecast (Excluding Asia)	Results - 31 Days (Excluding Asia)	Difference
Lifetime Downloads	8,190,225	5,733,157	5,666,405	-1%
Lifetime Revenue	988,022 €	790,418 €	427,648 €	-46%
Daily Revenue	31,872 €	25,497.34 €	13,795 €	-46%
Lifetime ARPI	0.12 €	0.14 €	0.08 €	-45%
Daily Users	989,817	692,872	436,904	-37%
Lifetime Users	6,830,521	4,781,365	4,983,364	4%
Lifetime Paying Users	45,745	32,022	40,689	27%
Lifetime CSR	0.67%	0.67%	0.82%	22%
Daily Revenue per User	0.032 €	0.037 €	0.032 €	-14%
Lifetime ARPPU	21.60 €	24.68 €	10.51 €	-57%
Lifetime Revenue per User	0.14 €	0.17 €	0.09 €	-48%

- GP is performing below expectations:
  - DAU is lower by 37%
  - CSR is higher by 22%
  - ARPPU is lower by 57% *(estimate was also overly optimistic)*

- Initial loss of players before reaching gameplay phase is having a significant negative impact.
  - GP has more players from countries with low monetization and network speeds.
  - Larger number and variety of low end Android devices compared to iOS.

DOWNLOADS & DAU





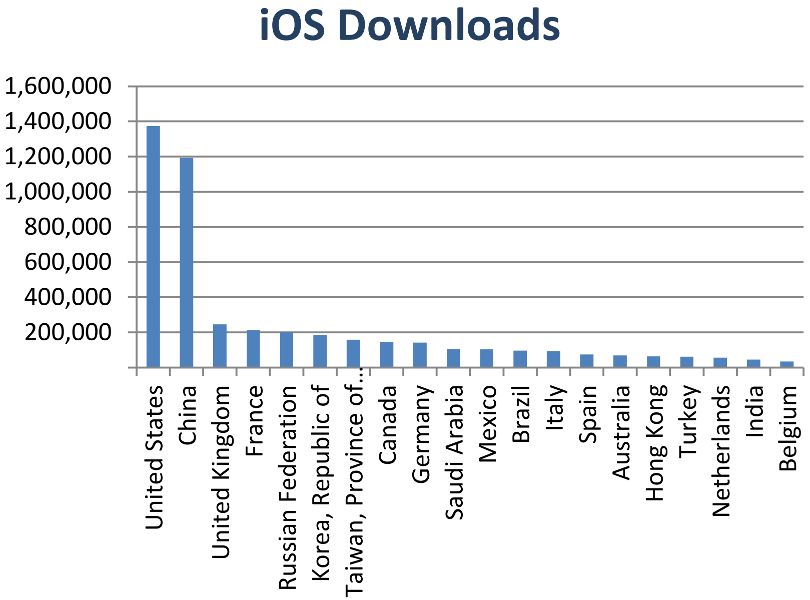
① iOS started off stronger since it was featured at launch.

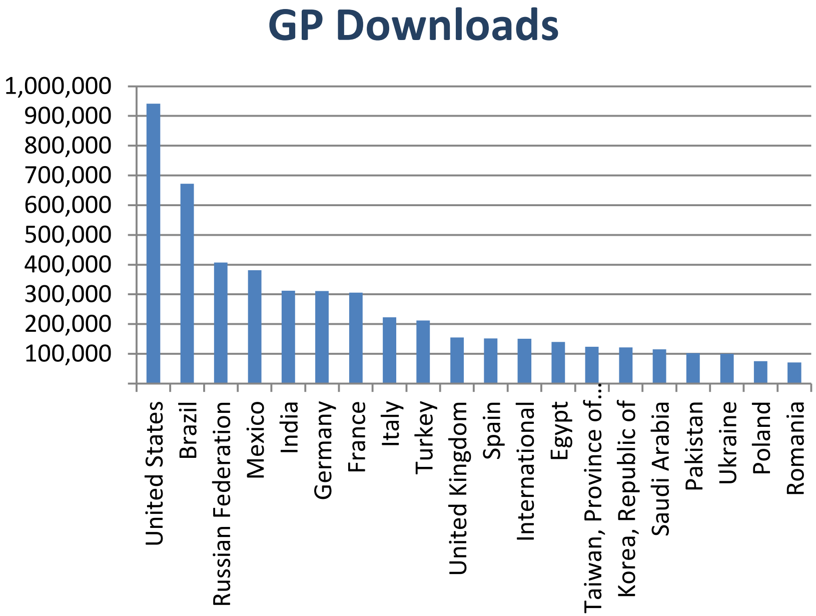
② Once featured, GP surpassed iOS in downloads.

③ Significant spike in downloads and DAU when China iOS was launched.

- GP DAU remains below iOS even when it has more daily downloads.

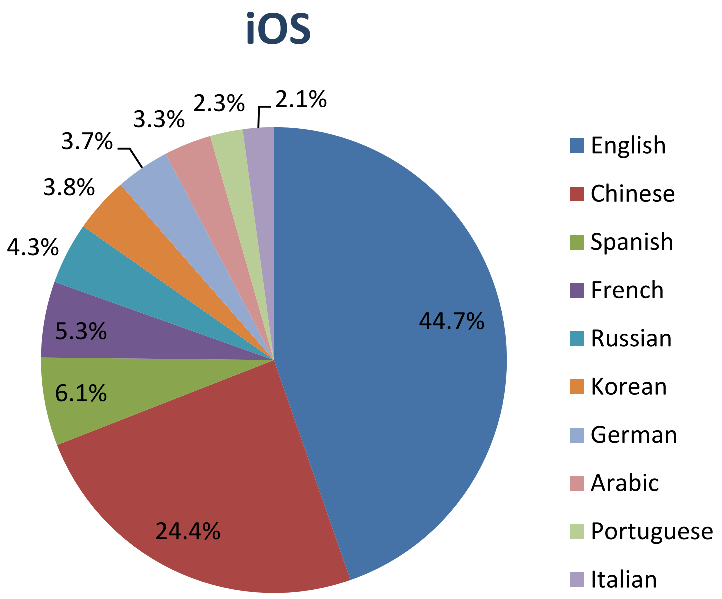
DOWNLOADS – TOP 20 COUNTRIES

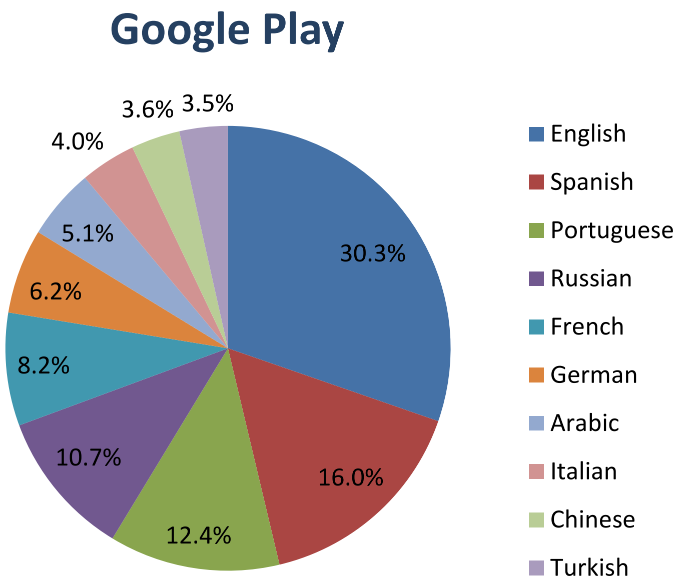




- China released a month after launch and already has close to the same downloads as the United States on iOS.
- GP has a high number of downloads from low monetizing countries (Brazil, Mexico, India), impacting KPI.

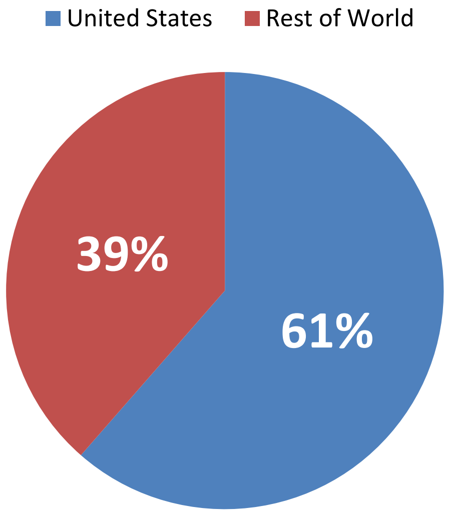
LANGUAGES – Top 10

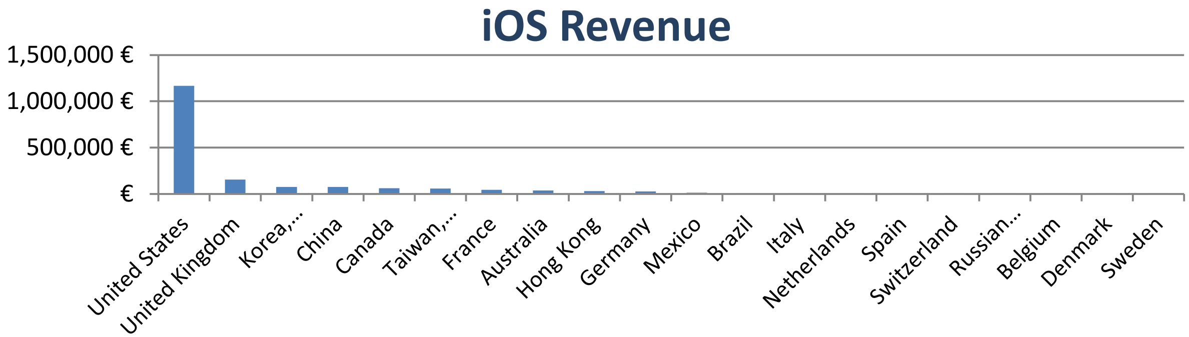


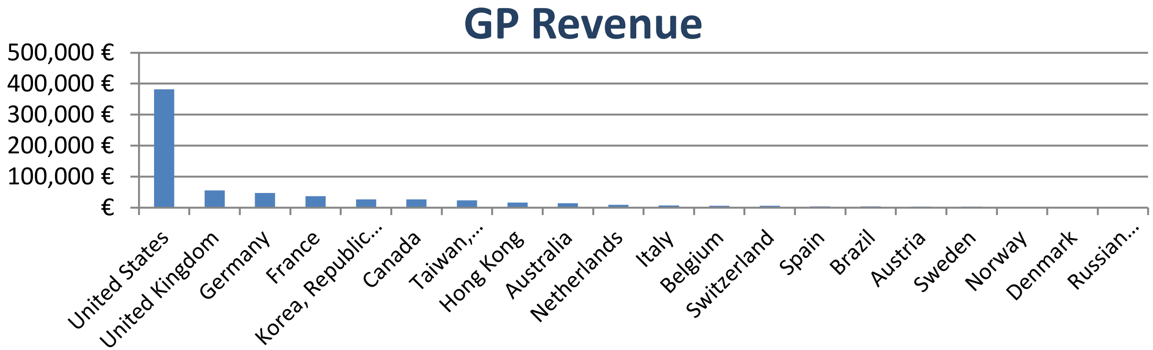


- English and Chinese make up 70% of all languages on iOS, while others are relatively evenly split.
- GP does not have a Chinese version and has lower % of English speakers compared to iOS.
- Spanish and Portuguese are much higher on GP.

REVENUE – TOP 20 COUNTRIES

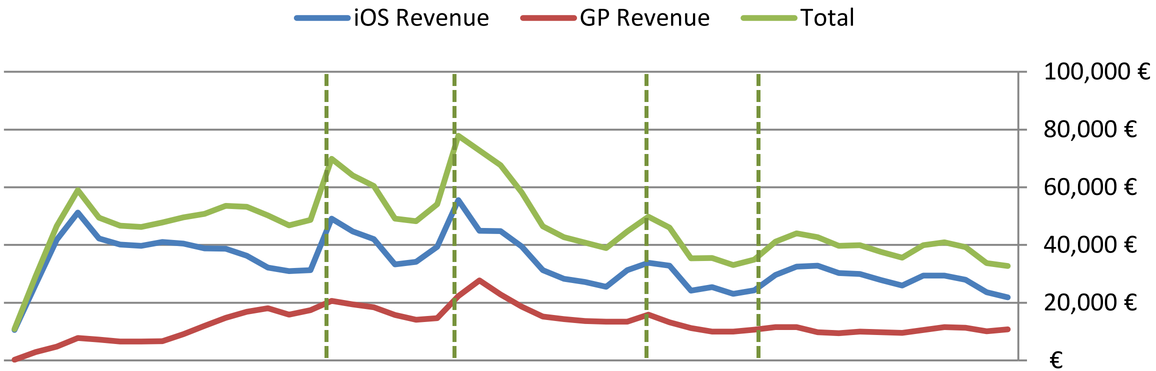


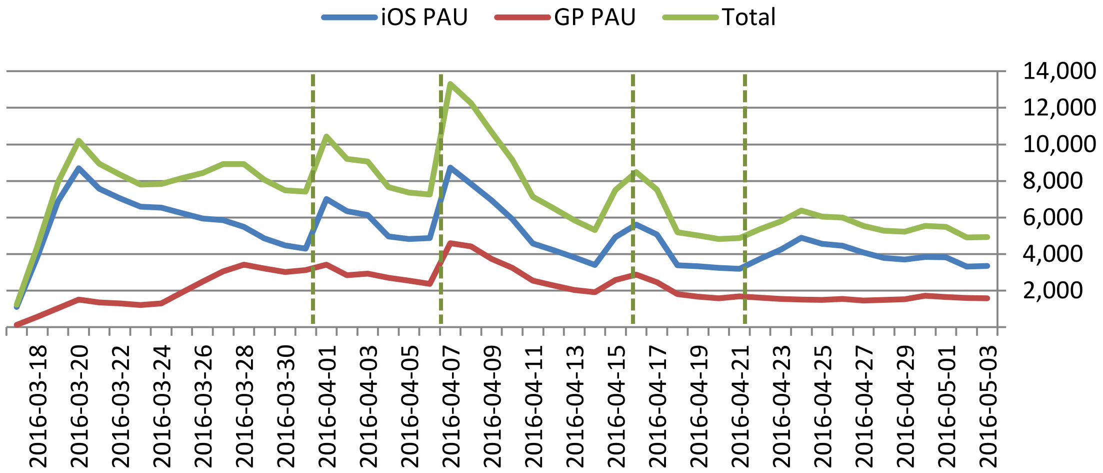




- United States makes up 61% of total revenue combined from iOS and GP platforms.
- Korea, China (iOS), Taiwan, and Hong Kong have higher revenue than most European countries. This is a good sign for the Japan release in the summer and other Asian countries yet to be launched.

Revenue & Paying Users





April 1:

- Rex Promo moved earlier

April 7:

- Refreshed Character Pack Promos and removed control groups.
- Started Recurrent NPAU conversion URC promos.
- Started Pluto price point test version 1.

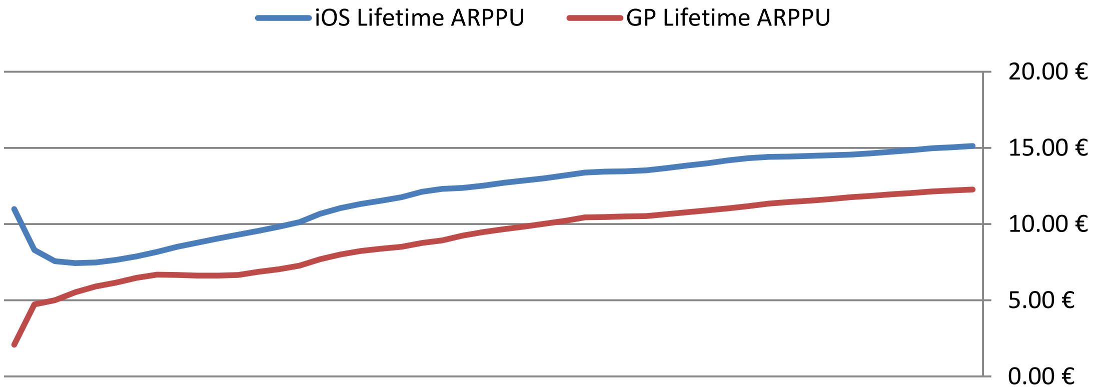
April 16:

- Pluto Price Test finished. Refreshed with best offer ($3.99)

April 21:

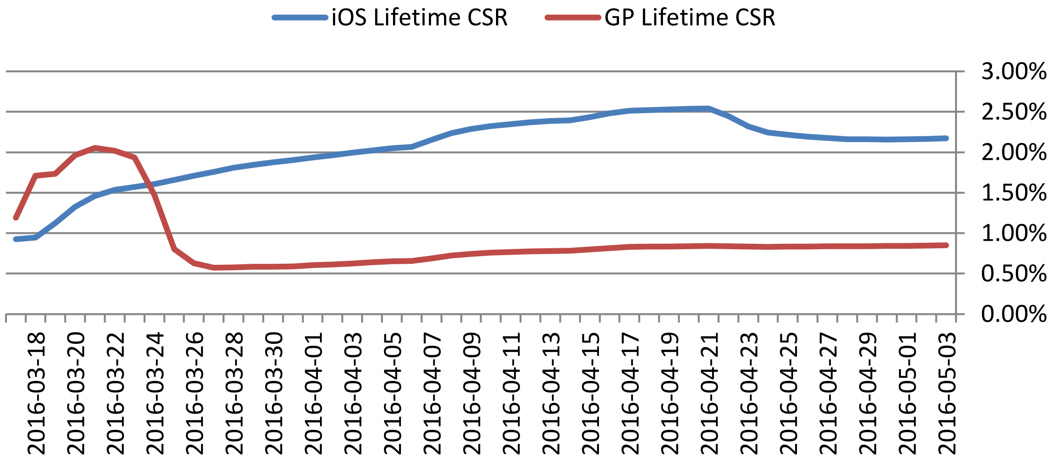
- China iOS Launch

LIFETIME ARPPU & CSR



As of May 3rd, lifetime ARPPU reached € 15 on iOS and € 12 on GP.

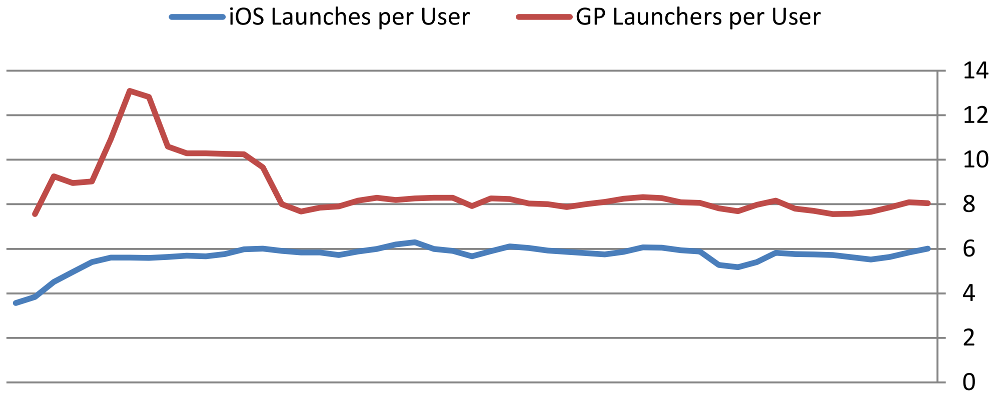
Conversion Rate was inflated at the beginning for GP since it had low number of downloads. After featuring, it dropped significantly below iOS numbers.

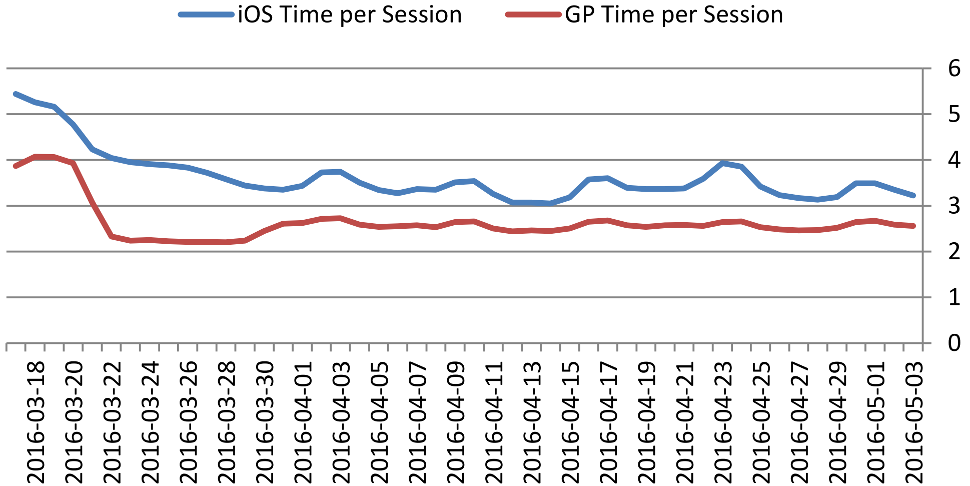


China launched on iOS on the 21st caused a drop in CSR.

As of May 3rd, lifetime CSR stands at 2.15% on iOS and 0.85% on GP.

LAUNCHES PER USER & TIME PER SESSION



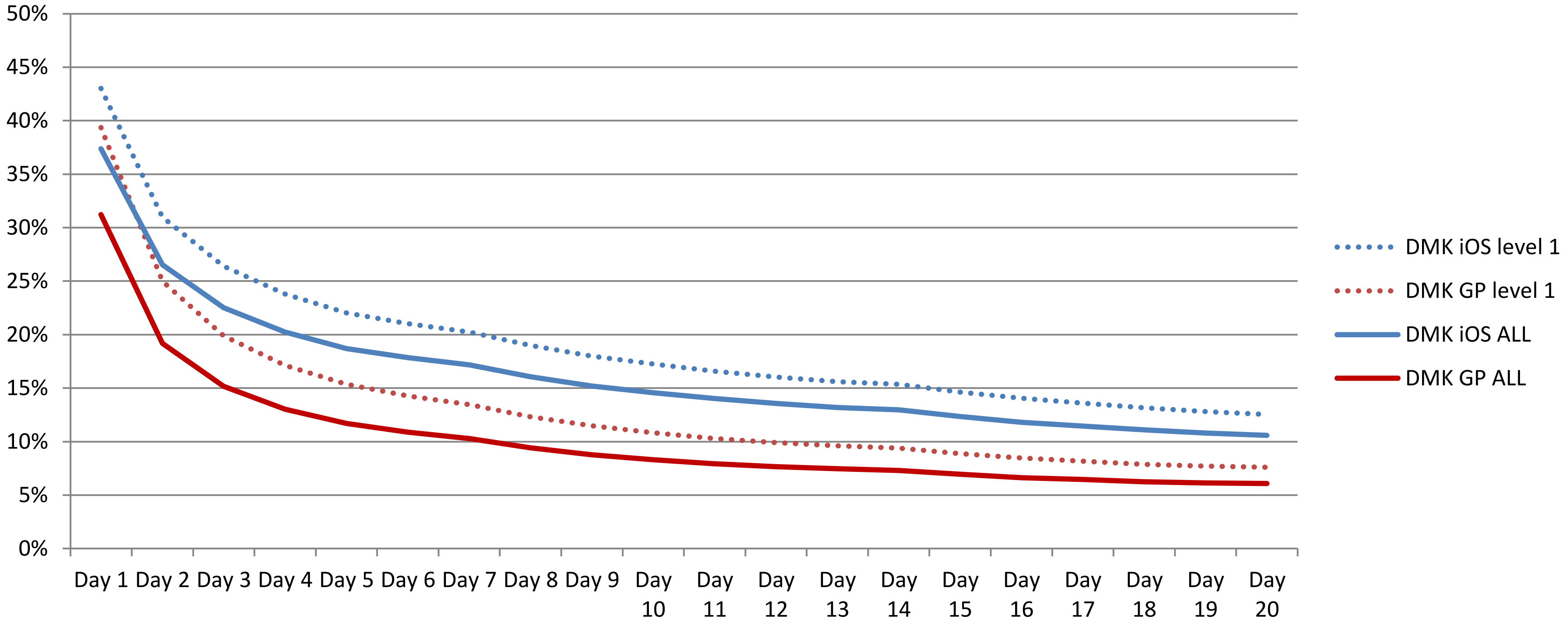


iOS launches per user was stable at 6, until China launched, dropping down to 5. As of May 3rd it's back up to 6.

GP was inflated, reaching 13 launches per user before featuring, at which point it dropped to 10, and dropped once again, stabilizing at 8 after featuring was finished.

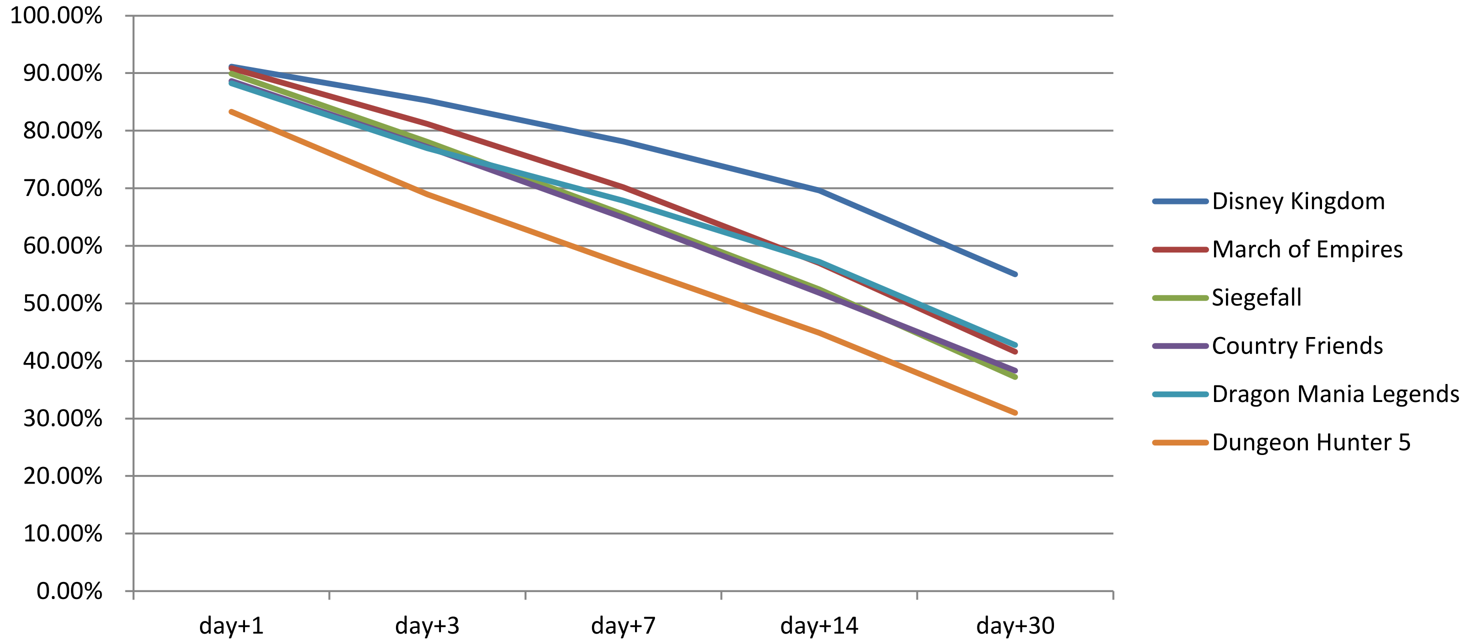
GP has stabilized at 2.65 minutes per session, and iOS at 3.4 minutes. China launched and increased iOS to 4 minutes as first session is generally longer. As of May 3rd iOS has dropped back to 3.2 minutes.

RETENTION



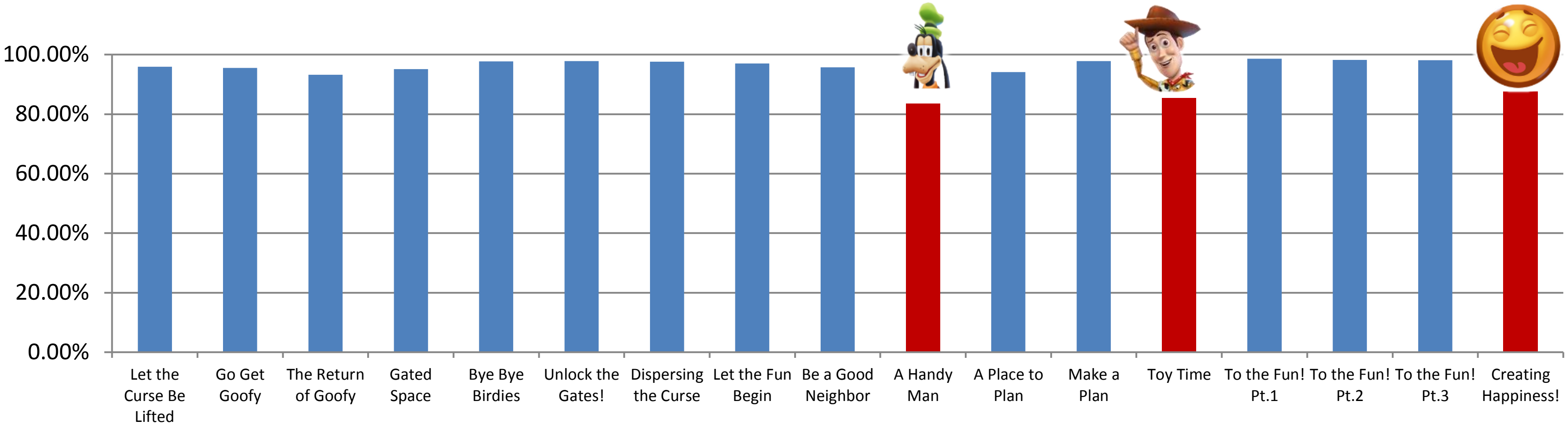
The above chart shows the difference in retention on both platforms if we exclude the players that never reached level 1.
There is a relatively large number of users lost before they even play the game, which impacts the overall retention curve.
Further optimizations for lower end devices, especially on Android, would increase our player base and also give us a chance to convert them to paying users.

PAU RETENTION



PAU retention currently highest of all GL games. Increasing conversion rates should remain a high priority.

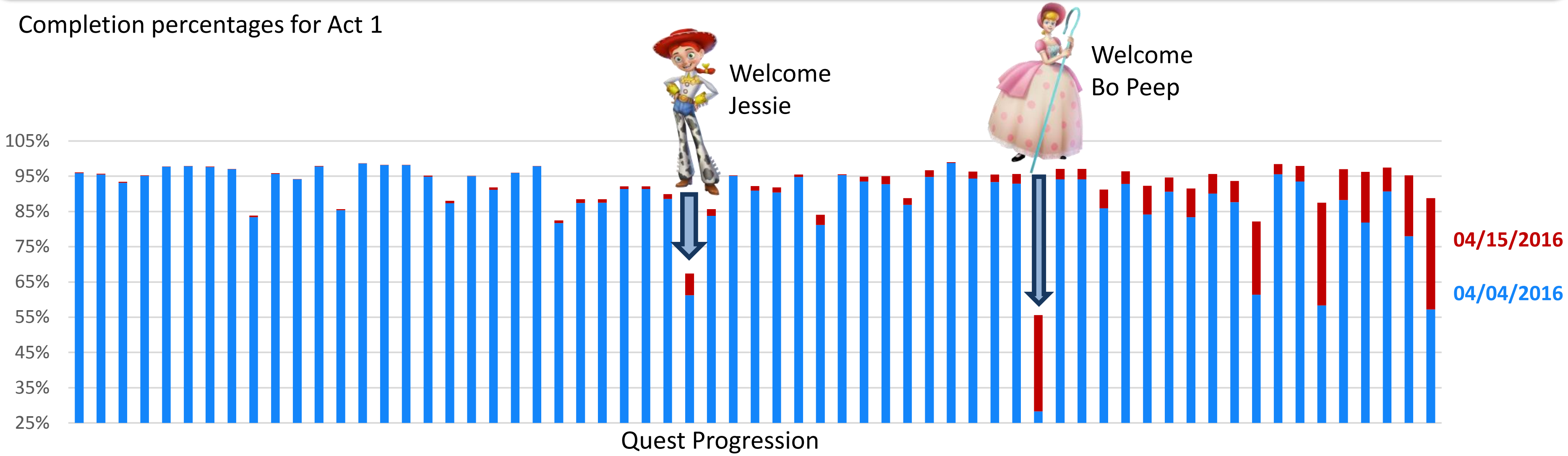
FTUE FRICTION



Problem areas were observed in terms of quest completion rates. They are being addressed with new features and balancing changes to get more users past these areas.

1. **A Handy Man:** First multi-objective quest. New progress indicator UI being discussed for future update.
2. **Toy Time:** Better notification to welcoming characters have been added for Update 1.
3. **Creating Happiness:** Balancing changes have been made for Update 1.

EARLY WELCOMING FRICTION


Completion percentages for Act 1

Two specific quests were found to be too difficult early in the game – Welcoming Jessie and Bo Beep.

The hotfix on April 5th reduced timers for certain token quests, and increased token drop rates from the Toy Story Float. Tokens were also added to the Premium Toy Story attractions. These changes significantly improved completion rates especially for Bo Beep and subsequent quests.

In Update 1: More timers have been reduced, parades run more often with better chances of tokens, and Rex is unlocked earlier which also helps to earn tokens.

QUEST COMPLETION

All Users Completed / All Users	Google Play	iTunes	Total
Act 1	2.93%	6.42%	4.7%
Act 2	0.005%	0.020%	0.012%
Last Quest	0.002%	0.006%	0.004%

- 4.7% of all players have completed Act 1.
- 0.012% of all players have completed Act 2.
- 0.004% of all players have completed the last quest.

Paying Users Completed / All Paying Users	Google Play	iTunes	Total
Act 1	49.8%	53.4%	52.2%
Act 2	0.21%	0.50%	0.41%
Last Quest	0.02%	0.07%	0.05%

- 52.2% of all Paying Users have completed Act 1.
- 0.41% of all Paying Users have completed Act 2.
- 0.05% of all Paying Users have completed the last quest.

Euros Spent per PAU	Google Play	Itunes
Act 1	€ 9	€ 10
Act 2	€ 261	€ 278
Last Quest	€ 824	€ 850

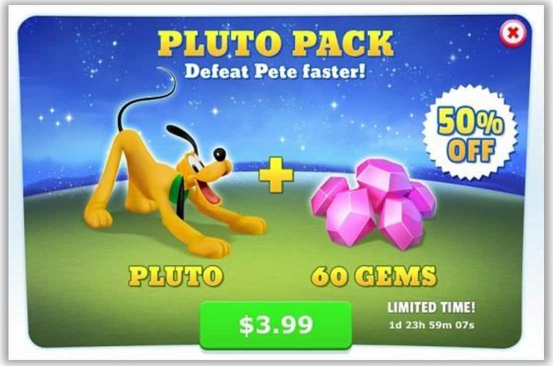
- Paying Users that completed **Act 1 spent on average € 10**.
- Paying Users that completed **Act 2 spent on average € 270**.
- Paying Users that completed the **last quest spent on average € 840.**

Act 1:
Defeat Pete

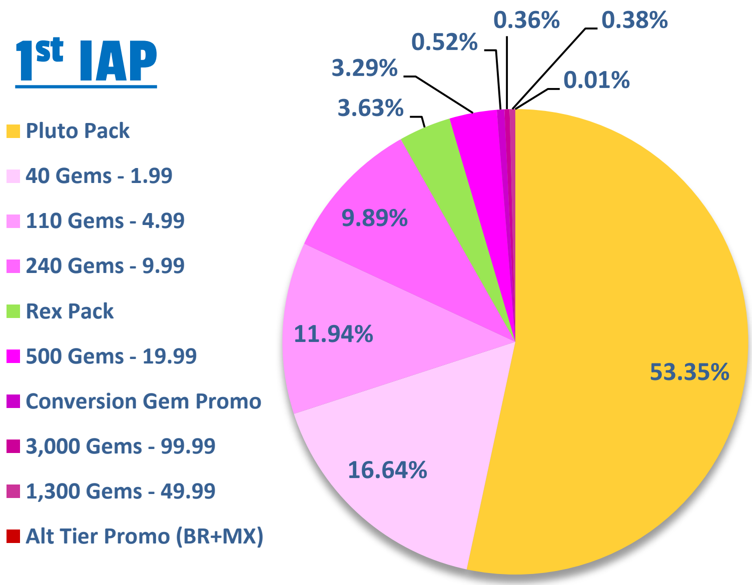
Act 2:
Defeat Zurg

Act 3:
Welcome Rapunzel

FIRST PURCHASES

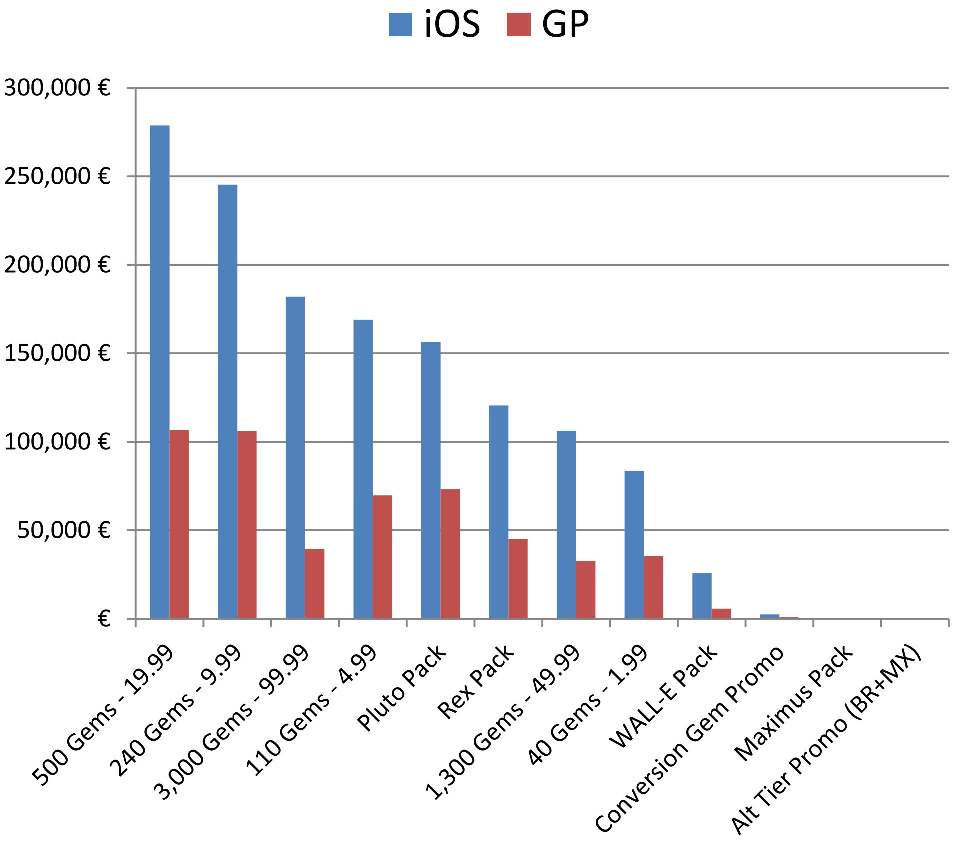


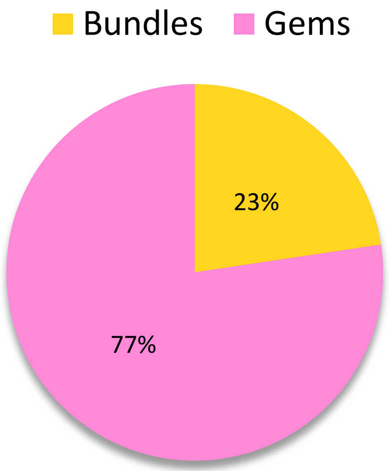
Sessions to Purchase			
	1st IAP	2nd IAP	3rd IAP
50%	1-8	1-22	1-29
25%	9-24	23-66	30-75
15%	25-75	67-120	76-148
10%	75+	121+	149+



- 50% of 1st purchases occur in the first 8 sessions, 2nd purchases in the first 22 sessions, and 3rd purchases in the first 29 sessions.
- 10% of 1st purchases occur after 75 sessions, so it’s still important to make compelling offers available later in the game.
- 53% of conversions come from the Pluto Pack offer, 43% from Gem Packs, and 3.6% from the Rex Pack offer.

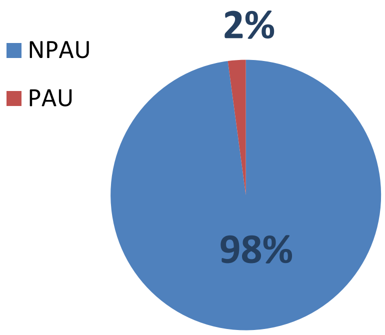
IAP REVENUE





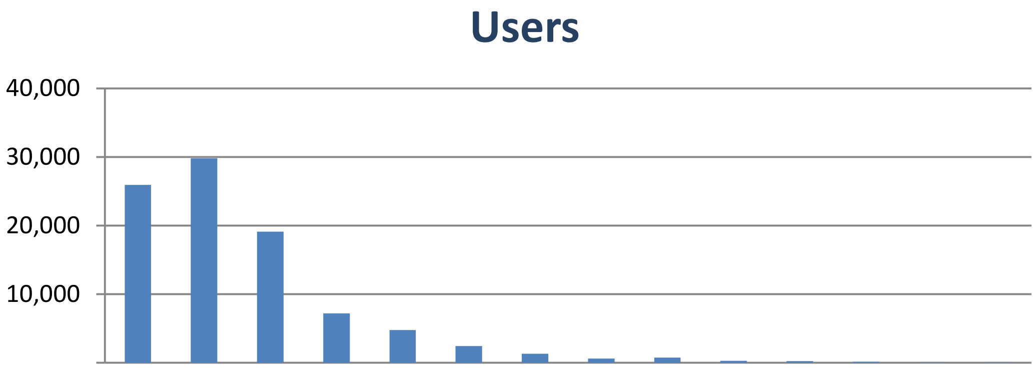
- 77% of IAP revenue are coming from Gem Packs and 23% from Character Packs (bundles).
- iOS and GP have similar IAP pack splits, except for the $99.99 price point which is not as popular on GP.
- *Ad Revenue is currently only 0.2% of Total Revenue.*

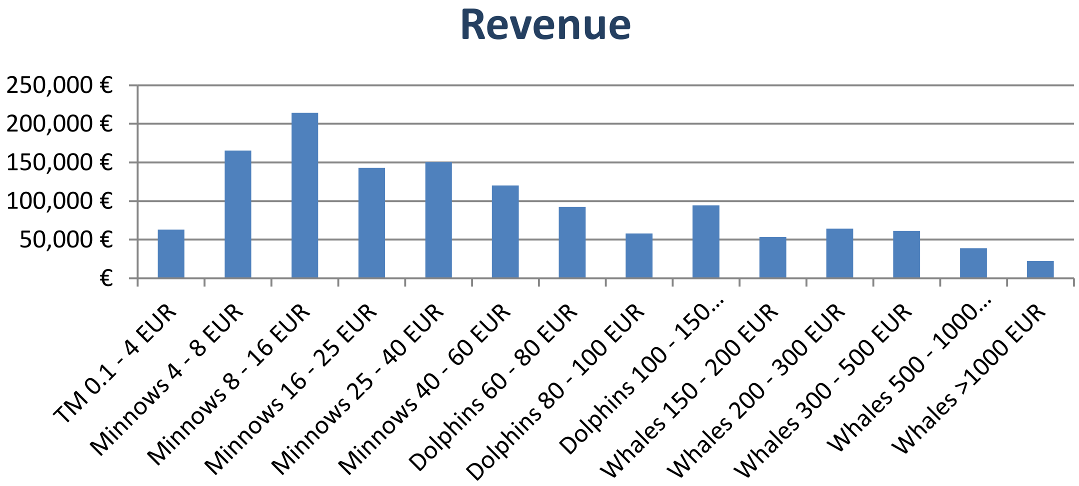
PAU COHORTS (iOS)



Spent	Users	Revenue
€ 0.1-16	81%	33%
€ 16-100	18%	42%
€ 100+	2%	25%

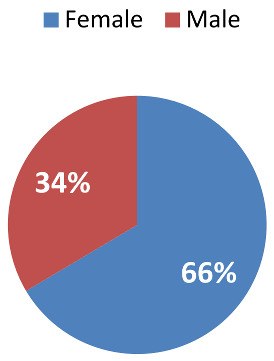
- 2% of iOS users are PAU.
- 81% of PAU spent less than € 16 with 33% of revenue from this group.
- 18% of PAU spent between € 16-100 with 42% of revenue from this group.
- 2% of PAU spent more than € 100 with 25% of revenue coming from this group.



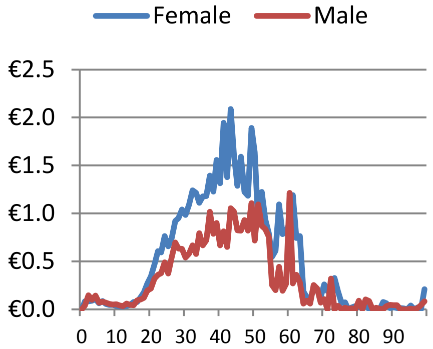


DEMOGRAPHICS

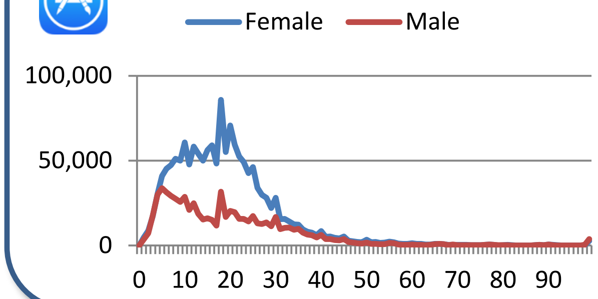
iOS + GP Users



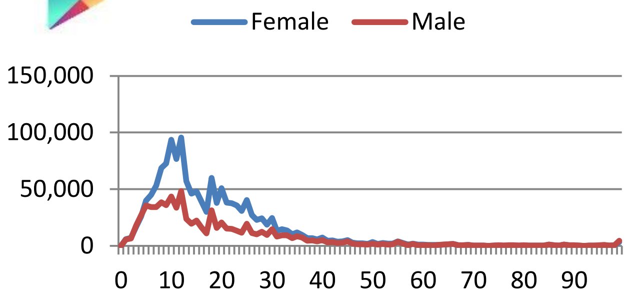
iOS + GP ARPU by Age



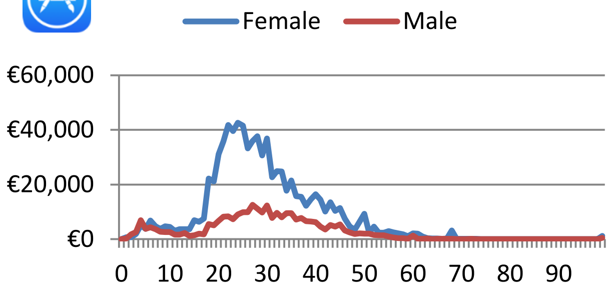
iOS Users by Age



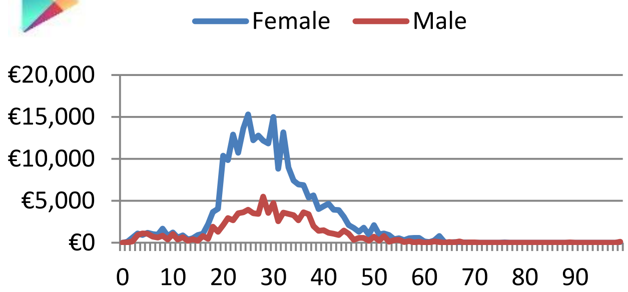
GP Users by Age



iOS Revenue by Age

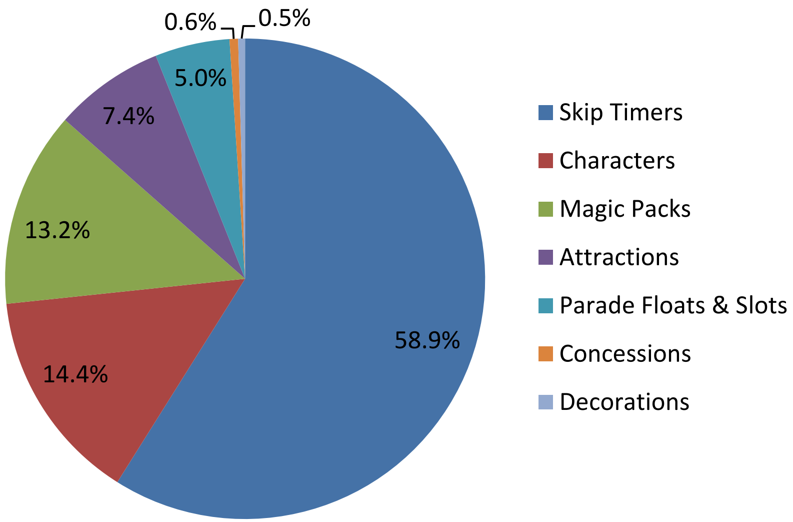


GP Revenue by Age

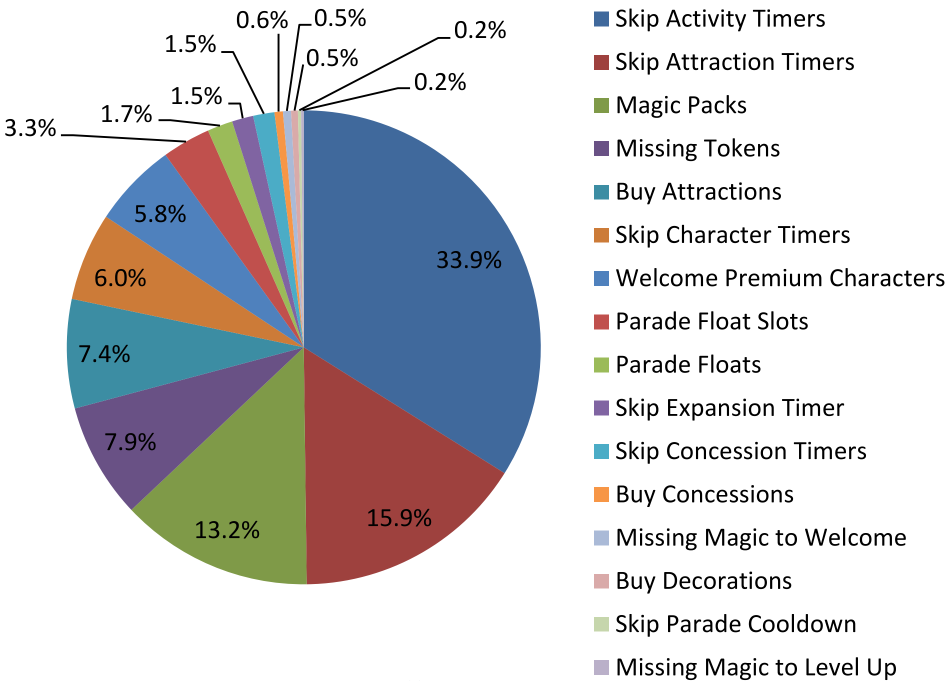


- Females outperform males in both number of players and revenue per user.
- 66% of all users are female and 58% of all revenue is from women of ages between 18-40.
- GP age distribution for males is similar to iOS, but skews younger on GP for females.

GEMS SPENT



Major Categories

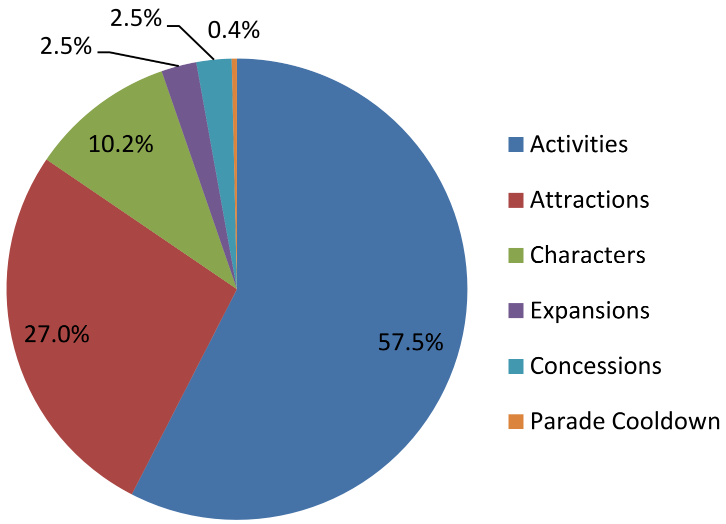


Detailed Categories

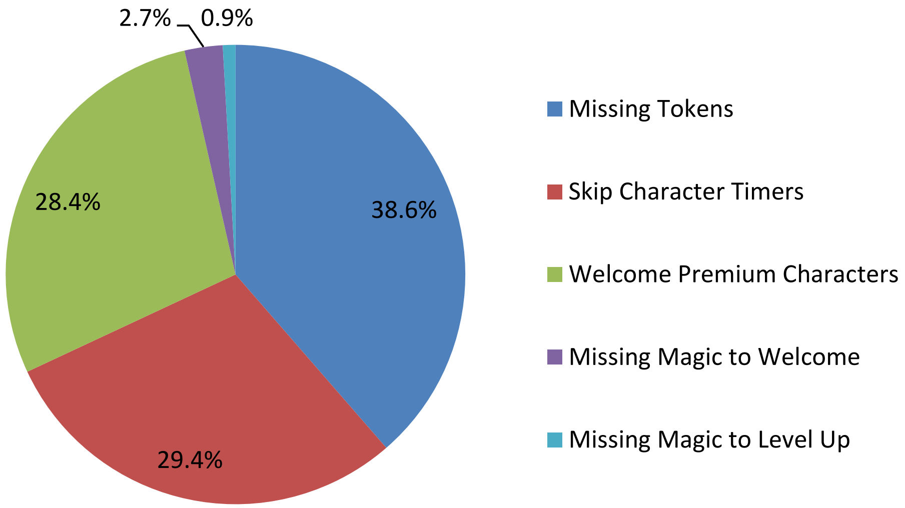
- The majority of Gems are spent on Skip Timers (58%).
- Welcoming/Leveling up characters is the 2nd best category, even excluding IAP character offers.
- Magic Pack purchases are 13.2% of spent Gems.
- 8% of Gems are spent on missing Tokens needed to welcome/level up characters.
- 7.4% of Gems are spent on buying premium attractions.
- 5% of Gems are spent on buying Parade Floats & Slots.
- Decorations and Concessions combined are only 1.1% of all Gems spent.

GEMS SPENT

Skip Timer Categories



Character Categories



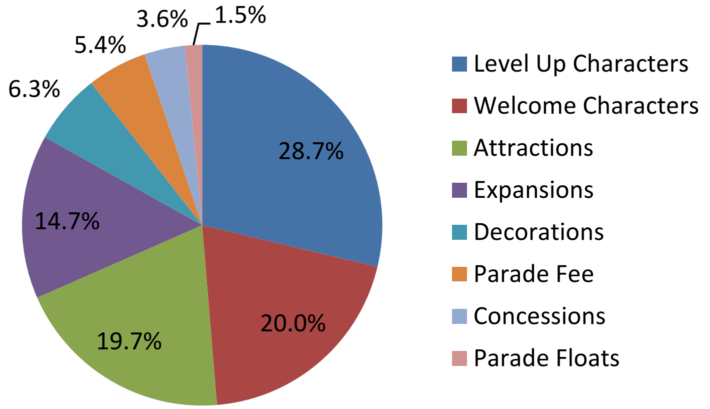
- 58% of all Gems spent on skip timers are spent on activities.
- 27% are spent on construction and production of attractions.

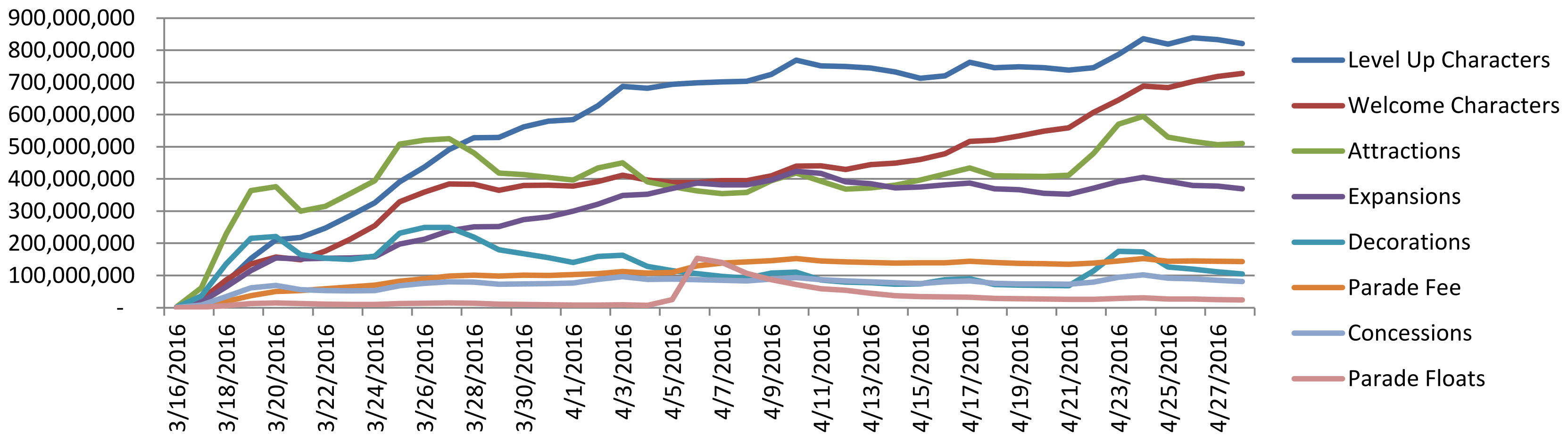
- 38.6% of Gems spent on Characters are spent on missing tokens.
- 29.4% are spent on skipping timers to welcome/level up.
- 28.4% are spent welcoming premium characters.
- Only 3.6% are spent on missing magic to welcome/level up.

MAGIC SPENT

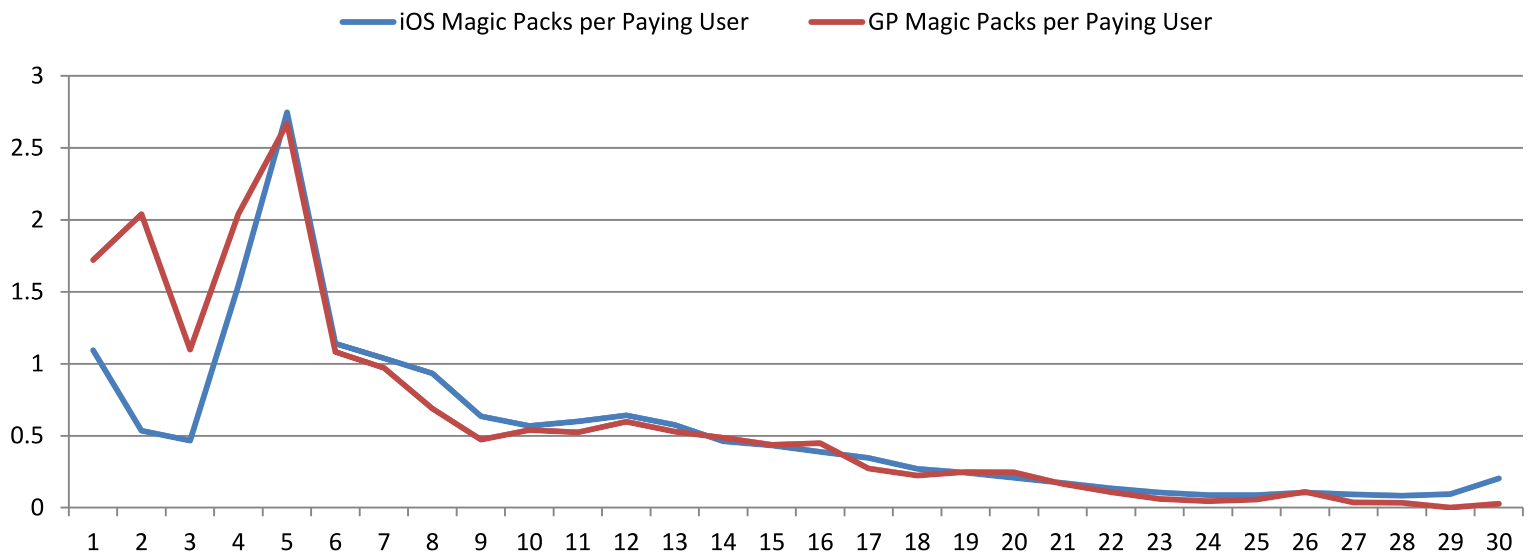
- 48.7% of Magic is spent on welcoming/leveling up characters.
- 29.6% is spent on attractions, decorations, and concessions.
- 14.7% is spent on expansions.
- 6.9% is spent on parade floats and parade fees.

- Character categories increase significantly over time as more people progress through the game.
- Parade floats increased its baseline after the hotfix unlocked all the floats earlier in the game.



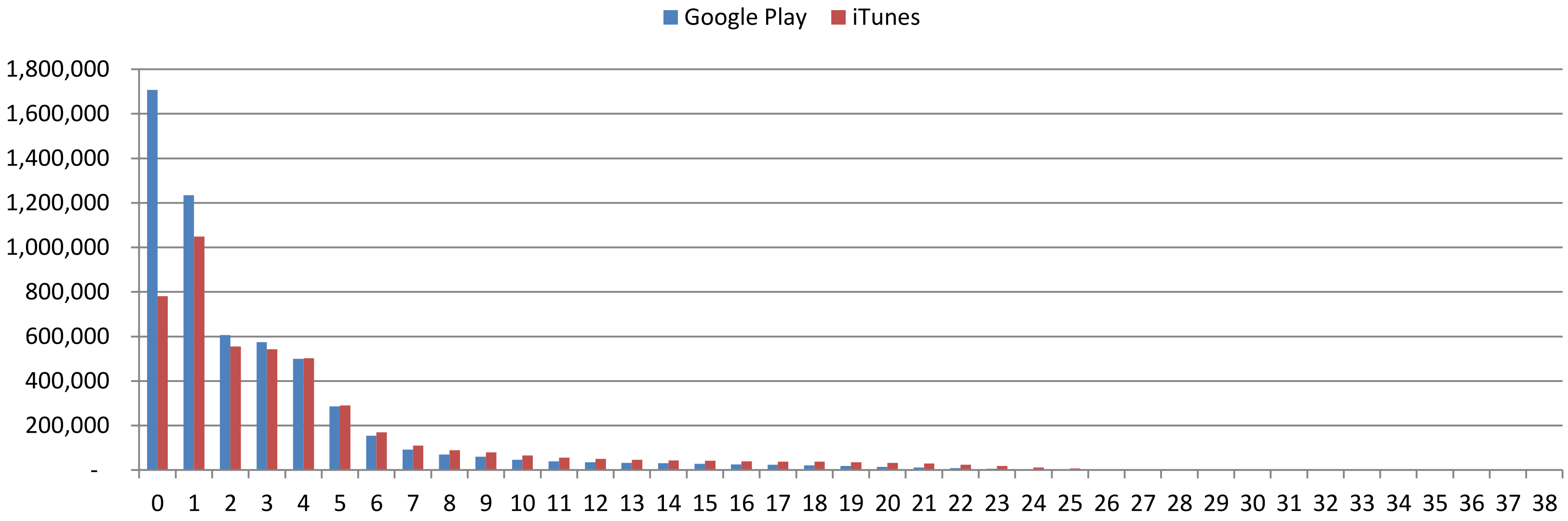


MAGIC PACKS BY LEVEL



- Magic Packs purchased per level peak at level 5 and continually drop as players progress through the game.
- This was expected to happen since rising magic costs through progression make the packs less valuable.
- A system to allow for variable magic amounts based on user levels needs to be implemented. This feature was not included at launch due to time constraints.

PLAYER LEVELS



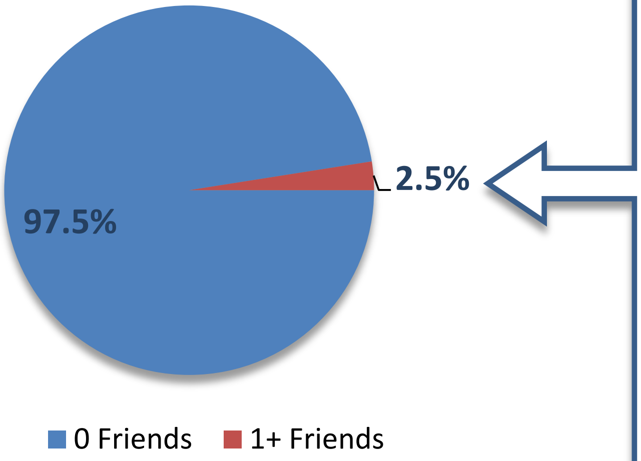
- A significant number of users remain at level 0, which means they launched the game and never reached the gameplay phase. Level 0 players represent 30% of users on GP and 16% on iOS.

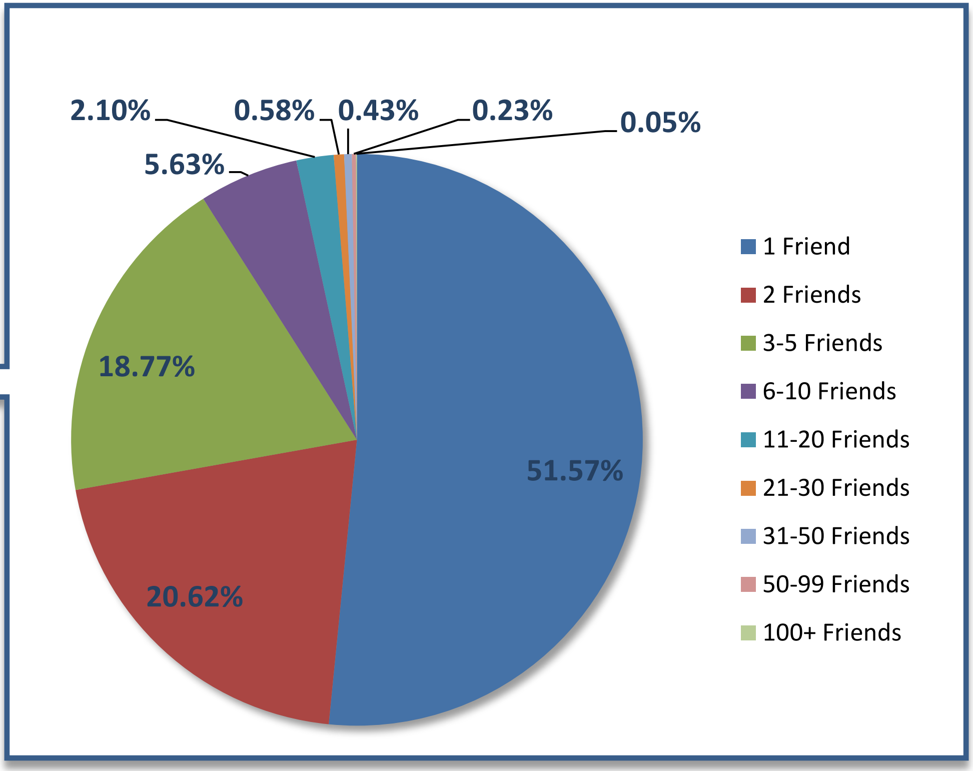
- This problem has been attributed to technical limitations of lower end Android devices as well as many of those users originating from regions with poor network speeds.

- There is also a relatively large drop between levels 1-2 and 4-5.

SOCIAL

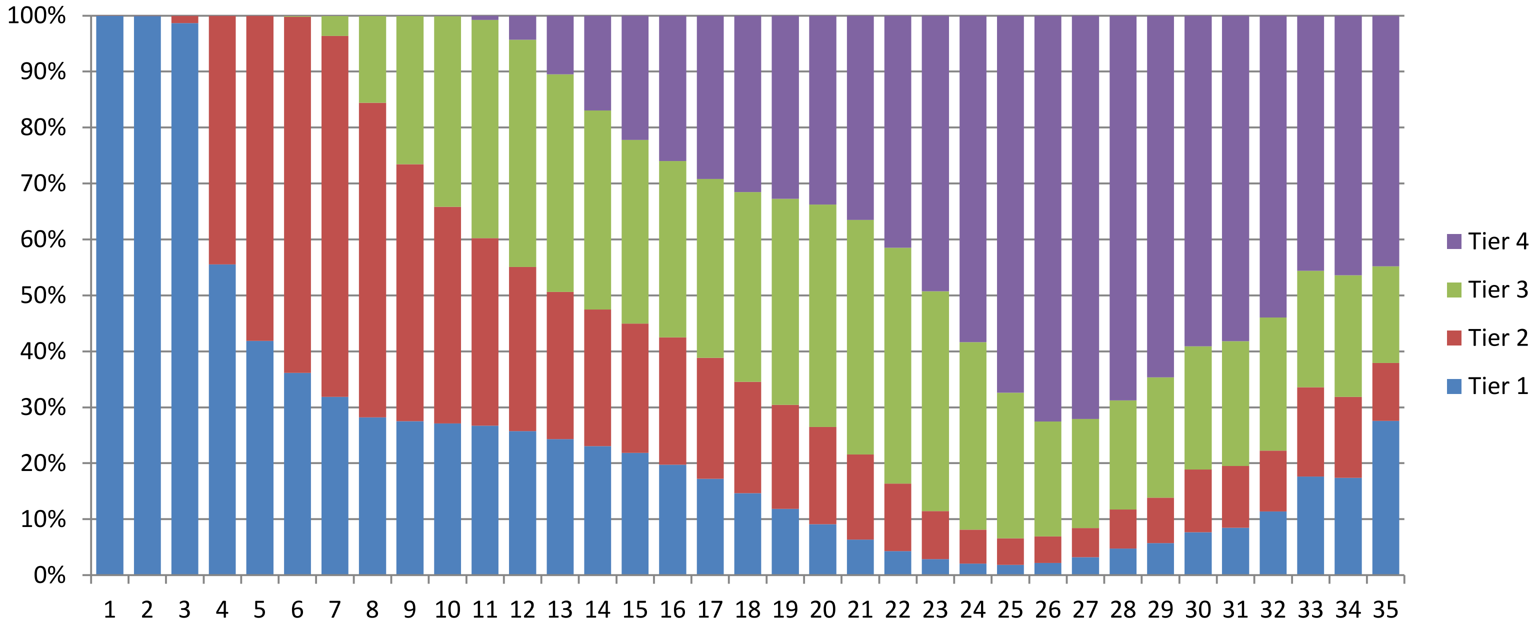
	iOS Facebook Users	GP Facebook Users
World	4.6%	3.3%
United States	6.4%	6.5%
US level 1	7.3%	8.1%





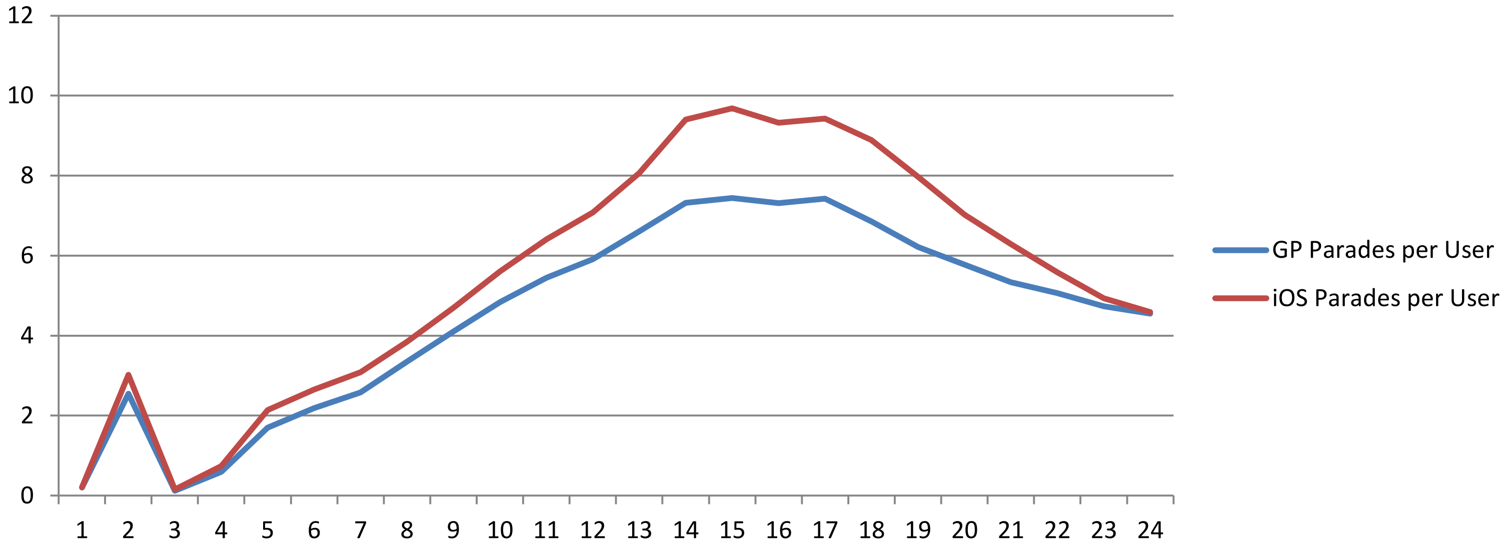
- Only 7.3% of iOS and 8.1% of users that reached at least level 1 in the United States have connected to Facebook.
- Only 2.5% of users have at least 1 friend. Of those users 51% only have 1 friend.
- Current social feature is not very appealing, and will be addressed with a new system in the future.

HAPPINESS BY LEVEL



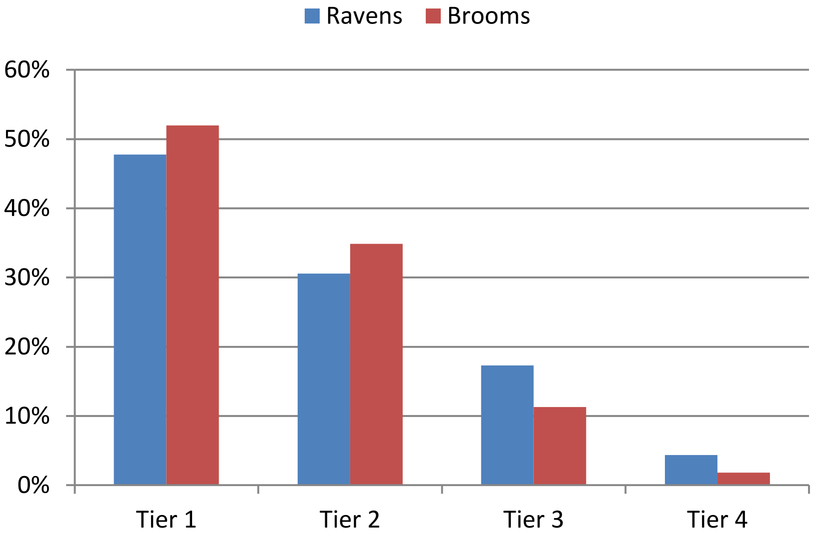
- Distribution between Happiness tiers is smooth until players reach level 20, at which point users increasingly reach Tier 4.
- Once players reach level 26, it becomes very difficult to maintain Happiness due to longer timers and more character wishes vs attraction wishes.

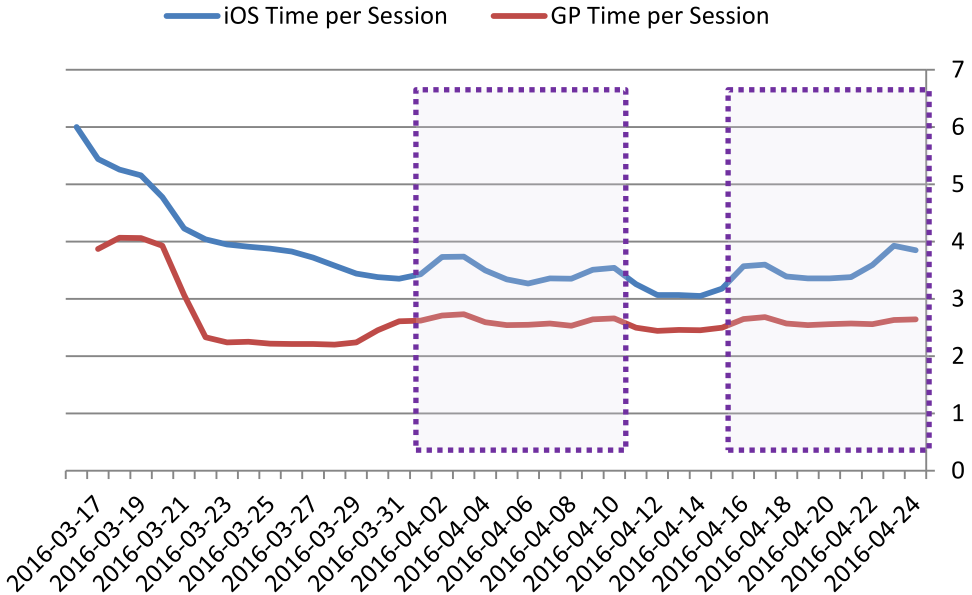
PARADES BY LEVEL



- Parades per user reach their peak at level 15 and steadily decrease in usage thereafter.
- Players have complained that parades don’t give them enough benefits to justify their costs.
- Adjustments have already been made in the hotfix, and further improvements are planned.

TIME LIMITED EVENTS





- Goal tiers and reward adjustments continue to be made with each event.
- Current events have no impact on monetization, but we can observe higher time spent per session.
- More event types and rewards are being implemented in the future.

ABN TESTS

iOS	No Promos	Promos
CSR (NPU/LAU)	2.16%	7.90%
Transactions/NPU	2.89	1.50
Revenue per NPU	€ 14.01	€ 4.43
Revenue per LAU	€ 0.30	€ 0.35

GP	No Promos	Promos
CSR (NPU/LAU)	1.76%	5.73%
Transactions/NPU	2.46	1.51
Revenue per NPU	€ 9.32	€ 3.95
Revenue per LAU	€ 0.16	€ 0.23

- Control groups had higher revenue per paying users, but groups that received URC promotions performed better overall as a result of much higher conversion rates.

- All users are now receiving URC promotions.

iOS	Pluto 20 OFF (6.99)	Pluto 25 OFF (5.99)	Pluto 50 OFF (3.99)
CSR (NPU/LAU)	2.56%	2.91%	5.51%
Transactions/NPU	1.37	1.35	1.25
Revenue per NPU	€ 4.56	€ 3.88	€ 3.18
Revenue per LAU	€ 0.12	€ 0.11	€ 0.18

- 3 price points were tested for the first offer in the game (Pluto Pack) and the lowest one ($3.99) performed better overall, again due to higher conversion rates.

- All users were switched to the $3.99 version.

ABN TESTS

iOS	SimpleNPAU-08d.Control	SimpleNPAU-08d.Amount	SimpleNPAU-08d.Disc
CSR (NPU/LAU)	0.12%	0.30%	0.26%
Transactions/NPU	1.11	1.02	1.04
Revenue per NPU	€ 4.19	€ 4.19	€ 5.28
Revenue per LAU	€ 0.005	€ 0.013	€ 0.014

GP	SimpleNPAU-08d.Control	SimpleNPAU-08d.Amount	SimpleNPAU-08d.Disc
CSR (NPU/LAU)	0.08%	0.17%	0.15%
Transactions/NPU	1.09	1.02	1.01
Revenue per NPU	€ 3.95	€ 4.50	€ 5.85
Revenue per LAU	€ 0.003	€ 0.008	€ 0.009

- URC conversion promos for non paying users were tested with 3 groups. Control (no promo), Amount Promo, and Discount Promo.
- Discount group performed better overall on both iOS and GP. All users were switched to this group on May 2nd.

ABN TESTS

iOS	OFF	ON
CSR (NPU/LAU)	2.61%	2.65%
Transactions/NPU	2.78	3.04
Revenue per NPU	€ 14.17	€ 14.60
Revenue per LAU	€ 0.37	€ 0.39

GP	OFF	ON
CSR (NPU/LAU)	2.67%	2.53%
Transactions/NPU	3.74	3.25
Revenue per NPU	€ 17.78	€ 14.69
Revenue per LAU	€ 0.47	€ 0.37

iOS+GP	OFF	ON
CSR (NPU/LAU)	2.63%	2.61%
Transactions/NPU	3.08	3.10
Revenue per NPU	€ 15.28	€ 14.63
Revenue per LAU	€ 0.40	€ 0.38

- Feature to purchase non-premium characters by skipping their requirements is currently being tested in 10% of users in Canada.
- On iOS, having the feature enabled is slightly better, while on GP it is worse.
- Overall there’s not enough difference between the two groups to justify turning the feature off worldwide. We will keep the test running in Canada and monitor results in the long term.

Next Steps

Main Issues	Next Steps
Revenue per Paying User	Content has been unlocked earlier in the game. More late game content added in Update 1. Mega Events, Gacha, Costumes, New IPs, and more monetization features to be added in the future.
Low End Devices	More optimization is needed to reduce loss of players, particularly on Android.
Retention	Balancing changes, improved UI, more early game content, improved daily login system.
Engagement	Improved happiness system, parade changes, new and improved time limited events.
Conversions	Improve further with new bundle system, better timing of promos, Boo promo added. Optimization of promotions and pricing strategy to continue with more ABN tests.
Magic Packs	Introduce scaling magic pack amounts with level progression.
Social	Add gem rewards from friend parks. Trading Pins in the future will be a great social feature.
Ad Revenue	Discussing more lenient ad restrictions with Disney. New building with video ads.
Missing Regions	Release game in Japan, Southeast Asia, and China (Android).

Thanks For Your Attention