

EXECUTIVE SUMMARY

ONE AGAINST ALL



EXECUTIVE SUMMARY

- DIMOBA is Multi Device (Mobile, Desktop, Smart Tv) Application Publisher specialized in Gamification.
- We Conceive, Design, Develop and Manage new Brand / Consumer interactions through Gaming experiences with a consumer centric approach.
- We allow Players to be active and provide them Entertainment and Recognition through multiplayer live competitions from mobile screens to TV.
- Our first product is **ONE AGAINST ALL** which allow gamers (mostly Quiz/Trivia players) to play simultaneously live against thousands and thousands of players to win points or cash prizes through « snacking sessions ».
- We launch The OAA App simultaneously with the live daily TV game show to acquire quickly thousands of users and avoid a frontal battle with the other gaming players.
- We create Value through regular income sources (25% profitatibility in year 1) and expect huge capital gains (like Supercell value = 10.2 billion USD)
- We are looking for a seeding of 500,000 to 1,000,000 USD to become the new worldwide Gamification champion.

ELEVATOR PITCH



- ➔ DIMOBA is Multi Device (Mobile, Desktop, Smart Tv) Application Publisher specialized in Gamification.
- ➔ We Conceive, Design, Develop and Manage new Brand / Consumer interactions through Gaming experiences with a consumer centric approach.
- ➔ We are the first enabling players to be active and provide them Entertainment and Recognition through multiplayer live competitions from mobile screens to TV.

KEY ISSUE



.

.

→ How can we disrupt the mobile, TV, E-sport gaming market with a new User Experience?

VALUE PROPOSITION



→ « For all the actual and future mobile, TV, E-sport gamers who want real, new, fast & worldwide live challenges;
our multi platform game is the first live unlimited multiplayer worldwide competition that give the opportunity to win huge cash prizes in a very short time »

SECRET SAUCE



• • • •

- ➔ The use of a proven and robust technology to develop and manage One Against All with our partner SYNC2TV.
- ➔ For the first time in the game history a real live unlimited multiplayer worldwide competition.

Chosen by the world's bluechip companies



The most feature rich and solid 2nd Screen Solution, that has already powered:
3,500 SHOWS - 26 LEADING NETWORKS - 60 MILLION USERS

Some of our use-cases

SYNC²TV



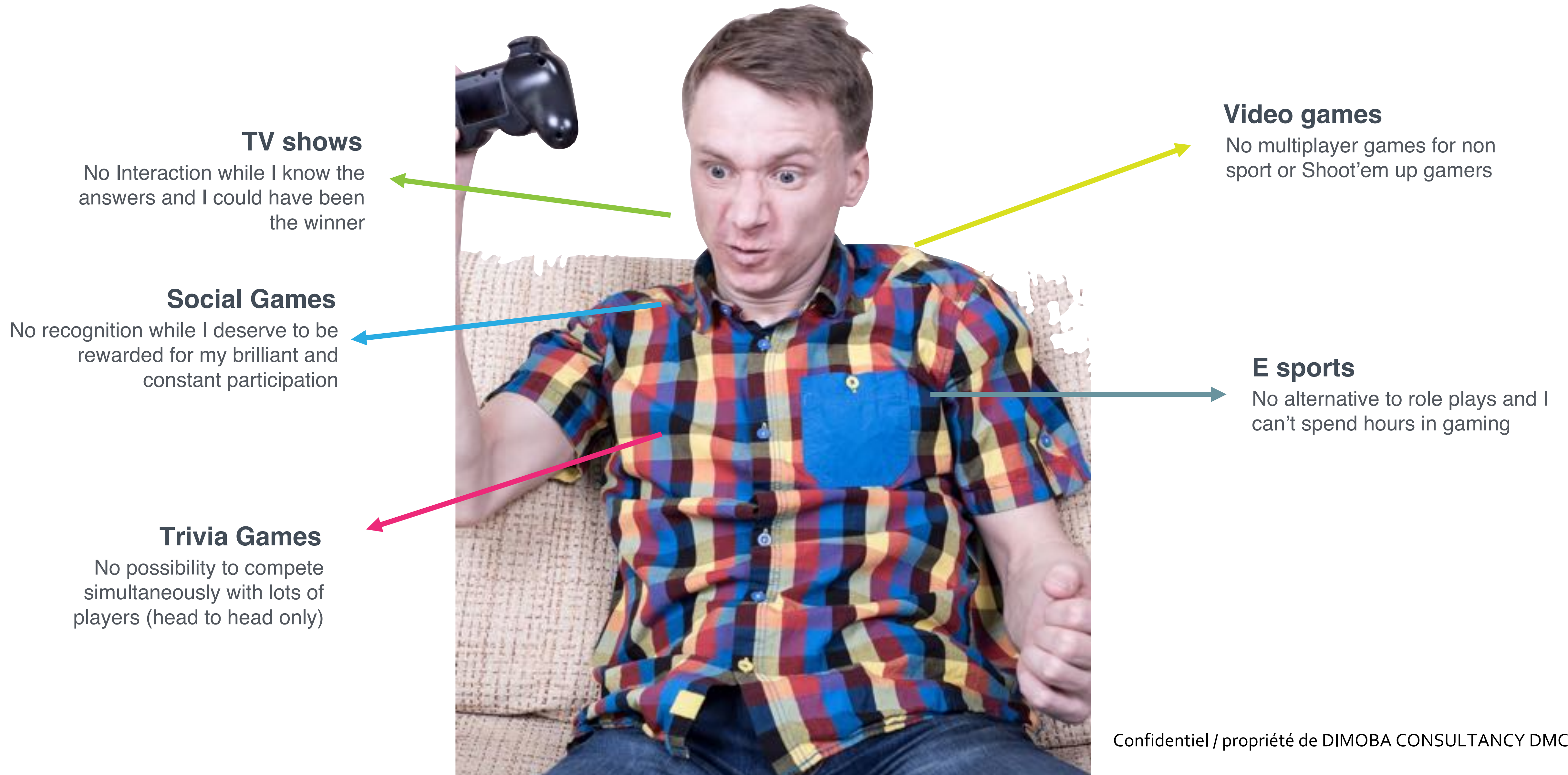
The richest solution



The current situation for the players / gamers



Their Frustrations are very well identified



Our solution, a game based on :

**Live UNLIMITED
MULTIPLAYER
COMPETITIONS**
vs Head to Head

**GAMING + EDITORIAL +
NATIVE SOCIAL NETWORK**
vs Gaming Only

WIN CASH + POINTS
vs Points Only

**TIME LINE / NEWS FEED
NAVIGATION**
vs Slide In Navigation

**SHOW YOUR
KNOWLEDGE and BE
STRATEGIC**
vs Knowledge only



ONE AGAINST ALL DNA

FROM PASSIVITY



TO ENGAGEMENT





Our offer



ONE AGAINST ALL (a Quizz/Trivia multi-screens platform) enables gamers to play simultaneously live against thousands and thousands of players to win points or cash prizes through « snacking sessions ».

ONE AGAINST ALL PILLARS OF SUCCESS

LIVE



REAL INTERACTION



REAL COMPETITION



ONE AGAINST ALL BEST TRICKS

Take the best from TV Shows



- Answer questions (A/B/C/D)
- Win real money / cash prizes

A digital and TV native process



- Live Competitions
- Network gameplay
- Unlimited simultaneous number of players

Remove any kind of Random



- Brain Games (vs Gambling / Game of Chance)
- Swiftiness : Points are based on the speed and accuracy of the responses.

Be The Winner of the Big Events



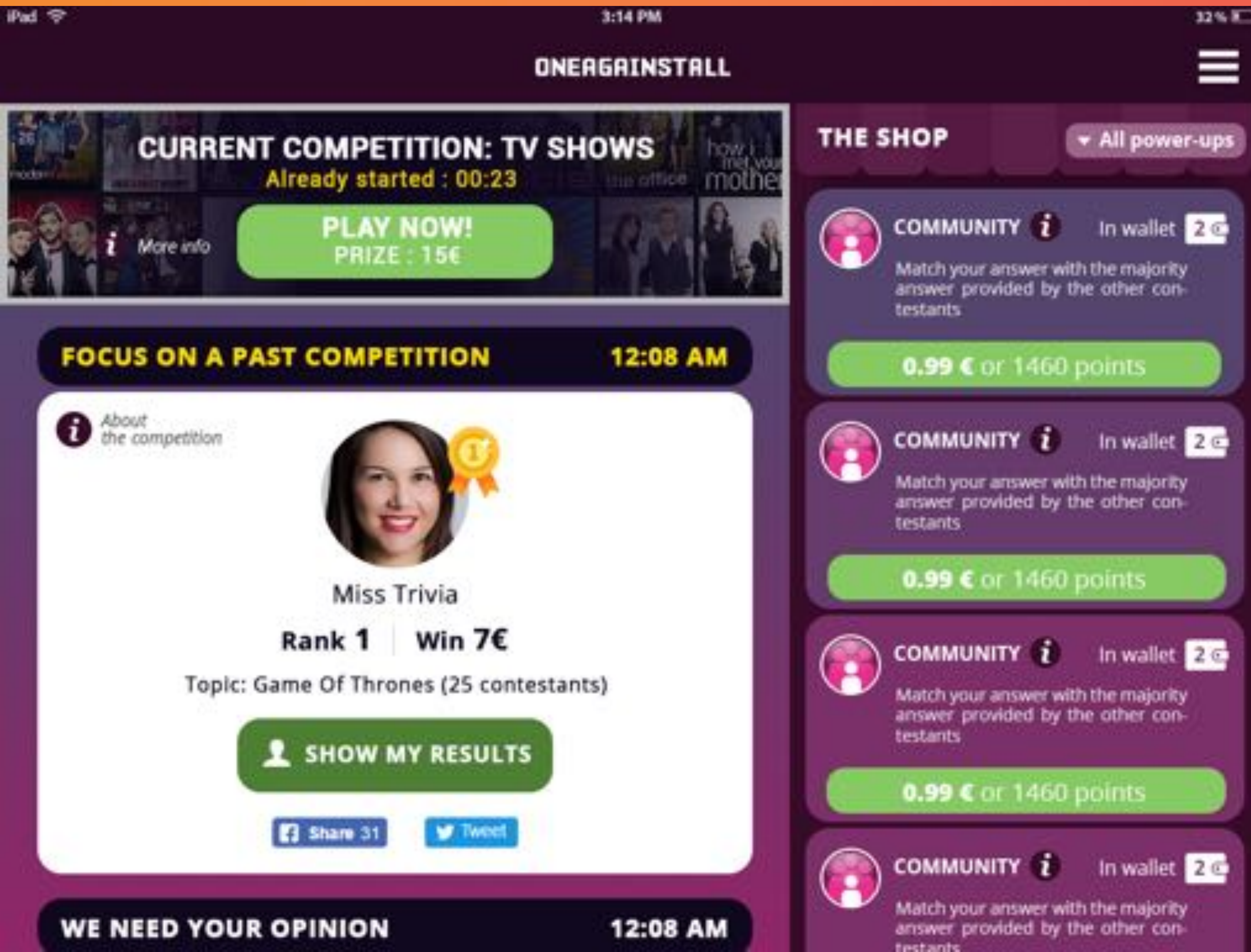
- Will be held at the same time of each and everyday
- The cash prize is higher than for the usual games.

Implement a strong social and viral process



- Social networks are natively included in the App

ONE AGAINST ALL APP SPECS



A real rich and social Game experience

- Our App is free, no credit card, no deposit
- Cash prizes
- Live Competitions
- Play when you want and Spend the time you want
- Buy (or win) jokers to increase your chances to win
- Interact with your friends thanks to native social networks

ONE AGAINST ALL APP SPECS



A real rich and social Game experience

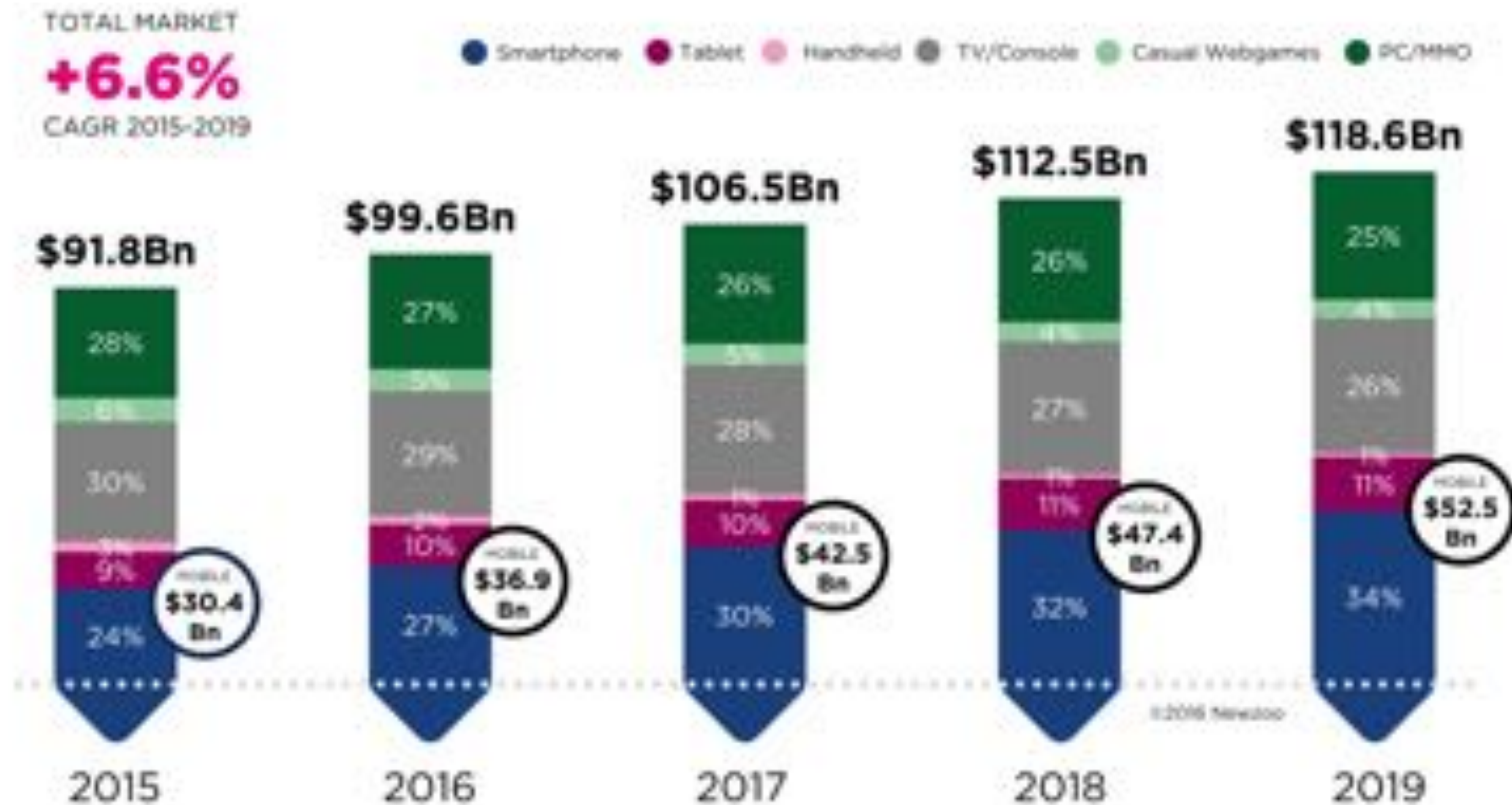
- Before, during and after the game a rich timeline goes well beyond the quizz itself.
- A first in that type of gaming experience to enrich the game and generate loyalty

BUSINESS MODEL



- Freemium: In-app purchases.
Give a free access to the game and sell specific functionalities and subscription.
- Monetize the audience with Premium Mobile advertising placements

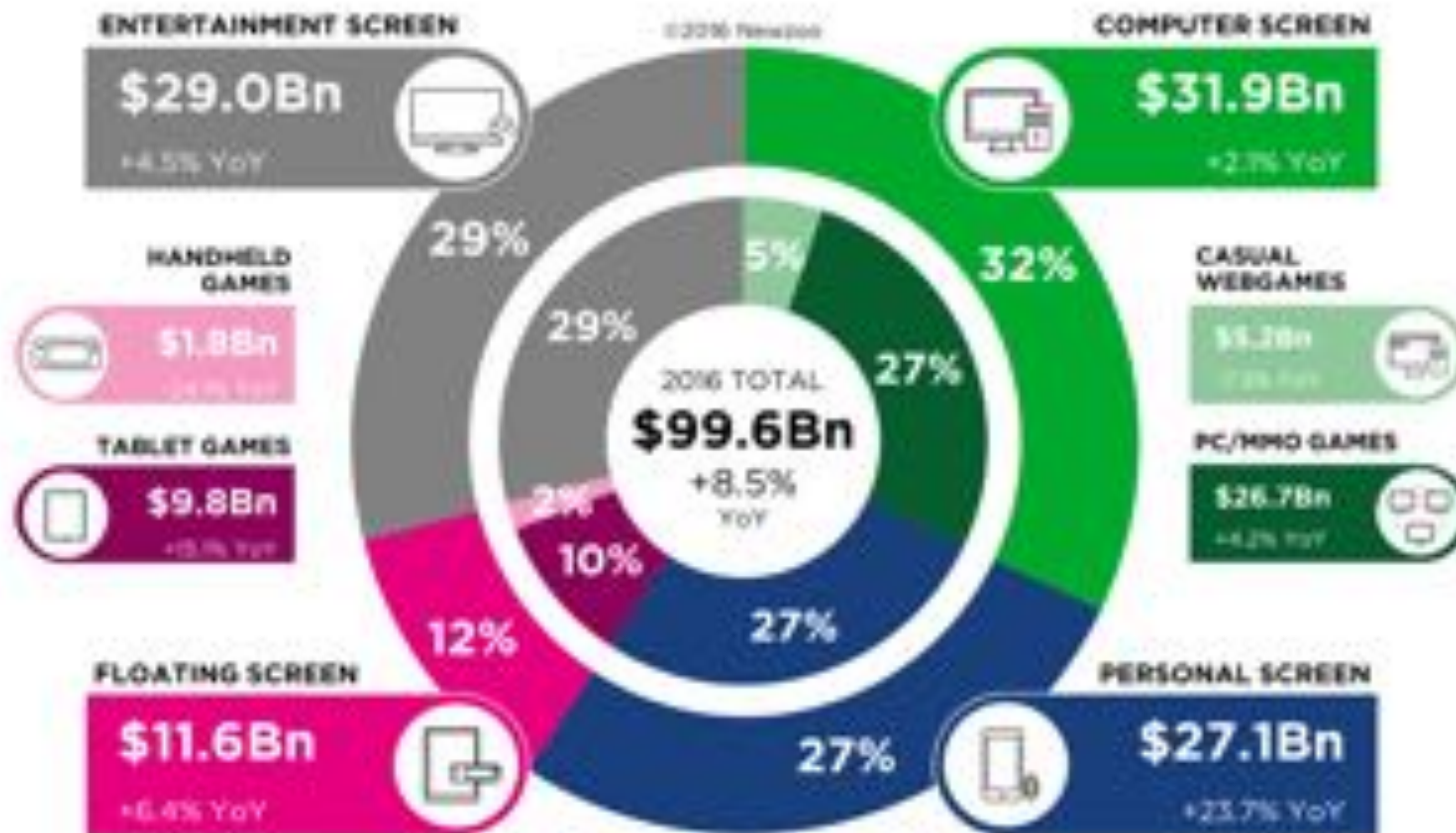
A really dynamic global market



Source: Newzoo | Q1 2019 Update | Global Games Market Report Premium
[newzoo.com/globalreportpremium/](https://www.newzoo.com/globalreportpremium/)

newzoo

Mobile game market shares



Source: Newzoo | Q2 2016 Update | Global Games Market Report Premium
newzoo.com/globalreportpremium/

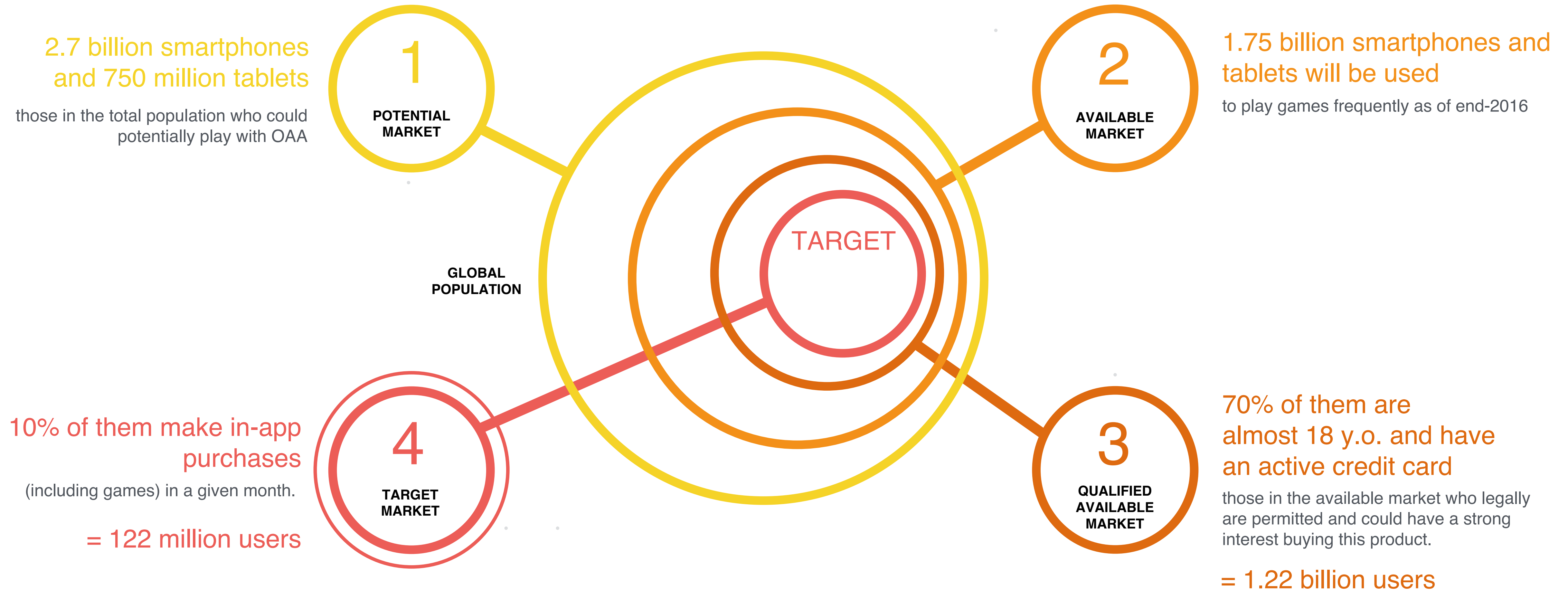
In 2016, mobile games will generate

\$36.9Bn

or **37%** of the global market.

newzoo

Target definition and opportunities



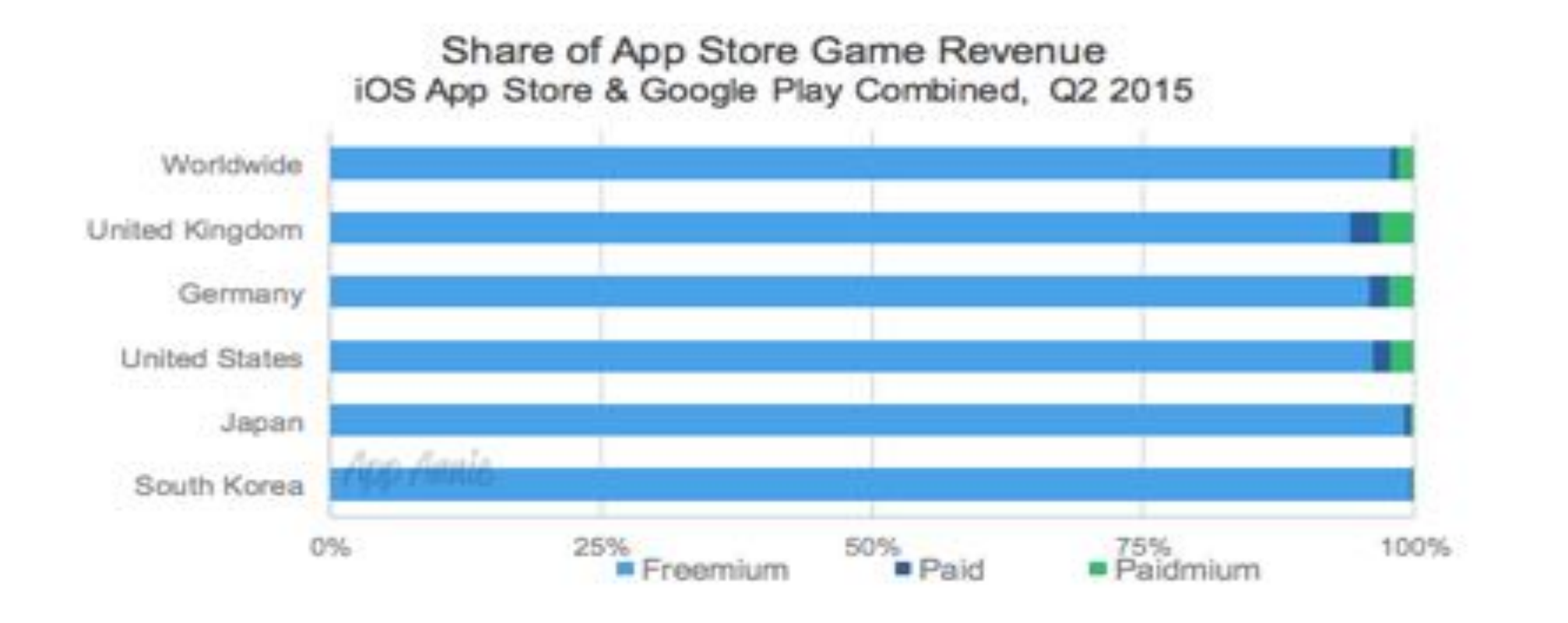
ONE AGAINST ALL IN A NUTSHELL

KEY MARKET FIGURES

- The mobile app store market :
an estimated gross revenue of \$101 billion in 2020
- Global app store downloads are expected to grow by 33% to 147.3 billion in 2016.
- Global mobile app store revenue is expected to grow by 24% to \$50.9 billion in 2016.
- App revenue in APAC is expected to grow 2.5x to \$57.5 billion from 2015 to 2020, with China already leading app store monetization in the region.
- Games represent 40% of the annual downloads in 2015 and will still represent 35% by 2020
- Games represent 85% of the annual gross revenue in 2015 and will still represent 74% by 2020

FREEMIUM: THE WINNING BUSINESS MODEL

- Freemium business models dominated app store game revenue across all major markets.



BENCHMARKS SHOW A GREAT OPPORTUNITY

- Top 15 Grossing I-Phone games – July 11th US market - Daily Revenue

#	FREE	PAID	GAME	PUBLISHER	PRICE	REVENUE	NEW INSTALLS
1	1	-	Pokémon GO	Niantic Inc.	Free	\$1,627,562	169,054
2	18	-	Mobile Strike	Epic War Lic	Free	\$1,265,737	44,151
3	29	-	Game of War - Fire Age	Machine Zone Inc	Free	\$861,447	27,243
4	20	-	Candy Crush Saga	King	Free	\$440,270	38,943
5	38	-	Clash of Clans	Supercell	Free	\$320,310	25,224
6	33	-	Clash Royale	Supercell	Free	\$270,474	25,664
7	66	-	Candy Crush Soda Saga	King	Free	\$237,076	22,725
8	103	-	DRAGON BALL Z DOKKAN BATTLE	Bandai Namco Entertainment	Free	\$201,078	19,430
9	63	-	MARVEL Contest of Champions	Kabam	Free	\$173,352	22,999
10	107	-	Slotomania Free Slots Casino Games - Play Las Vegas Slot Machines Online to Bet,	Playtika Ltd	Free	\$154,200	19,073
11	3	-	CSR Racing 2	Naturalmotion	Free	\$121,472	137,702
12	2	-	NBA LIVE Mobile	Electronic Arts	Free	\$116,292	149,256
13	-	-	Big Fish Casino - Free Vegas Slots & Slot Tournaments. Plus Poker and more!	Big Fish Games Inc	Free	\$112,877	10,399
14	101	-	DoubleDown Casino & Slots - Free Vegas Games, Win Big Jackpots, & Bonus Games!	Doubledown Interactive B.V.	Free	\$108,524	19,613
15	72	-	Candy Crush Jelly Saga	King	Free	\$104,346	22,196

A savvy approach of the market

1-POC



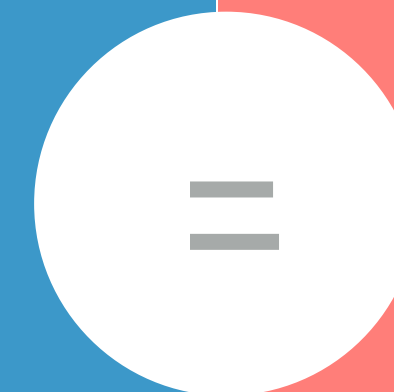
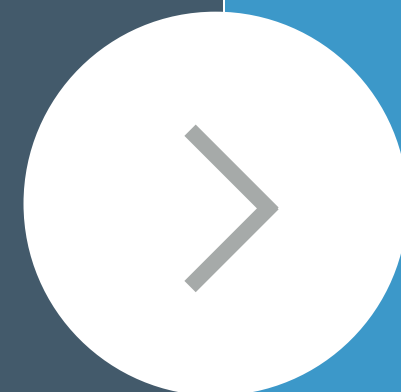
**LAUNCH OF
FRENCH VERSION**

**MARS
2017**



**FIRST FRENCH TNT TV
CHANNEL PARTNERSHIP
(20 channels covering a 30M
audience)**

**AVRIL
2017**



**RESULTS JUNE
2017**



LAUNCH OF
ENGLISH
VERSION

June
2017



ONE AGAINST
ALL for E-SPORTS
COMPETITION
AUDIENCE

SEPT
2017



FCBK LIVE
PRESENTER
INTEGRATION

Janvier
2018



200.000
Active Users
at the end of
the 2017

IDENTIFIED future PRODUCTS LAUNCHES



EDUCATION

ONE AGAINST
ALL for SCHOOL
COMPETITIONS



TRAINING

ONE AGAINST
ALL for SKILLS
VALIDATIONS



ENTERTAINMENT

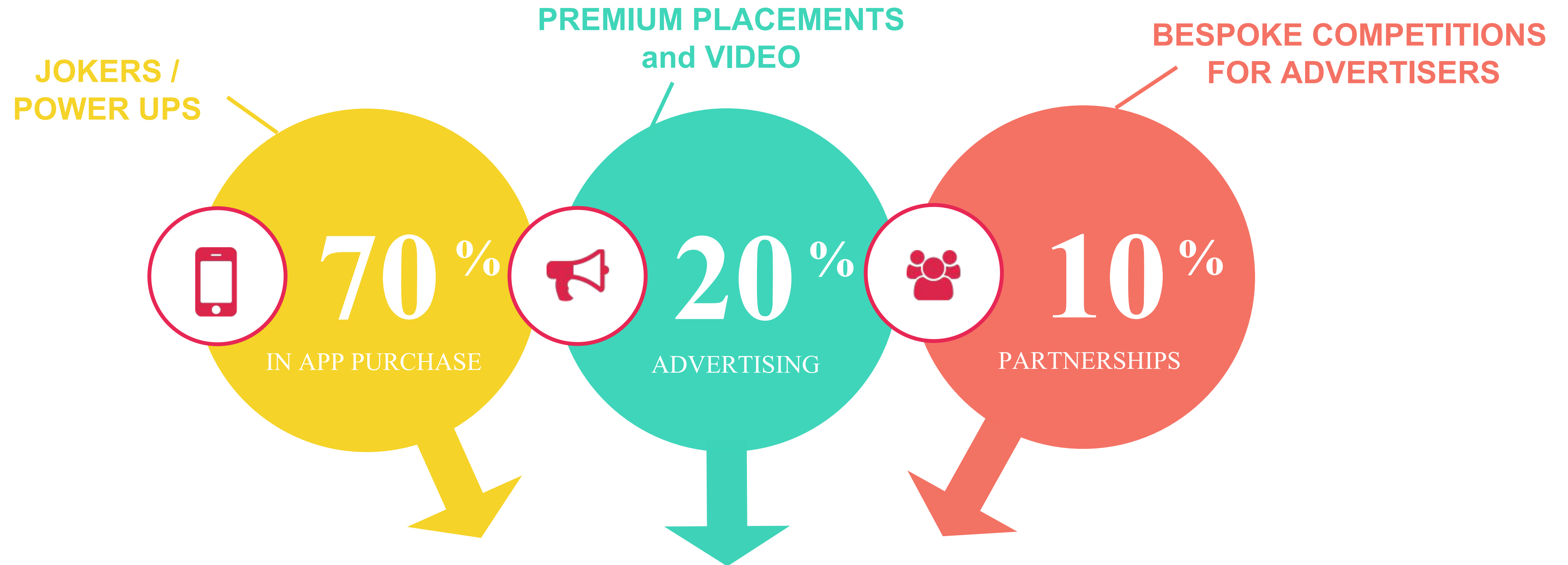
ONE AGAINST
ALL for PUBS'
QUIZZ NIGHTS



E SPORTS

ONE AGAINST
ALL for E-SPORTS
COMPETITION
AUDIENCE

Net Revenue stream



2.745.000 \$ in 9 months

.. . . .

Competitive analysis

IDENTIFIED COMPETITORS WHICH DEMONSTRATE THE POTENTIAL



The team of founders



LAURENT ALEXANDRE

A proven capability to reconcile brand and response and to conceive / implement efficient digital strategies with a strong capability to roll up his sleeves and dive into day to day issues.

- Graduate of ESCP Europe in 1992, Laurent starts his career at CARAT within the Brand Content Department (Carat Sponsorship).
- After an international experience within IP Group (18 months in Germany), it turns over to CARAT to create CARAT DIRECT, which he will manage during 4 years.
- In 2001, Laurent joined MPG (Havas) to create MPG Direct and then was appointed in 2004 Managing Director of Media Contacts, the digital subsidiary, merging Direct, Data and Digital.
- In 2005, Laurent quits MPG to create its own media agency, Admire, before partnering with WPP to create Neo@Ogilvy and Neo@Rmg in France.
- In 2008, Laurent decided to divest its participation in Admire and created LONG TAIL VALUE, a 360° digital and relationship agency, which he managed till February 2014.
- Laurent worn many hats for 20 years enabling him to be effectively a 360 professional with a strong digital spin, a solid CRM expertise and a ROI culture.

The team of founders

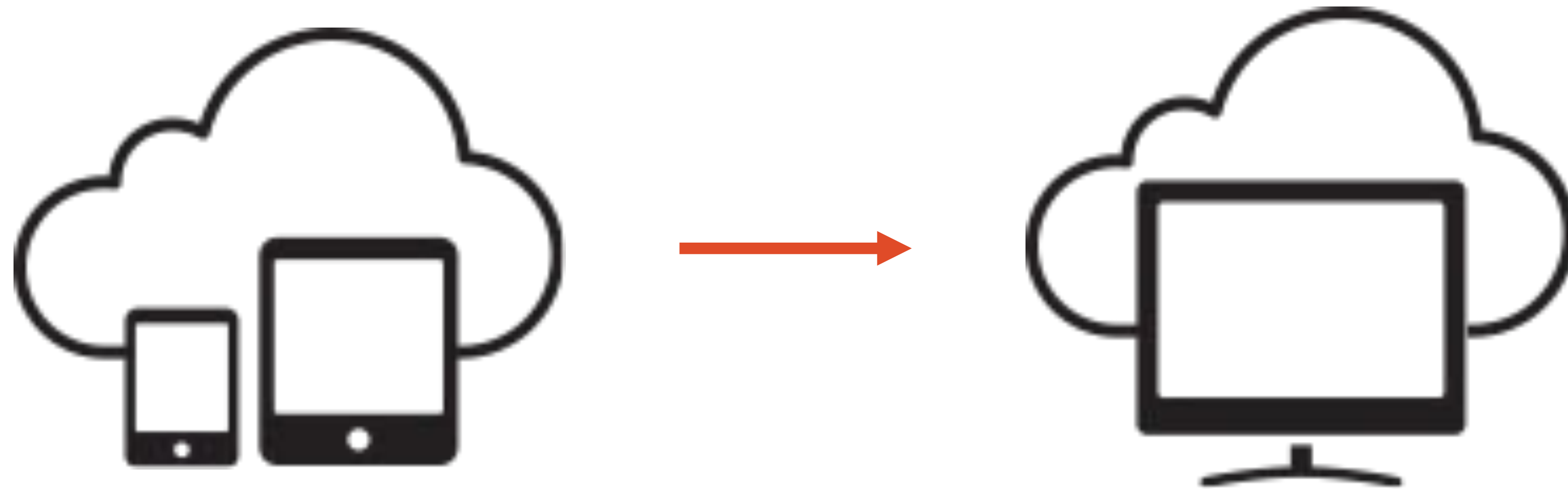


YVES MÉRILLON

My job is to Identify business opportunities, consumer insights and trends of tomorrow, Design product experiences, services and user experiences (UX) and helping companies innovate through human-centered design concept.

- Graduate of ESAG Met de Penninghen and Sup de Pub, Yves start as a Graphic Designer and Art Director at Euro RSCG (The sales machine) then he joined a senior creative team leaders at McCann.
- After 4 years working for great brands (Danone, Ford, Opel, Canal +, Loreal...) he founded is how creative studio in 2001. Real creative « hotshop » the agency based is work on a multimedia, 3D and web approach.
- In 2005 Yves sold is company and start a consulting career as a creative strategist and movie director. He worked 3 years for the luxury and fashion market and 5 for many different broadcast and TV production companies.
- In 2011, he joined Laurent at LONGTAIL VALUE, as creative director and UX leader.
- Since 2014, Yves is a UX designer and Design Thinking consultant.

What we really need ?



Designing a real TV show, not adapting a mobile game concept to TV !

ONE AGAINST ALL BEST TRICKS

The first **Community and viral-based TV/mobile game**



The unique quizz game **that requires strategy, knowledge and swiftness to win !**



Every players can get on stage live



The first TV game giving the opportunity to all the connected participants to be under the lights in live

A TV show base on OAA specs

Format



26 to 52 minutes
LIVE

Quizz



Multiple choice
questions with 4
answer choices
(A/B/C/D)

Swiftness



Successfully
answer and be
among the quickest
to move to the next
level with the max
number of points

Live Presenter



Liven up the game
and interact with
the participants

Social



The more
participants, the
higher the prize

Amazing



Anything can
happen thanks to
the support of the
participant 4 jokers

Addictiveness



The more you play
the more points
you get ...to freely
benefit from
advantages (free
power ups)

How it could look like?



Inspired by e sports shows





The first online live interactive quiz game show

Candidates
presentation

Decor is virtual and
can easily become
a multi screen
decor pushing
information



The first online live interactive quiz game show

Data
metrics/analytics



The first online live interactive quiz game show

Winning prize



The first online live interactive quiz game show

Animation/Interviews

