

#### **SUMMARY**



# Beauty Beast



- Compared to the previous update:
  - +9% DAU
  - + 72% PAU
  - + 75% IAP Revenue
  - + 58% CSR
  - + 1.9% ARPPU
  - + 61% ARPU
- Very popular IP synced perfectly the new movie release, more content, premium character + attraction bundle, and difficulty adjustments, all contributed to another record-breaking Mega Event.
- Daily revenue was 38% higher than forecast.
- Best featuring placement ever on Google Play for any Gameloft update.
- Merlin Spells were very well received by players, but currently account for less than 1% of Gems spent.

#### **UPDATE CONTENT**

















## **UPDATE 8** >> UPDATE 9 - Average Daily KPI

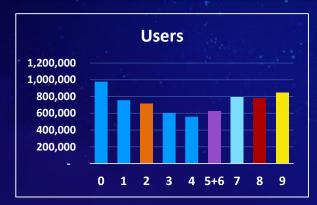


		UPDATE (42 Days)			UPDATE (35 Days)	9		1 -	
(GAT)	DAU	PAU	IAP REVENUE	DAU	PAU	IAP REVENUE	DAU	PAU	IAP REVENUE
iTunes	448,852	6,528	€ 41,853	443,304	11,162	€ 73,758	-1%	71%	76%
Google Play	270,068	3,012	€ 19,009	338,903	5,270	€ 32,990	25%	75%	74%
Windows	59,356	452	€ 3,104	62,710	729	€ 5,225	6%	61%	68%
Total	778,276	9,992	€ 63,966	844,918	17,161	€ 111,973	9%	72%	75%
(GAT)	CSR	ARPPU	ARPU	CSR	ARPPU	ARPU	CSR	ARPPU	ARPU
iTunes	1.5%	€ 6.41	€ 0.09	2.5%	€ 6.61	€ 0.17	73%	3%	78.4%
Google Play	1.1%	€ 6.31	€ 0.07	1.6%	€ 6.26	€ 0.10	39%	-1%	38%
Windows	0.8%	€ 6.87	€ 0.05	1.2%	€ 7.17	€ 0.08	53%	4%	59%
Total	1.3%	€ 6.40	€ 0.08	2.0%	€ 6.52	€ 0.13	58%	1.9%	61%

(GAT)	Ads	Ads	Ads
Total	€ 2,106	€ 5,621	167%

#### **UPDATE EVOLUTION - Average Daily KPI**



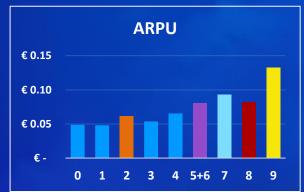








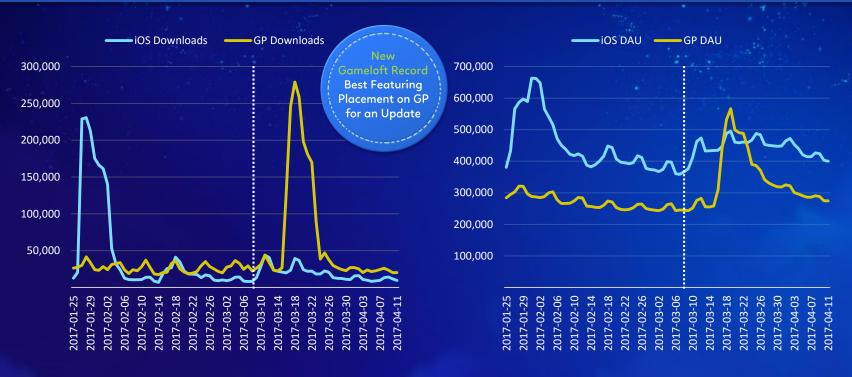




- **★** DAU highest since launch, up 9% from last update.
- **★** Daily PAU and IAP Revenue increased significantly, up 72% and 75% respectively.
- **★** Daily CSR up 58%, ARPPU up 1.9%, resulting in 61% higher ARPU.

#### **DOWNLOADS & DAU**





- **★** Downloads on iOS decreased by 60% and GP increased by 143%
- **★** DAU on iOS decreased by 1% and GP increased by 25%

#### **DOWNLOADS - TOP 5 COUNTRIES**

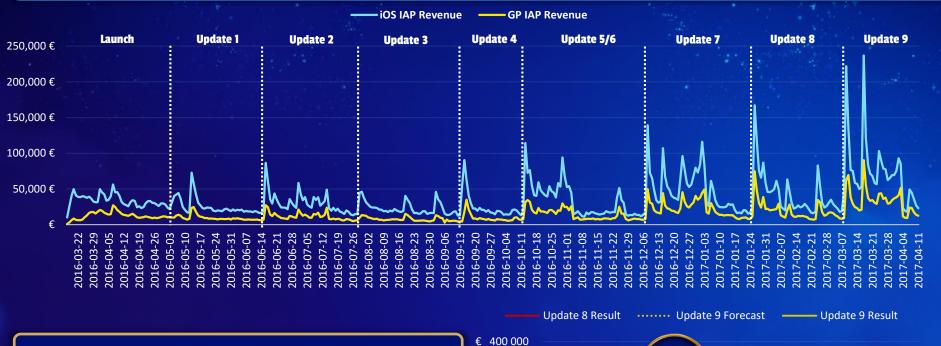


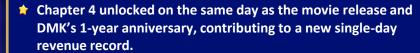


- **★** Small increase in downloads on iOS, excluding China. \*China had a large bump during the previous Mulan event.
- **★** Great featuring on GP during second week of event, at the same time as the movie release, led to large increase in downloads in several countries.

#### **DAILY IAP REVENUE**





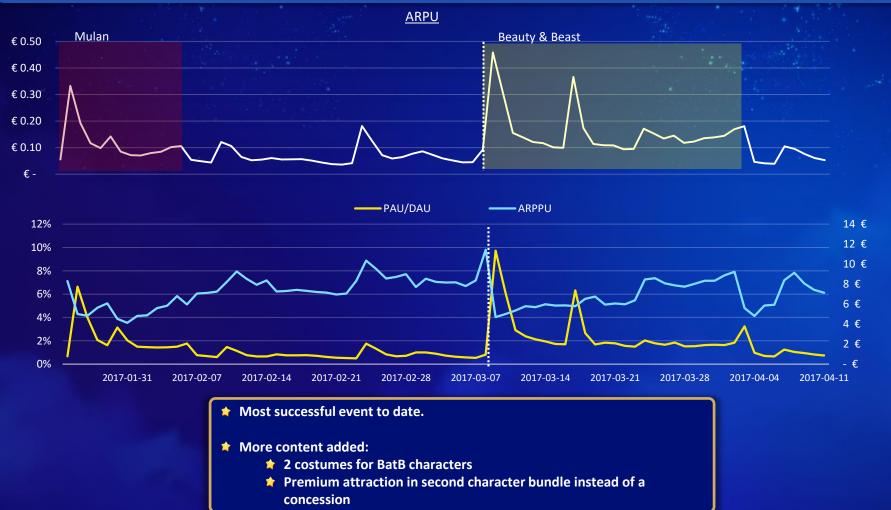


Daily Revenue 38% higher than forecast.



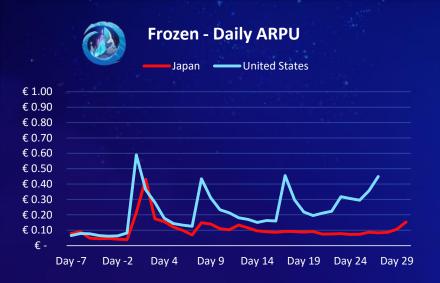
### ARPU, CSR, ARPPU (iOS+GP)

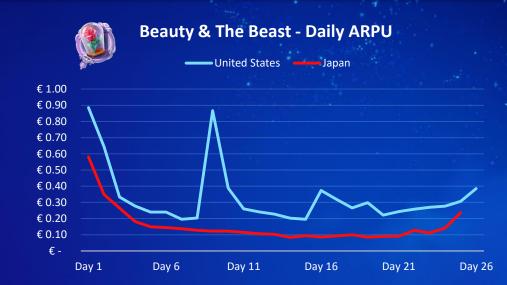


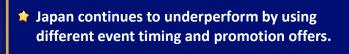


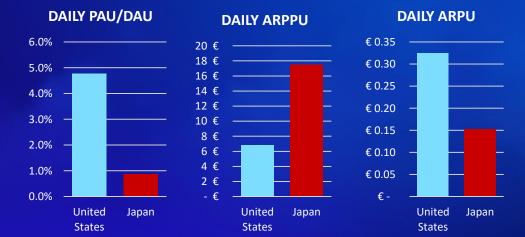
#### **United States vs Japan (GungHo)**











#### IAP REVENUE SPLIT - iOS + GP





#### **GEMS SPENT (iOS)**



#### New Feature – Merlin's Spells

- ★ Merlin's Collector, Happiness Shield and Happiness Booster
- ★ Set up for the Merlin Passport system in future update, which will offer discounted prices for these spells
- ★ A variety of new spells are planned for future updates.

30%
of all players
have used
Spells



Character	46.7%
Attractions	15.0%
Skip Activity	14.9%
Parade Floats	10.6%
Token	3.8%
Gacha Chests	2.2%
Gacha Slot	2.1%
Parade Float Slots	1.7%
Concessions	1.1%
Spells	0.8%
Expansion	0.5%
Magic Packs	0.2%
Decoration	0.2%
Currency	0.1%
Gacha Pack	0.1%
Parade Fee	0.1%
Costume	0.003%

#### **MEGA EVENT COMPLETION (US)**



Frozen	Beau	uty & The Beast		
Milestone	Complet	ion Rate	Milestone	Evolution
Holiday Mickey	78.72%	84.38%	Beast	6%
Anna	85.50%	88.95%	Cogsworth	3%
Krystoff	76.17%	81.28%	Lumiere	5%
Elsa	78.33%	79.36%	Belle	1%
Hans	57.00%	62.01%	Gaston	5%

Completion Rate = How many people who started the guest actually finished it.

Frozen	Bea	uty & The Beast		
Milestone	User	s Left	Milestone	Evolution
Holiday Mickey	71.70%	78.65%	Beast	7%
Anna	55.87%	65.57%	Cogsworth	10%
Krystoff	35.28%	49.64%	Lumiere	14%
Elsa	20.63%	35.79%	Belle	15%
Hans	3.81%	10.88%	Gaston	7%



€ 62,000

VS

€ 110,500



Users Left = How many people who started the first quest of the event actually finished each quest after that.

- **Balancing changes led to higher completion rates at every major milestone of the event.**
- **★** 11% of players that started the event were able to welcome the Boss character compared to Frozen's 4%.

#### **PREMIUM CHARACTERS (vs Frozen)**



	% of NPAU	% of PAU	IAP Bundle	Gems	Total		% of NPAU	% of PAU	IAP Bundle	Gems	Total
Olaf	16%	74%	€ 221,473	€ 175,768	€ 397,241	Mis Potts	17%	75%	€ 327,036	€ 140,722	€ 467,758
Sven	/ <b>3.1</b> %	44.4%	€ 239,698	€ 182,244	€ 421,942	Clift	3.7%	48%	€ 477,831	€ 100,434	€ 578,265

- **★** Slightly higher % of NPAU and PAUs welcomed Mrs. Potts and Chip compared to Olaf and Sven.
- **★** Players spent more on the IAP Bundles instead of purchasing characters with Gems compared to Frozen.

# **RESULTS VS FORECAST**



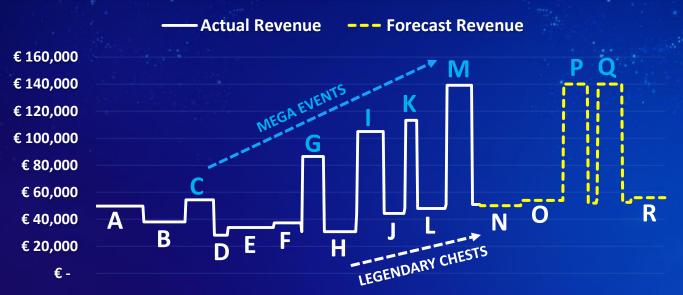
КРІ	Update 9 Forecast	Update 9 Results	<b>1</b>
DNU	120,000	89,133	-26%
DAU	850,000	844,918	-1%
CSR	1.4%	2%	45%
ARPPU	€ 7.10	€ 6.5	-8%
ARPU	€ 0.10	€ 0.13	33%
IAP Revenue	€ 81,000	€ 111,973	38%
Ads Revenue	€ 4,000	€ 5,621	41%
D1 Retention	34%	30.7%	-10%
D7 Retention	12.5%	11.3%	-10%
D30 Retention	5.5%	5.7%	3%

КРІ	Update 10 Forecast
DNU	60,000
DAU	675,000
CSR	1%
ARPPU	€ 7.7
ARPU	€ 0.07
IAP Revenue	€ 50,000
Ads Revenue	€ 6,000
D1 Retention	32%
D7 Retention	12%
D30 Retention	5.5%



#### **AVERAGE DAILY REVENUE + FORECAST**





А	LAUNCH	J	UPDATE 7 - POST EVENT (LEGENDARY CHESTS)
В	UPDATE 1 - SLEEPING BEAUTY	K	UPDATE 8 - MULAN
С	UPDATE 2 - THE INCREDIBLES	L	UPDATE 8 - POST EVENT (LEGENDARY CHESTS)
D	UPDATE 2 - POST EVENT	M	UPDATE 9 - BEAUTY & THE BEAST
E	UPDATE 3 - CINDERELLA	N	UPDATE 10 - EASTER (LEGENDARY CHESTS)
F	UPDATE 4 - PIRATES OF THE CARIBBEAN	0	UPDATE 11 - ZOOTOPIA
G	UPDATE 5/6 - THE NIGHTMARE BEFORE CHRISTMAS	Р	UPDATE 12 - LION KING
Н	UPDATE 5/6 - POST EVENT	Q	UPDATE 13 - ALADDIN
1	UPDATE 7 - FROZEN	R	UPDATE 14 - JUNGLE BOOK



# **NEXT STEPS**



MAIN ISSUES	NEXT STEPS
Monetization	Improve Chest Value / UI Improvements / New Merlin Spells
Retention	Reduce DLC churn / Improve FTUE / Test token drop rates / New daily login calendar / Improved events and rewards / New Merlin Spells
Social	New feature needed to improve currently weak social aspect of the game.
Optimizations	Tech optimizations for better onboarding and overall performance, especially on low end devices.

