

fun-gi



fun games for growing brands

Innovative content for category-leading IP

Monetization, Game Design, and Integrated Marketing for growing brands



Team – Monetization + Production + Growing Brands

Innovative game designs with AAA content and great IP from Day 1

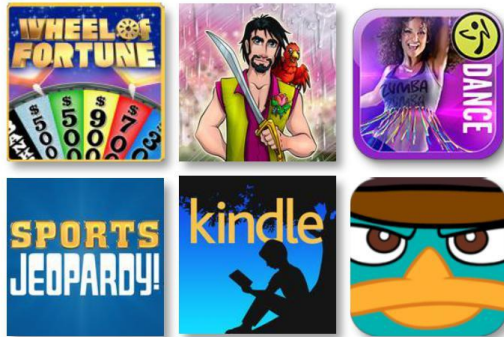


Alfred Fung – CEO, fun-gi

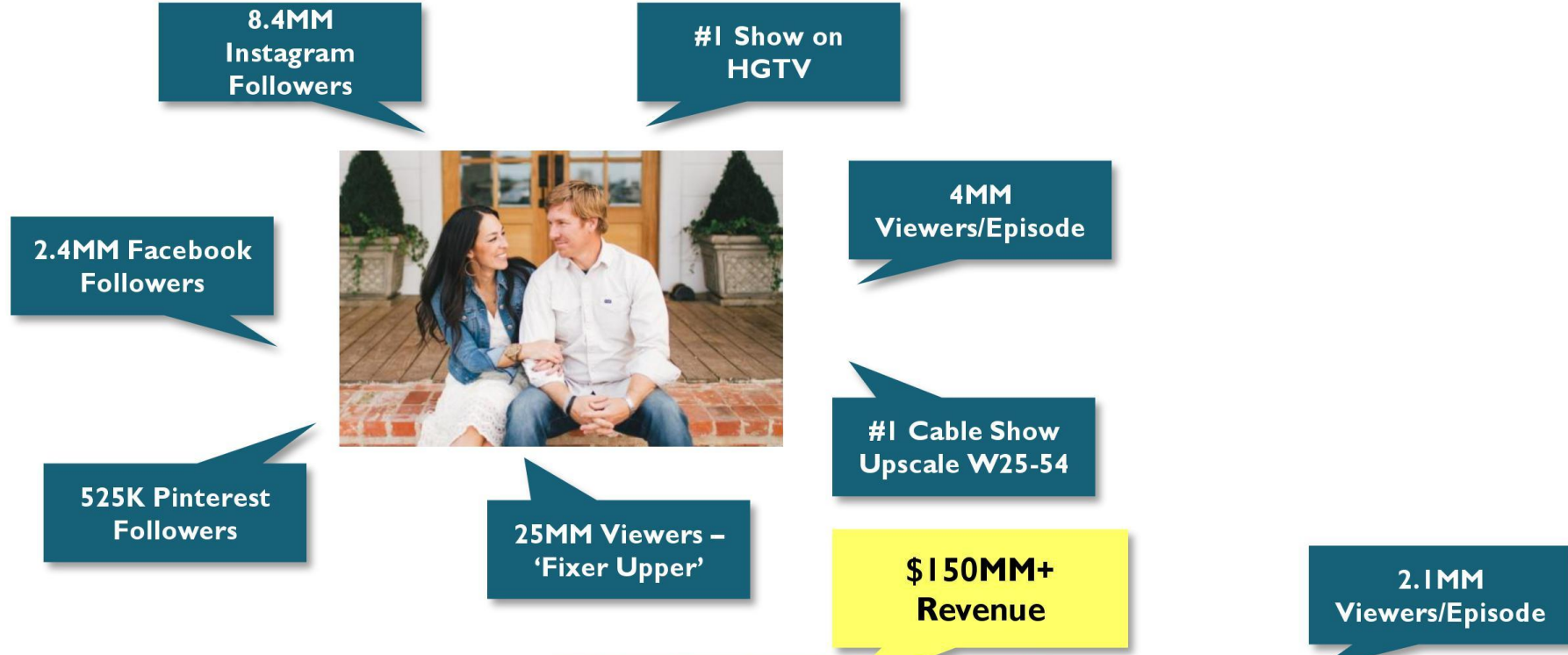
- 6 years in monetization and user acquisition specializing in freemium casual games. Alfred holds an MBA from USC.



M&CSAATCHI



Opportunity – Exclusive & Targeted



Target Audience: Female Gamers, 18-54

*Sources: TVbytheNumbers, Nielsen, theFutonCritic, Forbes

Game Mechanics – Aspirational

Renovate dilapidated houses



Renovate each area of the house

Level-up Renovation Capabilities

Renovation Timers

Unlock new Renovation Capabilities

Monetization – Multiple Revenue Channels

In-App Purchases (IAP), Sponsorships & Advertising

Consumable currency

Premium currency rushes jobs

Higher levels use more time
and currency

Sponsorships:
Native Advertising



Core Loop – Buy, Renovate, Sell (Repeat)

Players feel social and accomplished in business and design



(before)



(after)

Maximizing Profit

- Ever-expanding Capital encourages players to flip bigger & unique houses

Discovering Renovations

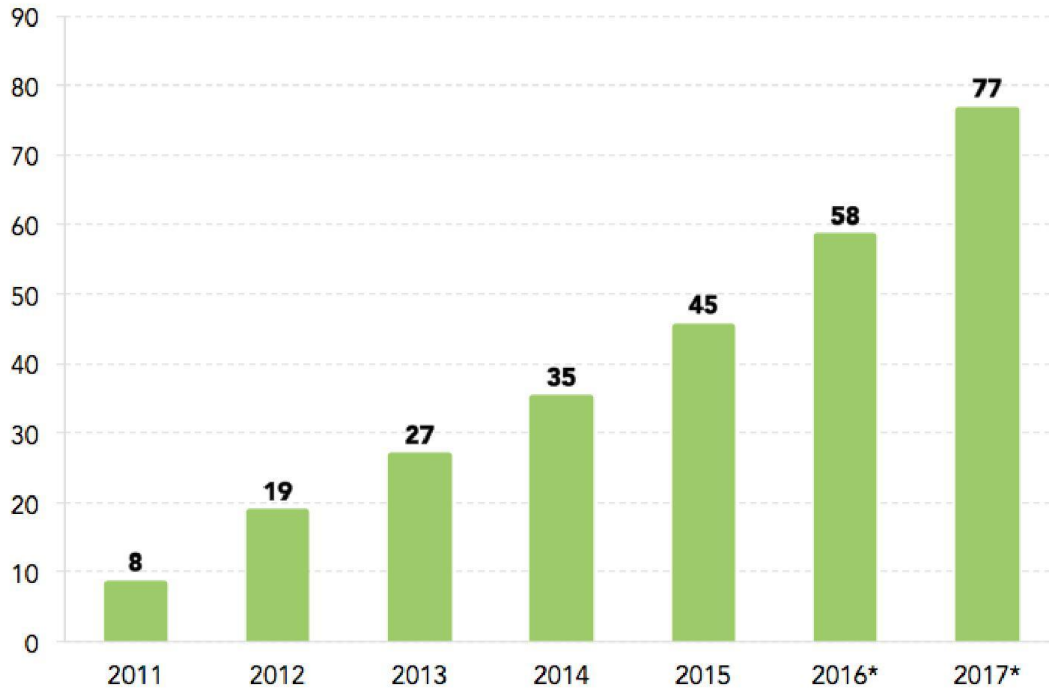
- Unlocking new materials and technologies enables players to exercise design ability

App and Games Industry Growth

Revenue in apps continues upward trend with vast majority of consumption in games.

How Are the App Markets Growing?

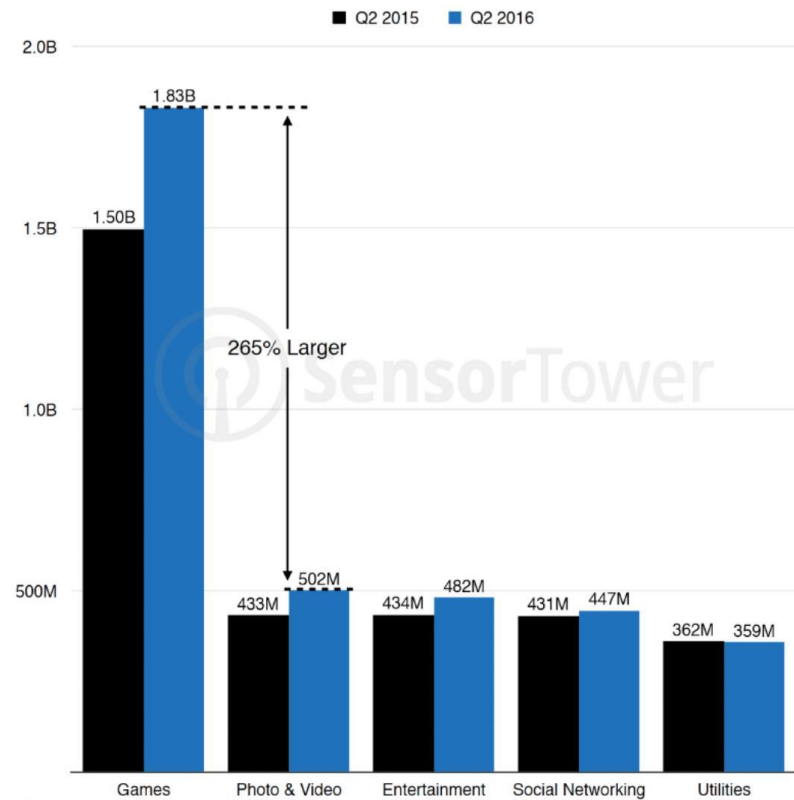
Apple & Google App Stores' Gross Revenue in Billions



* Projected

SurveyMonkey Intelligence

Q2 2016 Worldwide App Store Categories by Downloads



SensorTower Data That Drives App Growth

sensortower.com

A person wearing a light blue button-down shirt is seated at a table. They are holding a black smartphone in their left hand and a white coffee cup on a saucer in their right hand. The background is softly blurred, showing a light-colored wall. The word "APPENDIX" is overlaid in large, white, sans-serif capital letters on the left side of the image.

APPENDIX

Comparable House-based Games



Design Home

- 40K+ downloads per day – US only
- Top 50 Grossing (Present)
- Grossing over \$50K/day
- * Good voting system, only interiors



Design this Home

- Over 7MM downloads
- Top 10 Grossing (04/2012)
- Last Update: 08/2014
- * Too micro - interior design

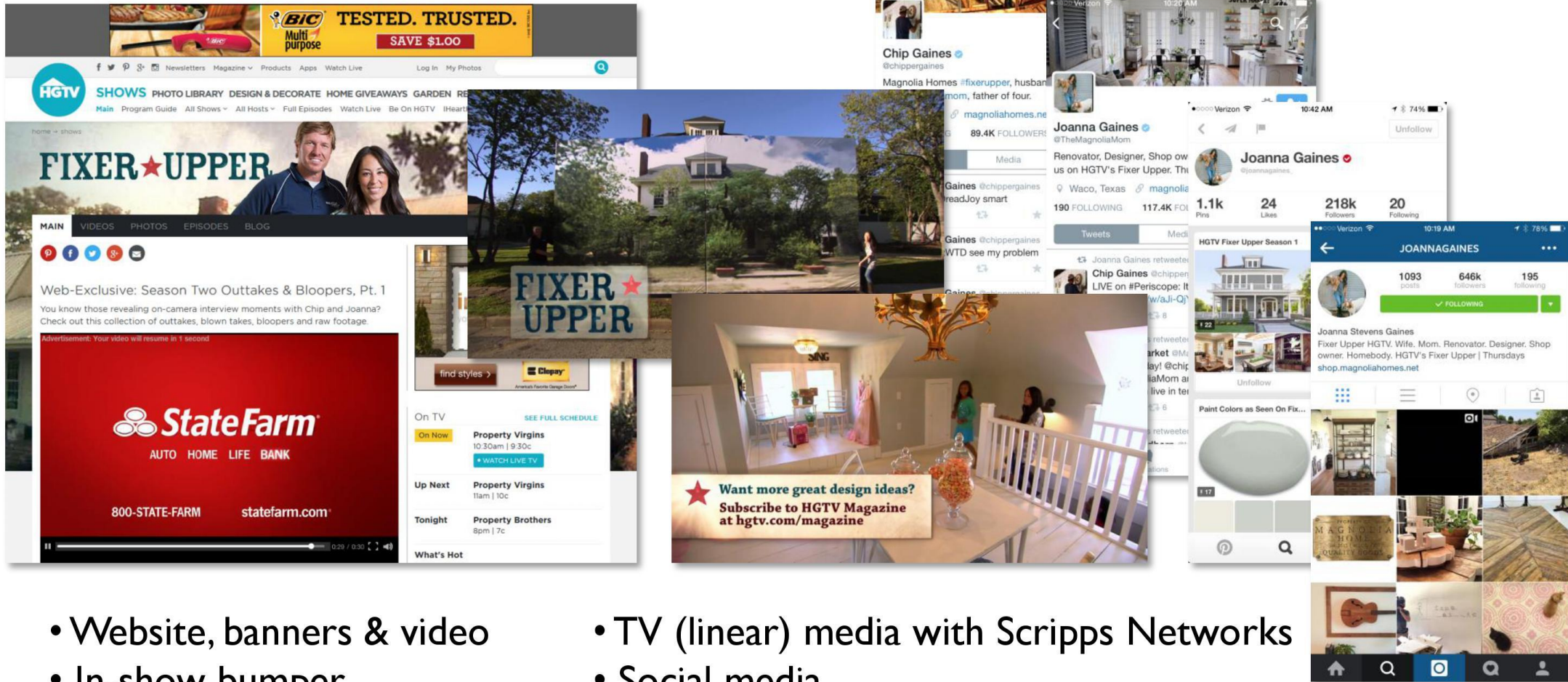


The Sims™ FreePlay

- 40K+ downloads per day – US only
- Top 30 Grossing (Present)
- Grossing over \$50K/day
- * Too macro – world building

*Sources: AppAnnie and ThinkGaming

IP Franchise Support



- Website, banners & video
- In-show bumper

- TV (linear) media with Scripps Networks
- Social media
 - Facebook, Instagram, Pinterest, Twitter

Product Roadmap

Two additional game designs: matchmaking RPG and strategy snake

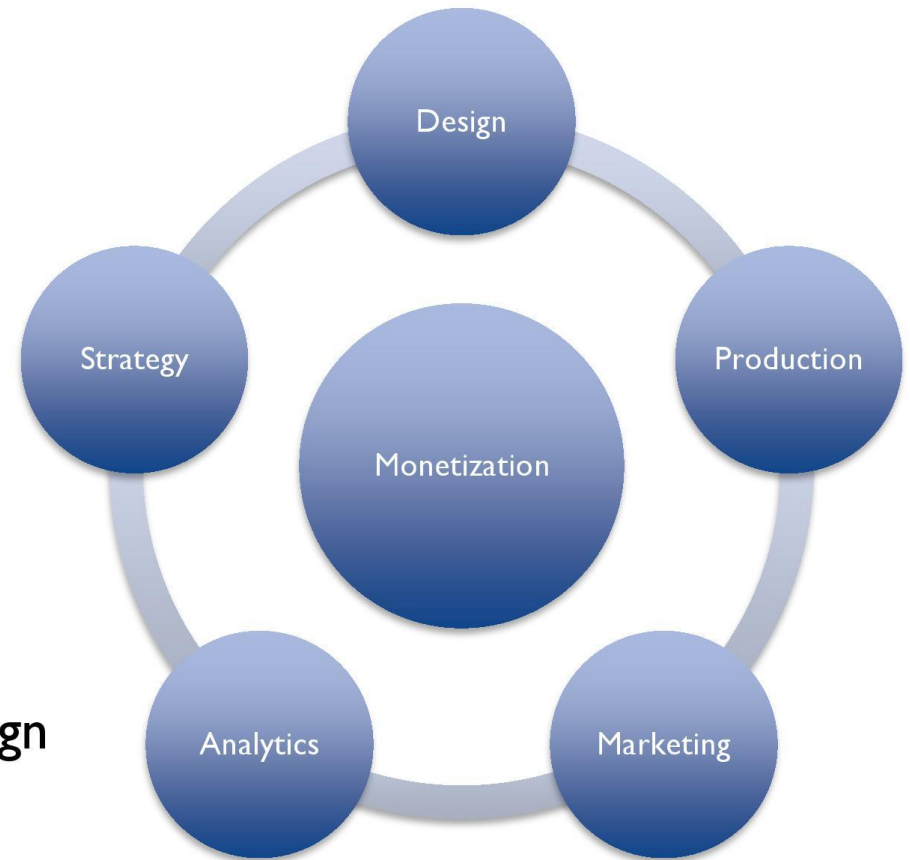


Mission and Philosophy

Mission – creating premium games for growing brands to:

1. Open up new revenue streams in mobile
2. Enrich heart share for the brand

Philosophy – building with purpose, fun, and design



Keys to Success



Teams

- Connect IP with game development by aligning the brand, the content creation, and the marketing.

Great IP

- Alleviating user acquisition costs with existing audience, platform feature, and marketing partnership with IP-holder.

Quality Games

- Designing a fun experience that makes players recognize and desire worthwhile monetization events.