

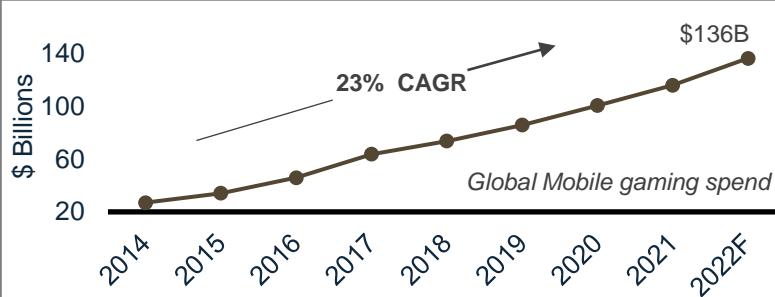
A dramatic, low-light photograph of a soldier in a futuristic or post-apocalyptic setting. The soldier is wearing a dark, heavily armored suit with a large, ornate shoulder plate. They are holding two large, metallic weapons, possibly plasma rifles or energy weapons, which are pointed downwards. The background is dark and filled with bright, glowing orange and yellow circular bokeh lights, suggesting a scene of destruction or a battlefield at night.

Game Co. 2.0: The International Gameplay

- A Detailed Proposal

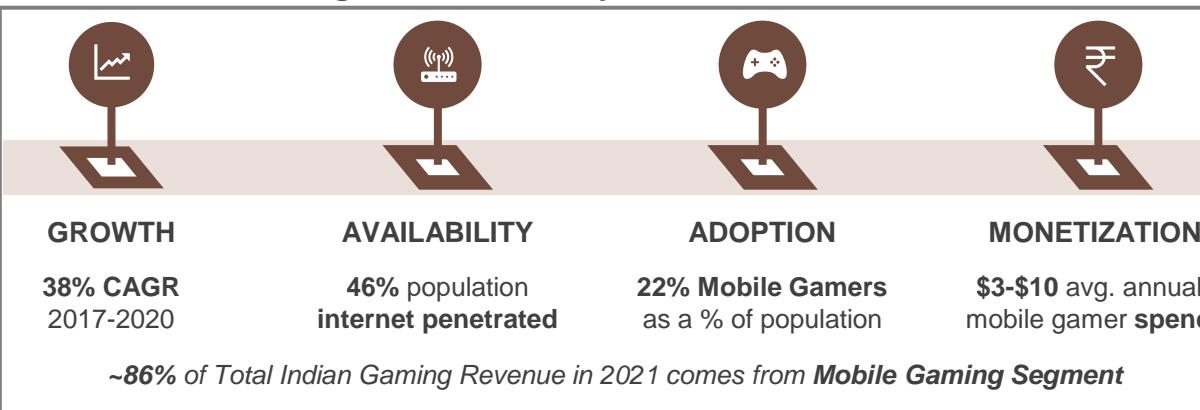
Understanding the Global & Indian Mobile Gaming Market: Key Trends, Success Factors and Value Chain

Worldwide Consumer Spending on Games by Major Device Group



| Device Group | Spend 2022 (F) |
|-------------------|----------------|
| Mobile Gaming | \$136B |
| Home Consoles | \$42B |
| PC / Mac Gaming | \$40B |
| Handheld consoles | \$4B |

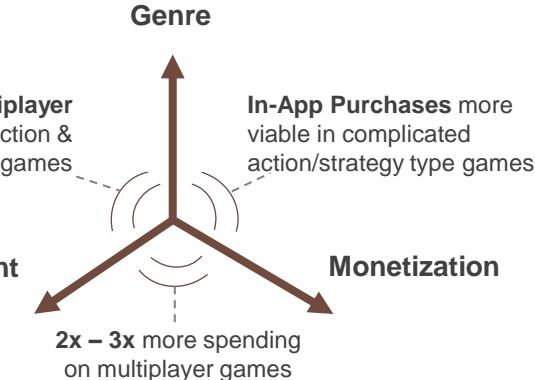
Indian Mobile Gaming: \$5 Bn Market by 2025



4 Key Emerging Trends

- Familiar content along with visual and voice features
- Influencer driven user generated content, livestream driving adoption
- One stop shop gaming platforms emerging
- Investors showing active interest (1/3 of all gaming funding in India in Q1 2021)

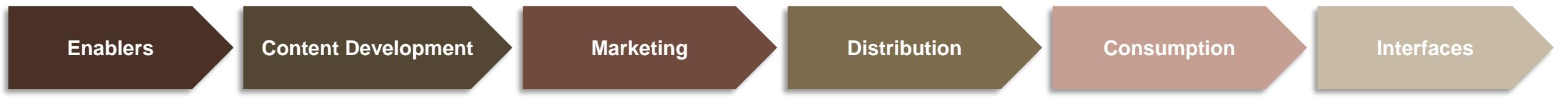
3D consideration for guaranteed Success



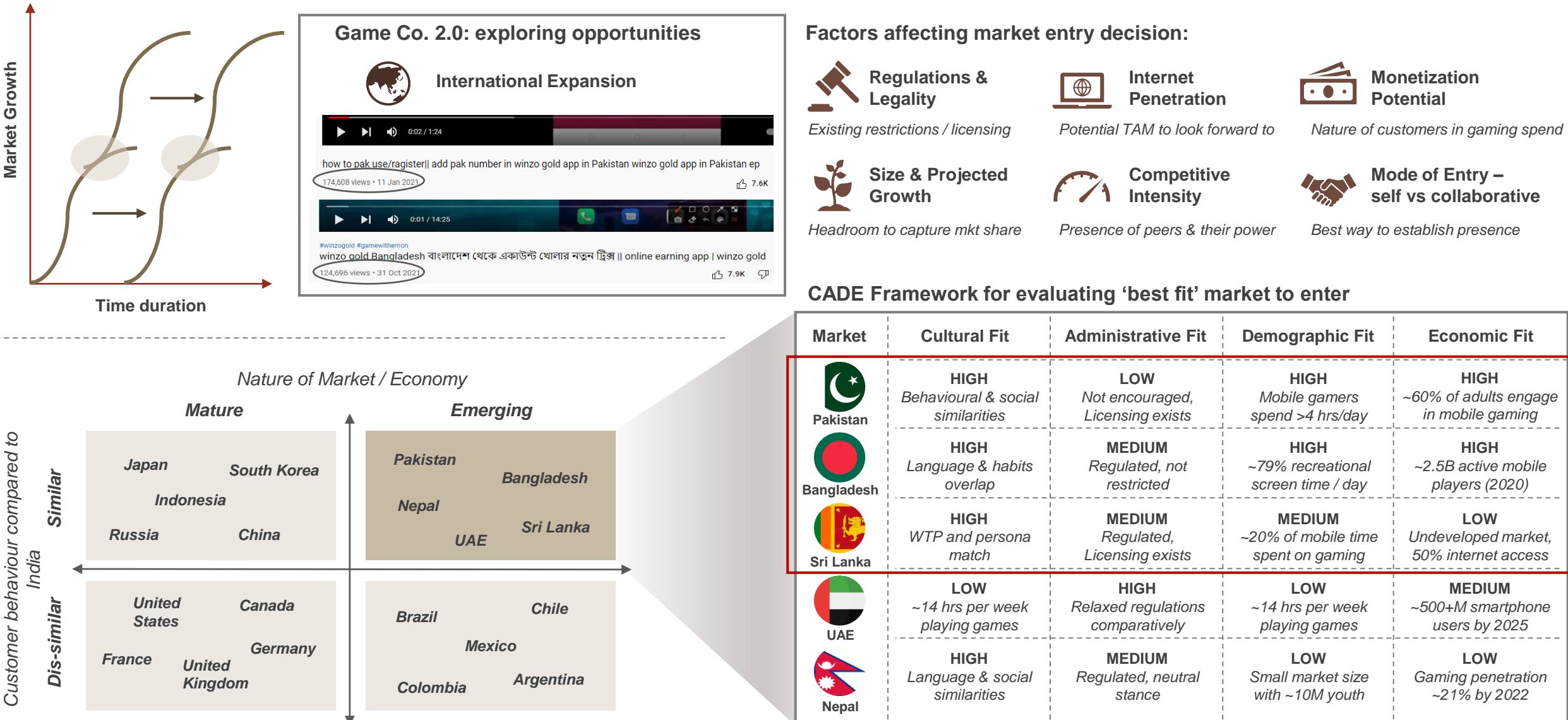
Understanding the 'Indian Skill-Gamer'



MOBILE GAMING VALUE CHAIN



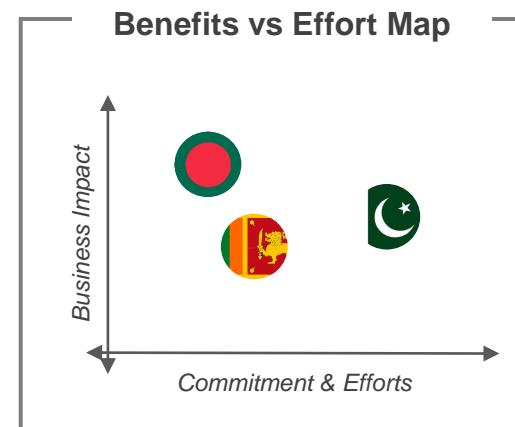
Next Phase of Growth for Game Co.: International Expansion in Emerging Economies with Similar Customer Behaviour



Game Co.'s International Stint: Bangladesh, Sri Lanka and Pakistan emerge as top choices

| | Regulations | Competitive Landscape (Direct) | Market Nuances | | |
|--|---|--|---|--|--|
|  Bangladesh | <ul style="list-style-type: none"><input type="checkbox"/> Regulated by the Public Gambling Act of 1857 – “Games of mere skill exempted”<input type="checkbox"/> The exemption (Section 11A) was inserted by the Bengal Public Gambling (Amendment) Act, 1913 |  Marfian Games |  10CR mBank |  Game Changer BD | <ul style="list-style-type: none"><input type="checkbox"/> Expected revenue of ~\$500 Bn by 2025<input type="checkbox"/> Currently has ~2.5 Bn active players<input type="checkbox"/> Game developers like Hamba Games, RiseUp Labs, Ulka Games gaining visibility<input type="checkbox"/> Recent hike in gamer fests & events |
|  Sri Lanka | <ul style="list-style-type: none"><input type="checkbox"/> Government passed gambling taxation regulations a few years ago<input type="checkbox"/> Recently approved issuance of casino licenses to four entities<input type="checkbox"/> No restrictions on Games of mere skill |   Upcoming cloud gaming platform |  Irstha |  The Software Practice | <ul style="list-style-type: none"><input type="checkbox"/> Expected revenue of ~\$50 Bn by 2025<input type="checkbox"/> Expected user penetration ~4 Mn by 2024<input type="checkbox"/> Gamers are generally highly loyal demanding complex & challenging games<input type="checkbox"/> eSports has seen significant thrust since 2019 |
|  Pakistan | <ul style="list-style-type: none"><input type="checkbox"/> Regulated by the Public Gambling Act of 1857 – exempting Games of mere skill from the operation of the Act<input type="checkbox"/> The exemption was added by the Punjab Act 1 of 1929 |  Sweet Maker Shop |  Mini Gamers Club |  Digital Dividend | <ul style="list-style-type: none"><input type="checkbox"/> Expected revenue of ~\$45 Bn by 2025<input type="checkbox"/> Expected user penetration ~36 Mn by 2024<input type="checkbox"/> Prefer Sports, Action/Adventure and Puzzles<input type="checkbox"/> 37% of second screen activity is gaming while watching TV |

Market Entry in Identified Markets – Evaluating Feasibility and Assessing Potential Challenges



| Priority Order for entry - RICE | | | | | | |
|--|---|---|---|---|-------|---|
| Market | Reach | Impact | Confidence | Effort | Score | |
|  Pakistan |  |  |   |   | 6.5 |  |
|  Bangladesh |  |   |    |  | 9 |  |
|  Sri Lanka |  |  |   |   | 7.5 |  |

GTM Strategy (next 2-3 years outlook)

PRODUCT

- ❑ Customize UI/UX and language as per new target market
 - ❑ Utilize **cross country sentiment** to organize tournaments, etc.
 - ❑ Explore **alternatives to games** on platform like NFTs



PLACE

- ❑ Explore **local app stores** in new markets that might exist
 - ❑ Account for **platform and technology** deviations (if any)
 - ❑ Use **ads & social media** to reach potential audience directly

PRICE

- ❑ **Consistent pricing** at game level across geographies
 - ❑ **Use penetration pricing** by offering free trial games for faster adoption
 - ❑ Incentivize **local game developers** by higher margin sharing

PROMOTION

- ❑ Channel through **localized social media content creators**
 - ❑ **Do not** spend heavy on brand ambassadors (CAC in check)
 - ❑ Continue **referral marketing** & adoption incentives for first timers

Risks & Challenges going International:

Risk of **regulatory changes or sanctions** on current mode of operation

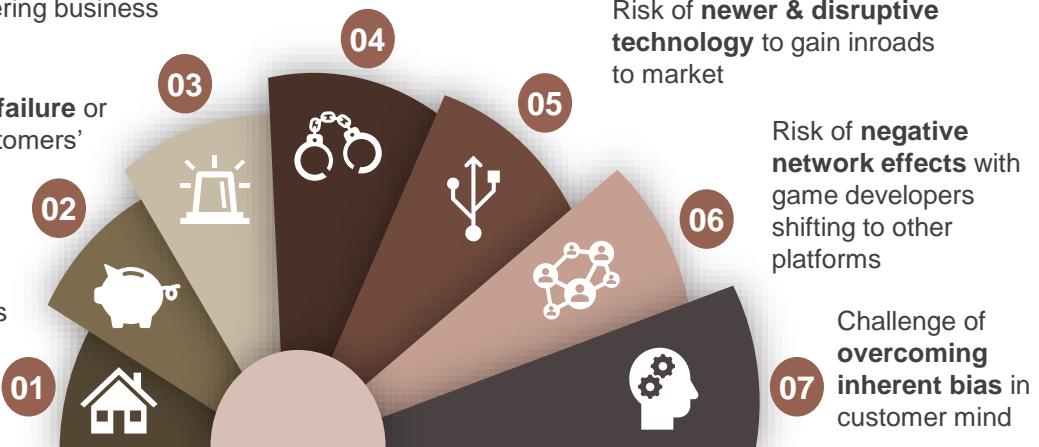
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Risk of **economic failure** or crisis reducing customers' willingness to pay

Risk of newer & disruptive technology to gain inroads to market

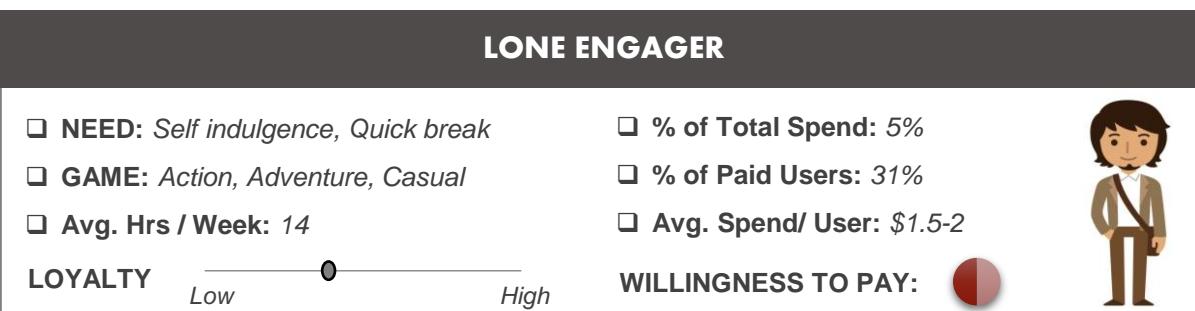
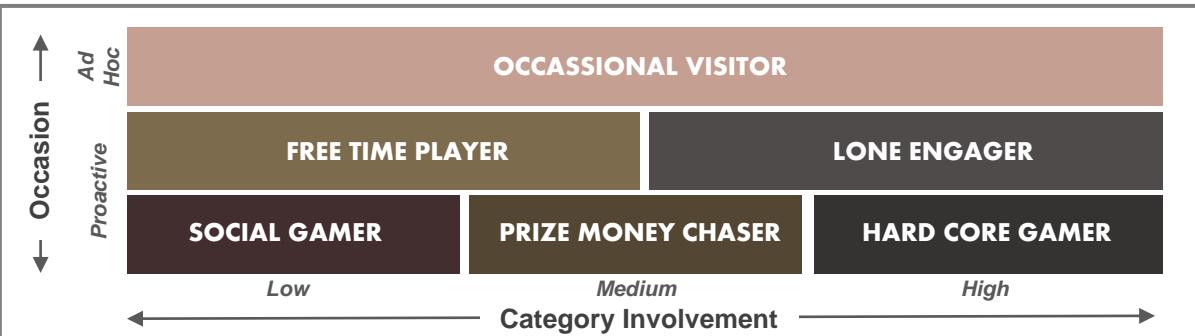
Risk of **negative network effects** with game developers shifting to other platforms

Challenge of overcoming inherent bias in customer mind



Identifying the Different Customer Personas, their Respective Needs and Potential to Serve

Customer Segmentation of Active Mobile Gamers (behavioural basis)



HARD CORE GAMER

| | |
|---|-----------------------------|
| □ NEED: Competitive spirit, Feel energized | □ % of Total Spend: 14% |
| □ GAME: Action, Adventure, Sports, Strategy | □ % of Paid Users: 47% |
| □ Avg. Hrs / Week: 21 | □ Avg. Spend/ User: \$6-6.5 |
| LOYALTY: | WILLINGNESS TO PAY: |

PRIZE MONEY CHASER

| | |
|---|-----------------------------|
| □ NEED: Make money | □ % of Total Spend: 40% |
| □ GAME: Casino, Fantasy, Sports, Casual | □ % of Paid Users: 68% |
| □ Avg. Hrs / Week: 19 | □ Avg. Spend/ User: \$10-11 |
| LOYALTY: | WILLINGNESS TO PAY: |

SOCIAL GAMER

| | |
|------------------------------------|-----------------------------|
| □ NEED: Bond & connect with groups | □ % of Total Spend: 16% |
| □ GAME: Action, Board, Strategy | □ % of Paid Users: 44% |
| □ Avg. Hrs / Week: 17 | □ Avg. Spend/ User: \$3-3.5 |
| LOYALTY: | WILLINGNESS TO PAY: |

Introducing New Features to the Product: Country Level Tournaments and Game Co. Olympics



Country Level Games / Tournaments to establish deeper connect using Patriotism

- Multiple **combination of Countries** paired up with each other
- No option to choose opponent – only **opponent's home country**
- In-Game **chat feature** can be introduced
 - Basic abuse expected and hence monitoring suggested

Evaluation metrics:

- Daily Active Users
- HEART metrics
- Avg. games played / user

Feature Nuances:

- Forex arbitrage** eliminated by playing in common currency- "ZO Coins"
- Leader board** is maintained **by country** & also at overall level
- Game Matchmaking** to take care of player levels to ensure ~50% **win** probability

Evaluation metrics:

- Daily Active Users
- HEART metrics
- Avg. games played / user

Feature Nuances:

- Incentive to **visit app everyday** to continue playing till event ends
- After every major stage, a **bonus game** is activated
 - Users can collect **bonus ZO coins** in their wallet & win big
 - Bonus game can be used as a **promotional tool on social media** to appeal to a wider audience



- Fixed duration events for game genres** (similar games in 1 event)
- Knock-out based** format for one grand winner
- Fixed entry fee** for all final prize high value item like Car
 - Entry closes as the first match starts to maintain exclusivity

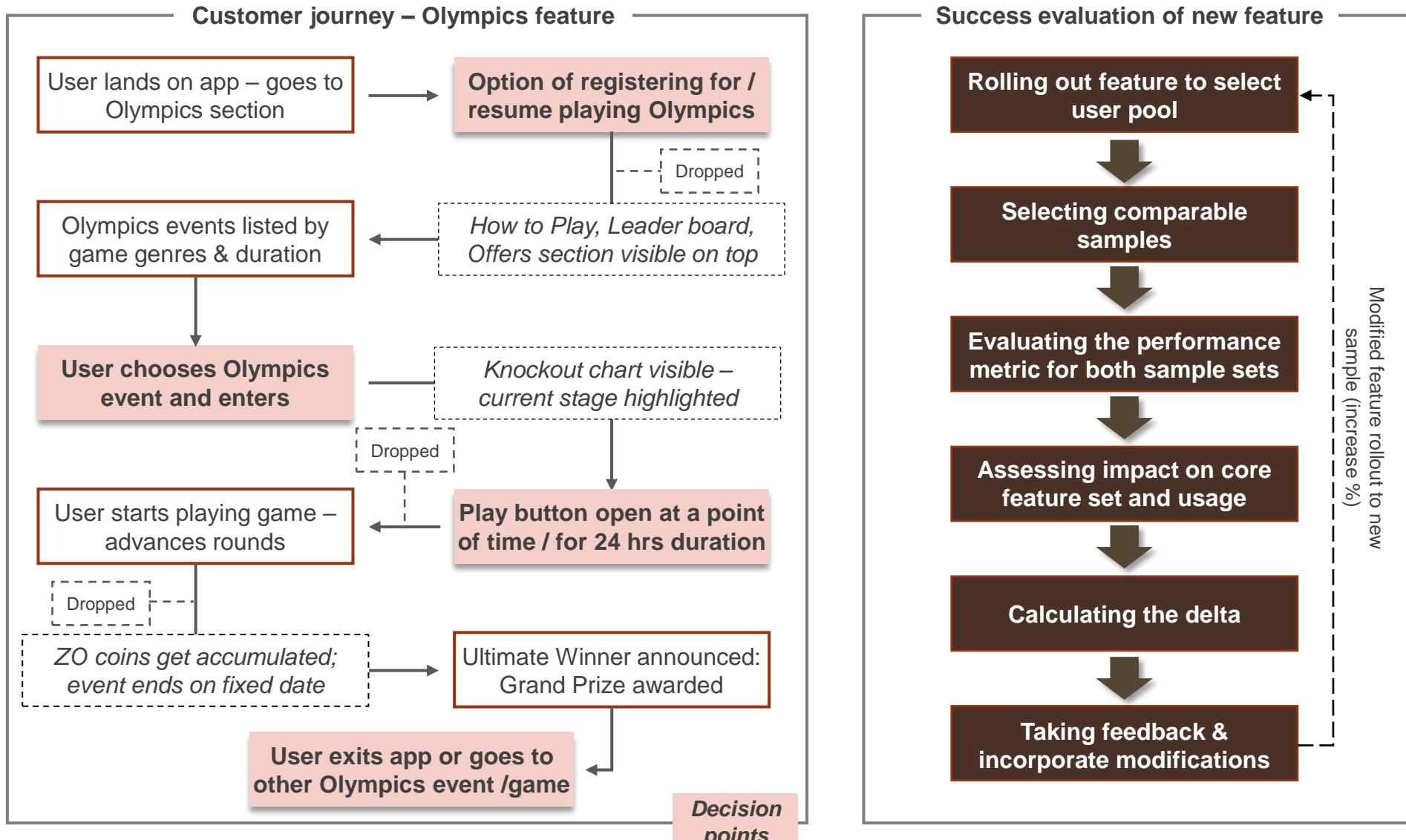
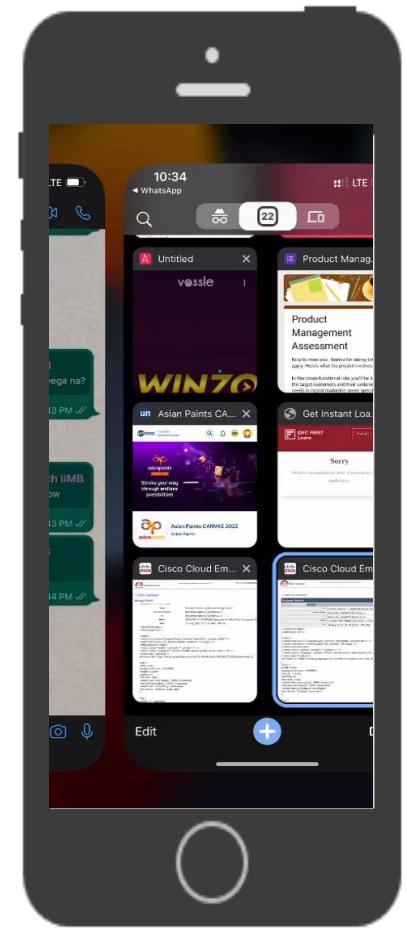


Game Co. Olympics: Duration based tournaments for grand prizes

Note: HEART metrics refer to Happiness, Engagement, Adoption, Retention and Task Success

Source: Gaming Spotlight 2022; data.ai; IDC; Mobile Gaming Report, BCG & Sequoia 2021; Gamesindustry.biz

Visualizing the Feature, Chalking out Customer Journey and Determining an Evaluation methodology



Broader Focus Going Forward: New Games, and Other content Catering to Next Generation of Users

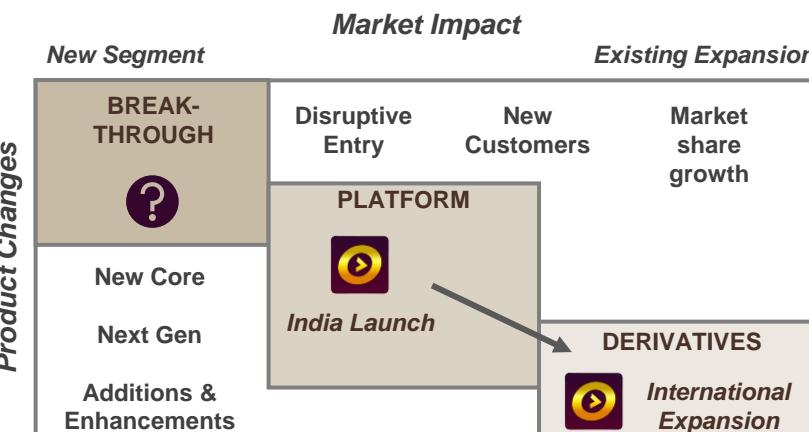
Modifications to the Platform

Onboarding multiple languages

- ❑ Leverage Android RTL feature to **build capabilities** of onboarding local languages in the future
- ❑ **Urdu** can be first in order of priority for inclusion – will have the **maximum impact** on target markets

Improve Accessibility features

- ❑ Accessibility measures using **TalkBack** from Android can be improved for **promoting inclusivity**
- ❑ Can be positioned as a **Socially responsible** and **Diversity & Inclusion focused** initiative gathering market visibility



Potential Additions to Game Portfolio



Newer Content and Way Forward

Enter NFTs, collectibles Market
Tap into high value low volume market of NFTs – tie up with



Blockchain / Web3 offerings
Leverage recent acquisitions to enter emerging segments of future market



Identify new complementor industries
Explore possibilities of combined offerings with luxury, music, etc.



Target Gen Z / Gen Alpha
Shift customer focus to new generation to build a sustaining user base for next 15-20 years



Customized Ads
Deploy AI and ML tech to customize ads at game & region level without being obtrusive



Interactive experiences
Try games with different paths based on user choices at key junctures



Pioneer hosting tech
Minimize app crashes & bugs to deliver seamless experience

