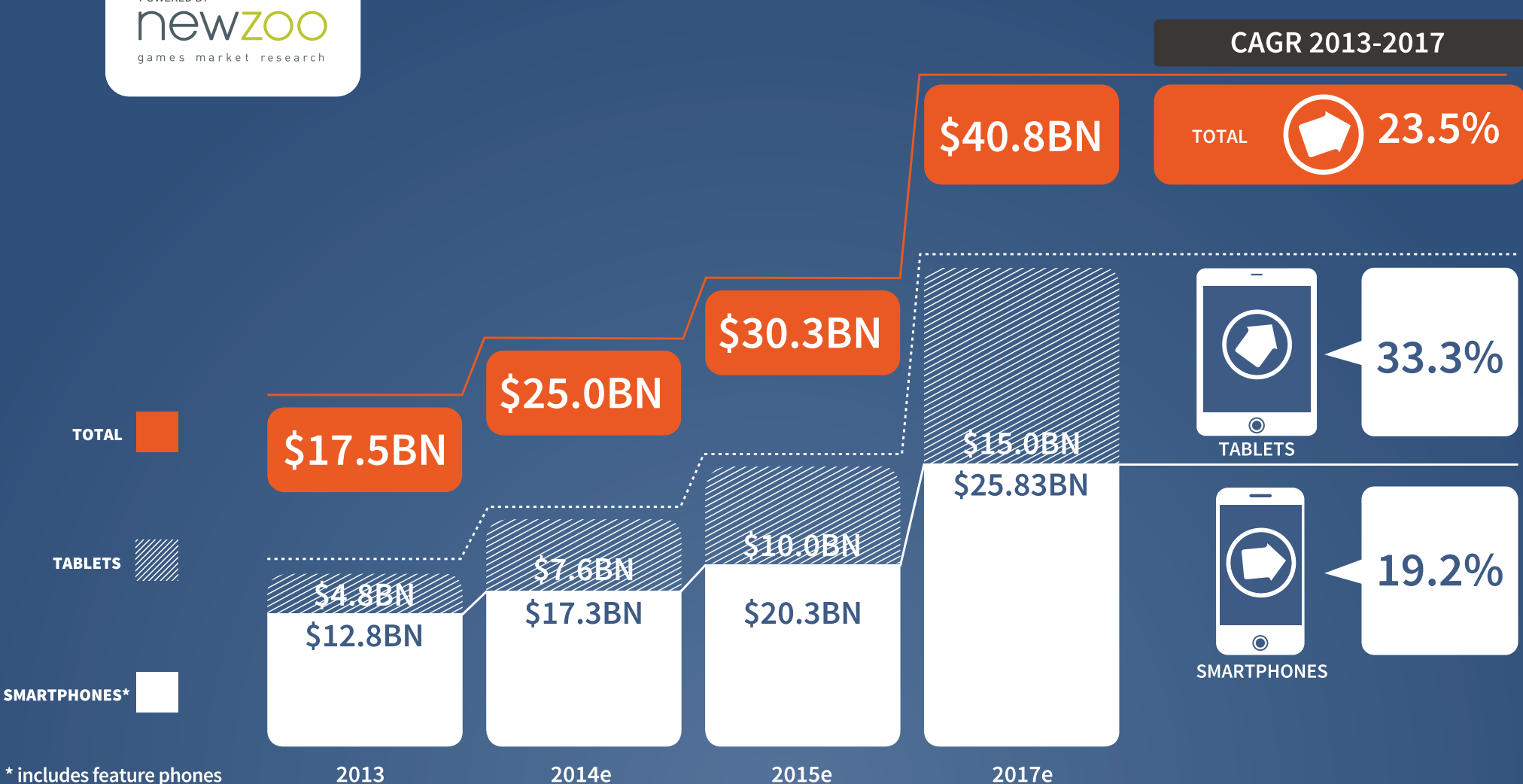


THE GLOBAL MOBILE GAMES LANDSCAPE RELOADED



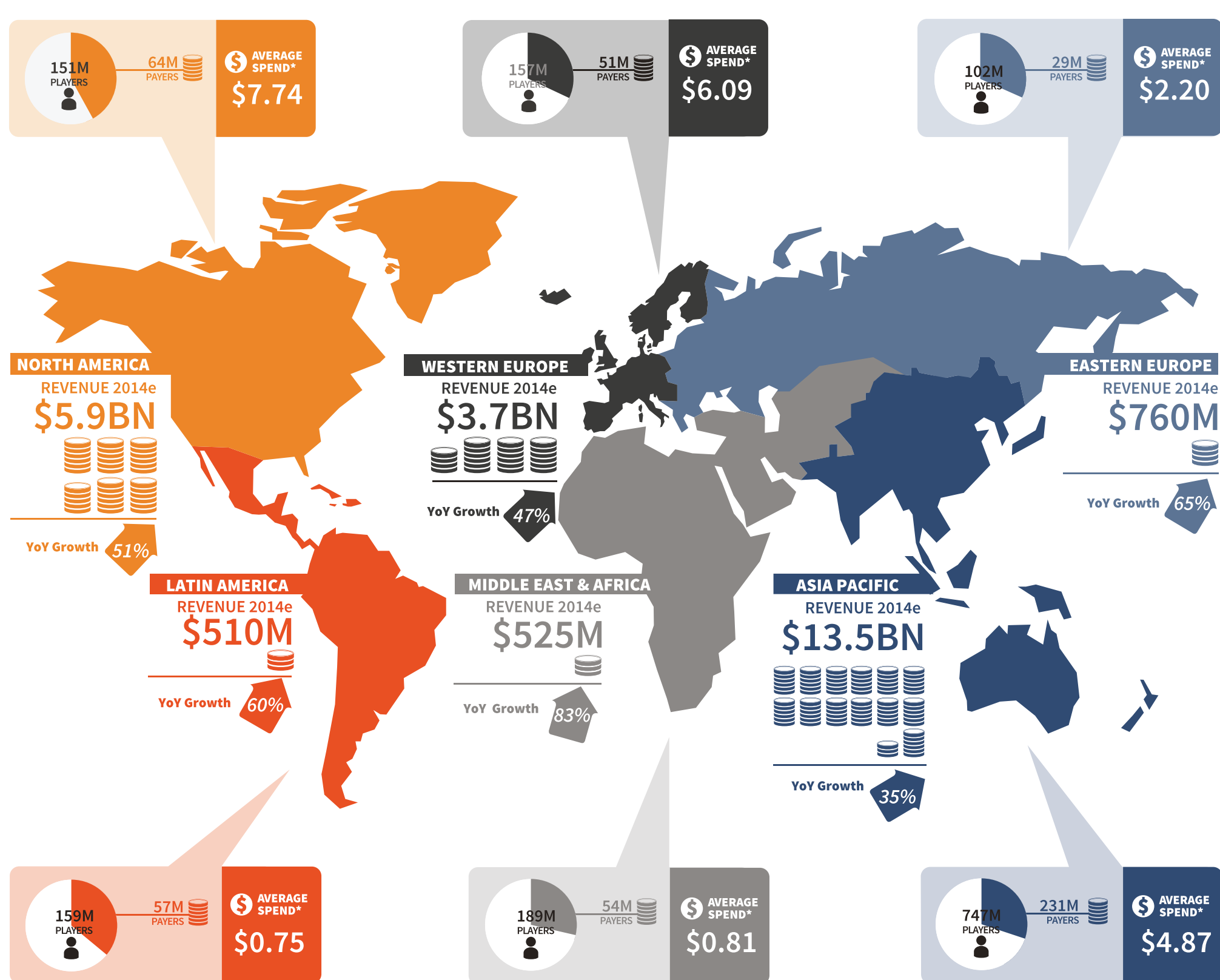
GLOBAL MOBILE GAMES REVENUE RELOADED

Total mobile games revenue will reach over **\$40 BN** in 2017



MOBILE GAMES MONETIZATION WORLD MAP RELOADED

With over **\$13.5 BN**, Asia Pacific remains by far the largest mobile games market worldwide



GEOGRAPHIC APPEAL MATRIX RELOADED

	NORTH AMERICA		WESTERN EUROPE		EASTERN EUROPE		ASIA PACIFIC		MIDDLE EAST & AFRICA		LATIN AMERICA					
MOBILE GAMES MARKET SIZE Based on estimated mobile games revenue in 2014	★★★★		★★★★		★★★		★★★★★		★		★★					
GROWTH POTENTIAL Based on mobile games revenue CAGR 2013-2017	★★		★★		★★★★		★★		★★★★		★★★★★					
MONETIZATION POTENTIAL Based on share of payers and average spend per payer	★★★★		★★★		★★★★		★★★		★		★★					
CPI LEVELS PER LOYAL GAMER CPIs are averaged across country groups/continents	IOS: \$3.78	ANDROID: \$2.30	IOS: \$2.49	ANDROID: \$2.01	RUSSIA: \$2.26	OTHER COUNTRIES: \$1.33	ANDROID: \$1.53	OTHER COUNTRIES: \$0.74	AUSTRALIA: \$3.09	OTHER COUNTRIES: \$1.61	JAPAN: \$3.06	OTHER COUNTRIES: \$1.16	BRAZIL: \$1.51	MEXICO: \$0.76	OTHER COUNTRIES: \$1.17	OTHER COUNTRIES: \$0.45
GLOBAL APPEAL SCORE FOR MOBILE GAME PUBLISHERS	★★★★		★★★★		★★★★		★★★★		★★		★★★★					