**MARKET BENCHMARKS/COMPARABLES**

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| --- | --- | --- | --- | --- | --- |
|  | [http://3.bp.blogspot.com/-G1SZ1woIrU4/UM8Itib1BCI/AAAAAAAAAI0/s_HBPyvhdVA/s1600/Subway-Surfers-Icon1.png](http://www.google.ca/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=EdC3A1n8gDt-FM&tbnid=nn5M9wUocoqkKM:&ved=0CAUQjRw&url=http://ikhapps.blogspot.com/2012/12/update-your-subway-surfers-to-version.html&ei=af5zUpTKI5HKsQTM1ICQBg&bvm=bv.55819444,d.cWc&psig=AFQjCNGy4rHPs0AmLbYOrtaPlI0cVldvOg&ust=1383419876691840) | [http://3.bp.blogspot.com/-ITOvjEo3iqg/Uk1rC9oSPsI/AAAAAAAAAxo/NNQ4I0k6mXc/s1600/nexusae0_Despicable-Icon.png](http://www.google.ca/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=QkiqFQMgaliAJM&tbnid=IB9dHqTlOfXhEM:&ved=0CAUQjRw&url=http://g4mehacks.blogspot.com/2013/10/despicable-me-minion-rush-hack.html&ei=lf5zUqmIPOjRsATXqYC4BA&bvm=bv.55819444,d.cWc&psig=AFQjCNHsIqDXVxuZxw6EpBy3PZ9p8m6RMA&ust=1383419922529816) | [http://atsgadgets.com/wp-content/uploads/2013/10/Temple-Run-Icon.png](http://www.google.ca/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=hhGsbgB2wKzrpM&tbnid=Hi5cRvXi3HVq_M:&ved=0CAUQjRw&url=http://atsgadgets.com/download-free-temple-run-1-0-8-for-android/&ei=FQJ0UqfnJoW_sQT-8ICoBg&bvm=bv.55819444,d.cWc&psig=AFQjCNFfSMGQ0sutXSsRM6ZjRJKfaHGI2Q&ust=1383419965670927) | [http://static.zyngawithfriends.zgncdn.com/cdn-cache/45a/fc84aae7.icon_rwf.png](http://www.google.ca/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=g4SI9bkp2d5qhM&tbnid=Lksp4Xz084CJ3M:&ved=0CAUQjRw&url=http://zyngawithfriends.com/gameswithfriends/support/&ei=F6d6Uov0N_fesATr4IKgDQ&bvm=bv.55980276,d.cWc&psig=AFQjCNEWiXLmrl1zeQOLBNcl9RSVTGF45g&ust=1383856269209256) | [http://appaddict.net/wordpress/wp-content/uploads/icon_images/582/654048_512x512.png](http://www.google.ca/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=yLTUosBT7BcxUM&tbnid=2I0GnVIP7Q9gEM:&ved=0CAUQjRw&url=http://appaddict.net/tag/sonic-dash/&ei=Xy91UrKGLK3JsQTIj4HADg&bvm=bv.55819444,d.cWc&psig=AFQjCNF6hIhgFi0CZYAWGeYKpJQouagH9g&ust=1383497946384945) |
| **Game Name** | Subway Surfers | Minion Rush | Temple Run 2 | Running with Friends | Sonic Dash |
| **Developer/Publisher** | Kiloo | Gameloft | Imangi | Zynga | Sega |
| **Platforms** | iOS, Android | iOS, Android | iOS, Android | iOS only | iOS only |
| **Top grossing rank (iOS)1** | #98 | #45 | #161 | #127 | #307 |
| **Launch date (iOS)** | May 2012 | June 2013 | January 2013 | January 2013 | March 2013 |
| **Estimated LTD revenues2** | $20-25M | $10-15M | $20-25M | $3-5M | $2-3M |
| **Projected 3 years revenues3** | $30-35M | $25-30M | $30-35M | $8-10M | $5-6M |

1 Top grossing rank on US App Store on iPhone, as of November 7, 2013.

2 Net revenues for iOS/Android where applicable (after platform fees). Based on App Annie data and internal estimates.

3 Net revenues for iOS/Android where applicable after platform fees). Based on internal forecast model and estimated LTD revenues.