



# Investor Presentation

MEIZI GAMES | 2017

# Finnish mobile game design Company

**Our goal is to deliver top quality games for new generations to grow up with.**

- Meizi Games was founded in 2014. We have the knowhow to create hit games of today.
- Meizi Games is currently employing 7 gaming industry professionals (+5 trainees) and aiming to be one of the big names in the gaming industry.
- Our location in Oulu, Northern Finland is the optimal place for a gaming company to grow. Lots of talented people available with significantly lower costs than in any big cities all over the world.
- First fiscal year (07/2014 – 06/2015) ended with € 100K turnover and € 30K profit.
- Second fiscal year (07/2015 – 06/2016) ended with € 50K turnover with strong focus on own product development.
- Third fiscal year (07/2016 – 06/2017) will be the turning point from soft launch to full extent publishing according to ready publishing deals.

## Top team



**Sami Koski, CEO**  
12 years experience as a team leader and project manager at Nokia.



**Sami Anglé, Developer**  
Talented coder with good knowledge of different programming languages & Unity3D.



**Esa Kujala, Lead Designer**  
13 years experience as a system designer at Nokia. Lifetime experience as a board gamer.



**Niko Koski, Lead Developer**  
Talented back-end + front-end dev. Master of multiple coding languages. "God of Coding"



**Joonas Anttila, Developer**  
Passion for coding. Great work ethics and good knowledge in game development and various tools.



**Iñigo Mirantes Temes, Art AD**  
for Built for Speed. Artists does not get much better than him!



**Marko Sellman, AD**  
Former Alpakka Media founder. World class graphics artist. One of the best in Finland!



**Olli Nikkinen, Audio**  
Top quality sound guy for any sounds & effects task. Makes the games alive.



**Juho Wallén, Project Lead**  
Gatekeeper of schedules and plans. Good vision and passion for game development.



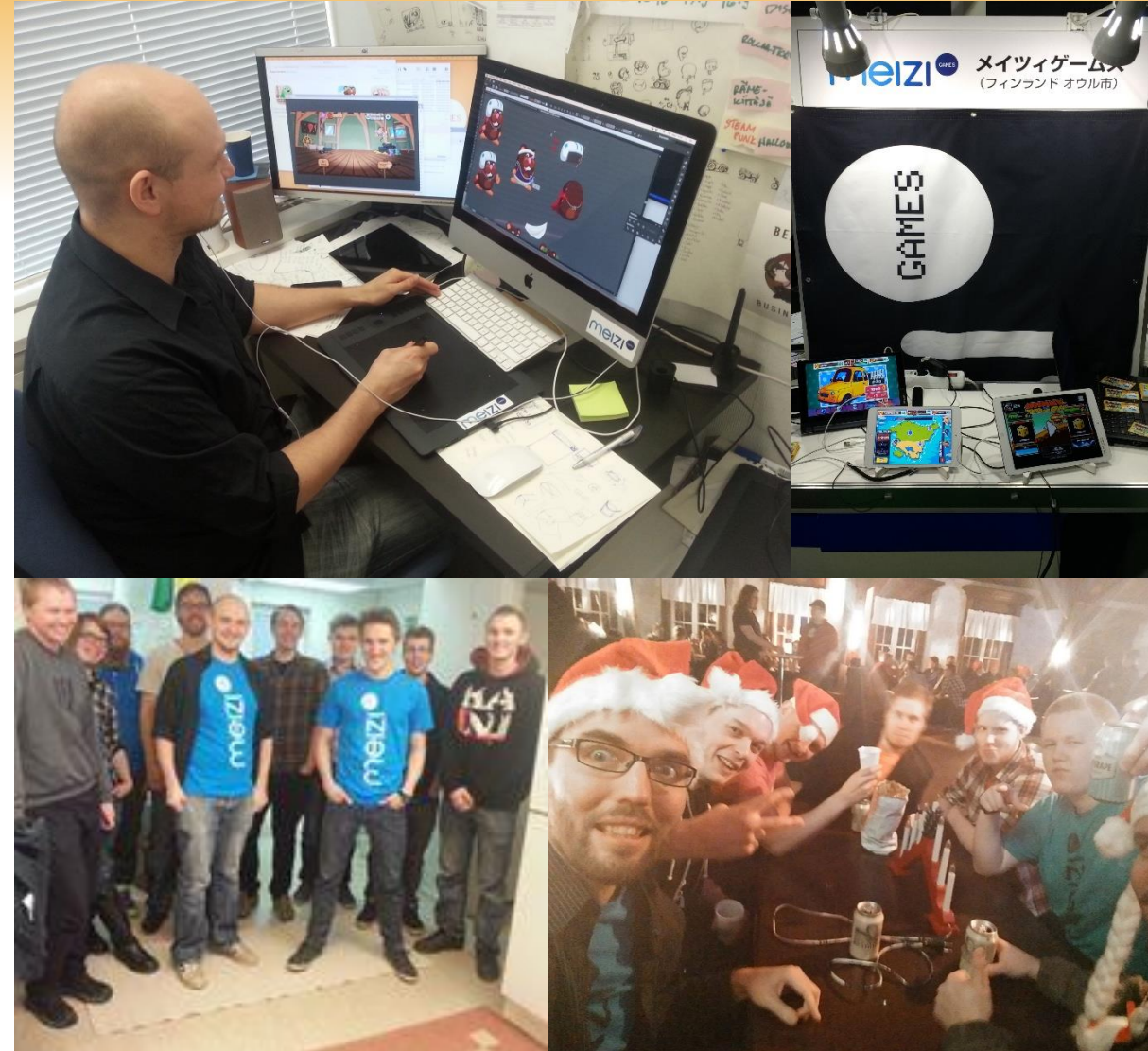
**Juha Kilpala, CTO (tech)**  
Microsoft partner, Unity lecturer. Passion for technology & "do-it-yourself". Nothing is impossible.



**Elina Koski, UI/UX**  
Experienced industrial designer with good knowledge & vision for good user experience.



- We know how to make games! This team has been together for 3 years and published 7 games for iOS, Android and WP.
- Top talents on graphics, coding and even the most complicated multiplayer server solutions.
- Easy to find more talents with reasonably low price due to our location in Northern Finland.







### Built for Speed

Fast paced retro racing action! Dominate the online leaderboards and beat your rivals on their own tracks! Build the tracks of your dreams and share them with other players.

[Google Play](#)



### Brake or Break

Full speed ahead!

Simple and fun one button controlled racing mayhem! Collect and upgrade your cars and customize your character!

[Google Play](#) | [App Store](#)



### Freak Circus Racing

Tire-shredding action!

Tune up the craziest cars, climb the steepest hills and burn some rubber. Race off the evil circus freaks and play against your friends!

[Google Play](#) | [App Store](#)



### Hamsterscape: Super Slinger

Come on in and sling yourself to the fame! Real time Athens wind, realistic physics, highscore rankings and a whole lot more.

[Google Play](#) | [Windows Store](#)



### Hamsterscape: Loop

Ready? Run! Race with 1-4 players in this challenging olympics merry-go-round race track trying to avoid crash.

[Google Play](#) | [Windows Store](#)



### Hamsterscape: Triple Jump

Join Henry's team in Ancient Greece for some triple jump! True Olympics spirit with real time Athens wind, score rankings and a whole lot more.

[Google Play](#) | [App Store](#) | [Windows Store](#)



### Hamsterscape: W.C.

Labyrinth puzzle game with a new challenge every week! Solve puzzles to help Henry escape from the pet shop. Challenge your friends!

[Google Play](#)



### Hamsterscape: Labyrinth

Large labyrinth puzzle featuring a number of brain teasers. Help Henry to escape from the pet shop by guiding him through several levels.

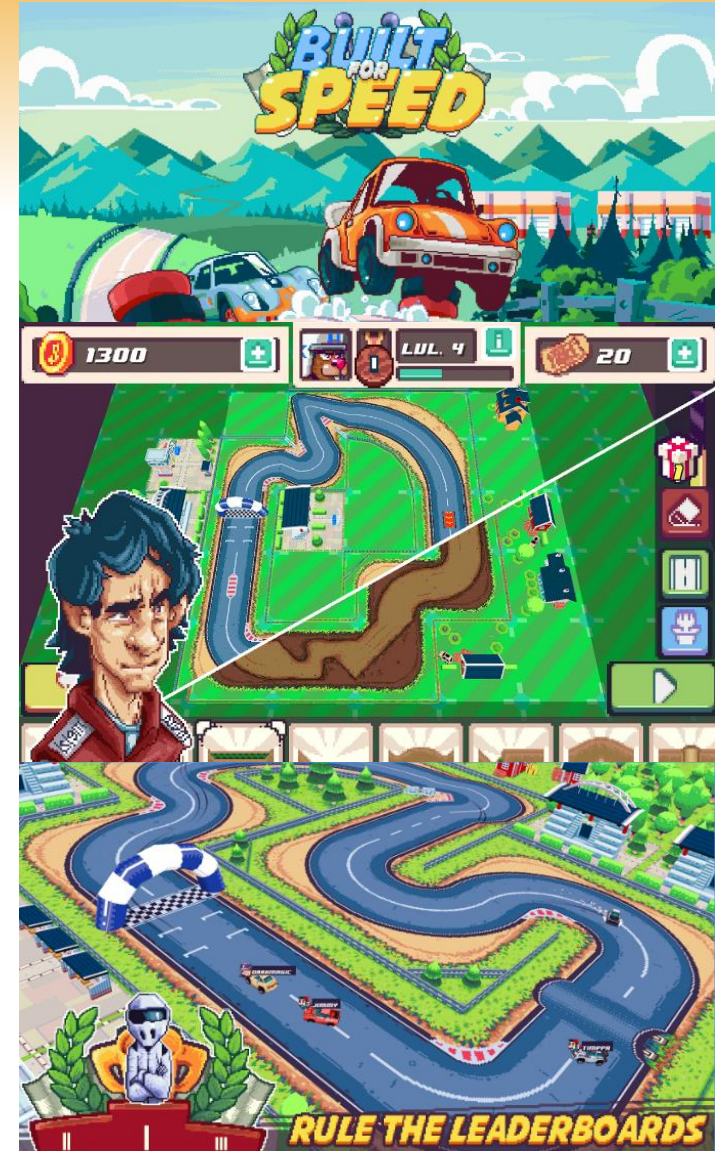
**STATUS: UNDER DEVELOPMENT**

# Ready for launch: Built for Speed

## Built for Speed – Extremely good stats from soft launch!

**Fast paced retro racing action! Dominate the online leader boards and beat your rivals on their own tracks! Build the tracks of your dreams and share them with other players.**

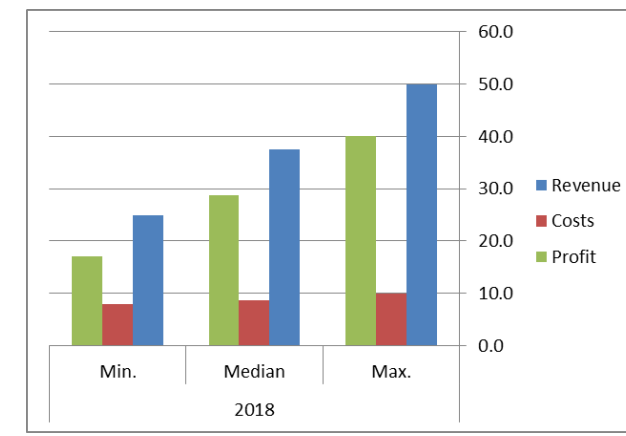
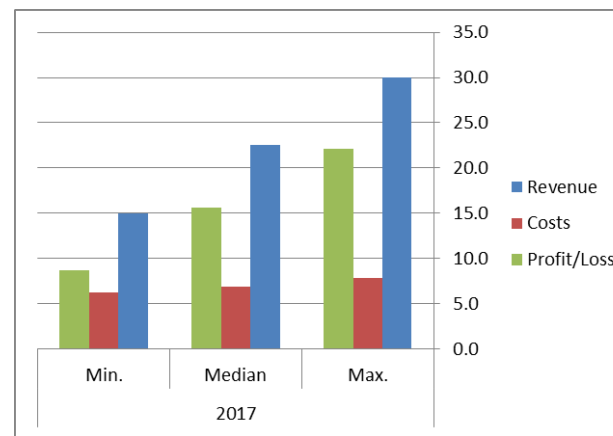
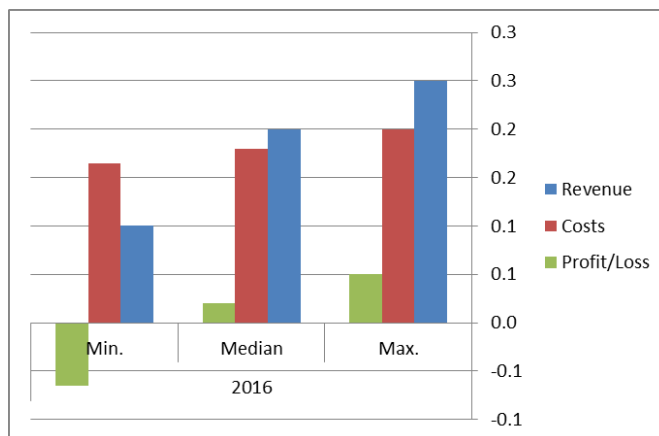
- Mobile racing game for iOS/Android/WP mobiles and tablets.
- Currently in soft launch. Planned global launch date January 2017.
- Built for Speed has been soft launched for 6 months with EXTREMELY good data!
  - D1 44%
  - D7 15% (with new updates before global launch we will get this over 20%)
  - D30 around 5%. With new content, target is to get this close to 10%
  - ARPPDAU € 0.04 – € 0.07 (Average Revenue Per Aaily Active User)
  - Targeting to 1 million DAU (Daily Active Users) -> Game will generate minimum of 40 k€/day & 14.6 Million € / Year (i.e. 1 million x 0.04 € = 40k €/day times 365 days = 14.6 million €/year)
  - Good average rating on Google Play, 4.4/5.0
- Partnering with local big game studios like Fingersoft to achieve these goals
- Strong team to develop the game even further and keep it generating revenue for years!





# Financials

Financial forecasts M€	2016			2017			2018		
MEIZI GAMES LTD	Max.	Median	Min.	Max.	Median	Min.	Max.	Median	Min.
Revenue	0.3	0.2	0.1	30.0	22.5	15.0	50.0	37.5	25.0
Costs	0.2	0.2	0.2	7.8	6.9	6.3	9.9	8.8	8.0
Profit	0.1	0.0	-0.1	22.2	15.6	8.7	40.1	28.7	17.0



- The forecast includes three scenarios predicted and calculated over upcoming years.
- Forecasts take into account Meizi Games business potential, business focus, games and roadmaps.
- Built for Speed will have a major impact on our future financial forecasts – we are confident to make those figures based on our promising soft launch data

# Investment

Looking for 500K€ - 1 M€ Series A round investment to enable all the potential for fast **growth**

Pre-money valuation 4 M€ based on opportunity, team, products - especially Built for Speed - publishing deal and future plans.

1 M€ equals to 20% of ownership of Meizi Games Ltd.

Investment is for internationalization, marketing, games development and growth management.

You invest in fast growing business, trusted team and talented people.

From investors we are looking for financial support, close co-operation with our team and passion towards making awesome games & money



# Why Invest in Meizi Games?

- Strong, dedicated & experienced team to make any game imaginable. Top talents for game design including graphics, back-end, coding, cloud services etc.
- Proven track record of good games and next big hit game under development with valuable publishing deal with Fingersoft. Multiple other innovative games in progress & roadmap
- Valuation considerably lower than with any game studio at the same stage.
- Company is ready for fast & sustainable growth
- Excellent exit opportunities

For further  
questions  
just get in touch



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