

EMBRACER+ GROUP

Easybrain merger

February 3rd, 2021

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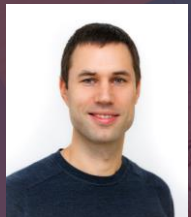
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Easybrain

Today's speaker



OLEG GRUSHEVICH
CEO



MATVEY TIMOSHENKO
COO



PETER SKOROMNYI
CSO



Meet the Team



**Oleg
Grushevich**

CEO

- › Formerly Senior Manager at EY



**Matvey
Timoshenko**

COO

- › Formerly General Director and Co-founder at Apalon



**Peter
Skoromnyi**

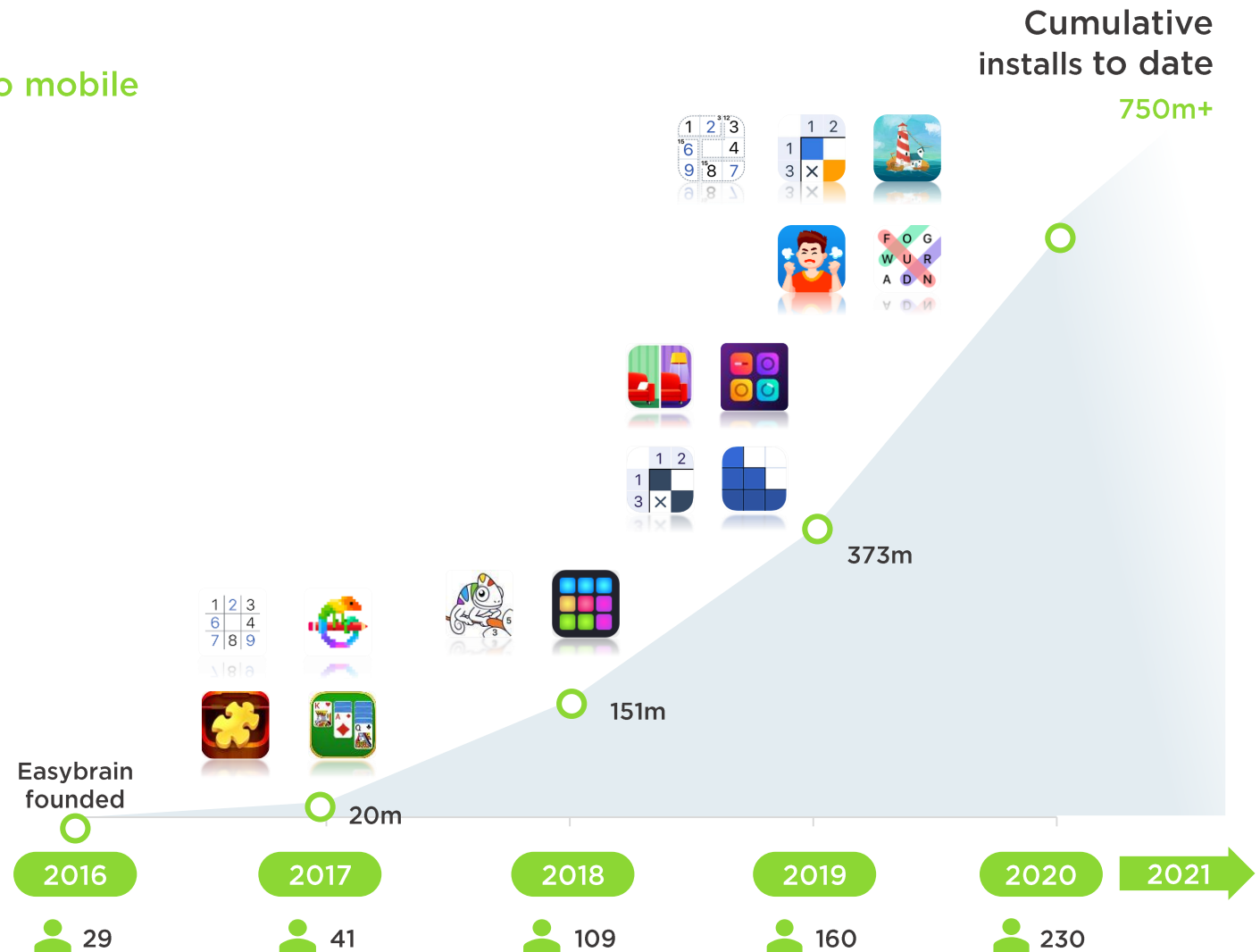
CSO

- › Formerly Chief Strategy Officer and Co-founder at Apalon

Easybrain Overview

Bringing popular and timeless game concepts to mobile

- › Leading **puzzle and logic** game developer, founded in 2016
- › Universal appeal with **15 live titles**, including **Sudoku.com** and **Nonogram.com**
- › **750m+ cumulative installs** to date
- › Proven ability to launch and **operate multiple successful live titles**
- › **230 employees** across two offices in **Limassol, Cyprus** and **Minsk, Belarus**






Games & IP



The Easybrain Formula



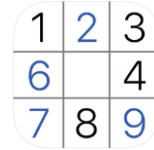
Resulting in....

- > Successful, **long-lasting** titles 
- > Leading positions in each niche drive **large portion of organic downloads** 
- > High retention, long session time niches, driving **effective ad-monetization** 

A platform for repeatedly generating and operating hit titles

Constantly Growing Portfolio of Timeless Games

- > **Puzzle and Logic games** are the core focus of Easybrain
 - > Classic puzzle games with wide-ranging **timeless appeal**
 - > Particularly effective at driving organic downloads when each app is a **category leader**
 - > Created **universal Easybrain design system**, instantly familiar to users as it follows the **human interface guidelines of both platforms**
 - > Also explored **Coloring** and **Music app categories** as well as **subscription monetization model**, quickly creating popular products by leveraging the Easybrain infrastructure



Sudoku.com

Release: Mar 2017



Jigsaw Puzzles

Release: Dec 2017



Pixel Art

Release: Dec 2017



Drum Pad Machine

Release: Jun 2018



Find the Difference

Release: Feb 2019



Nonogram.com

Release: Mar 2019



Groovepad

Release: Apr 2019



Blockudoku

Release: Oct 2019



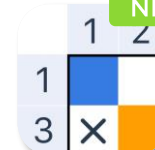
Easy Game

Release: Feb 2020



Killer Sudoku

Release: Aug 2020



Nonogram Color

Release: Sept 2020

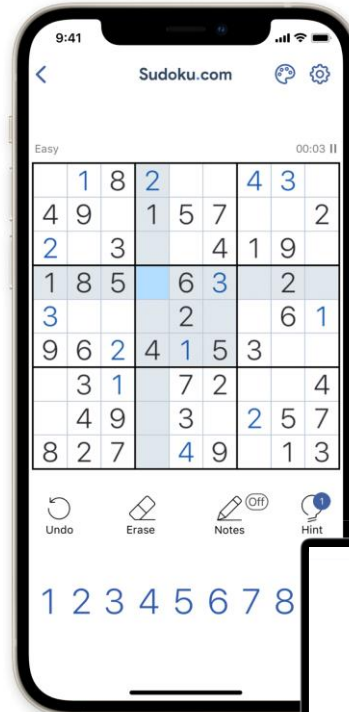


Art Puzzle

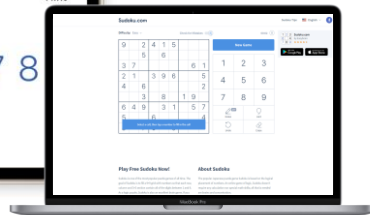
Release: Nov 2020

Universal Design System

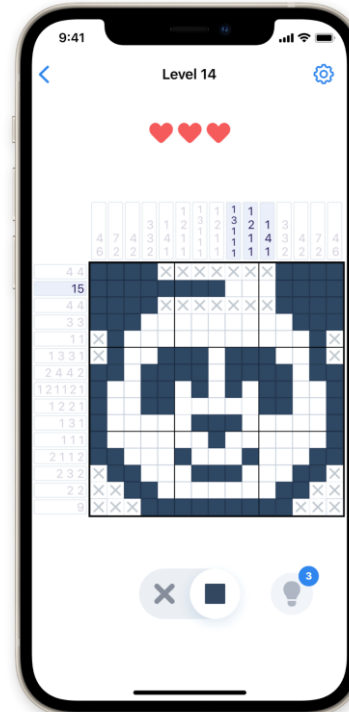
Sudoku.com



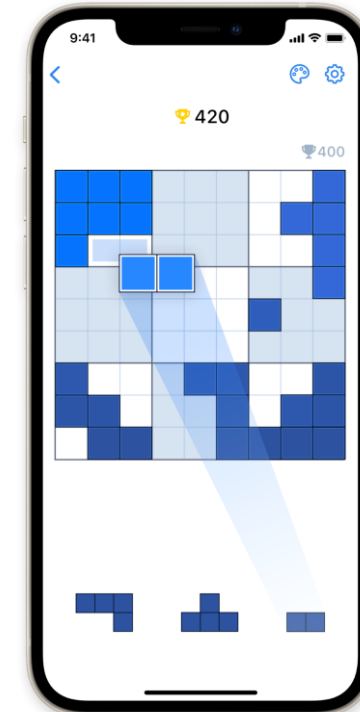
Browser version



Nonogram.com



Blockudoku



Universal Design System

Continuous Iteration Driving KPI growth

- › A **process-first company**, we follow playbooks to increase player engagement, usage metrics and revenue
- › Driving **increase in LTV** through:
 - › **Constant product updates** verified by A/B tests
 - › **Regular content releases**
 - › **New events**
 - › **Game modes**



Sudoku.com Case Study

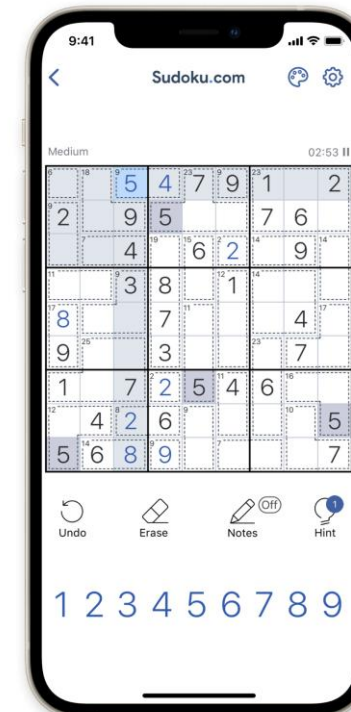
- › **9 months** to build initial version to Easybrain standards
- › Follows **universal Easybrain style**
- › **Over 30 product A/B tests** significantly increased LTV
- › **Live Ops events**
- › Acquired **Sudoku.com domain**
- › **No. 1 search ranking** for all major keywords across all major geographies

A truly live product with years of product developments remaining on roadmap

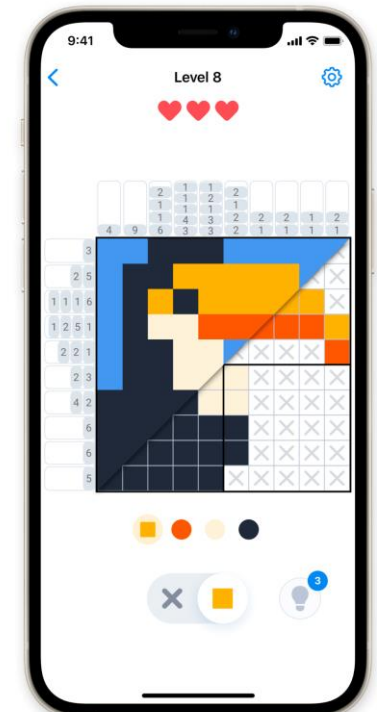
Improving Live Titles and Expanding the Portfolio

- › Roll-out of Live Ops proved to be effective in increasing usage and monetization metrics
- › Re-usable modules across titles, e.g. daily challenges and achievements modules, are **easily replicated** across portfolio
- › Continue developing and releasing new fun and engaging games based on “newspaper” gameplay
- › Recently launched **Killer Sudoku** and **Nonogram Color** worldwide after successfully passing soft launch
- › Healthy pipeline of **Logic and Puzzle titles in production** by R&D team
- › Ongoing improvement of the **BI system**, leading to **more effective analytics, UA and monetization**

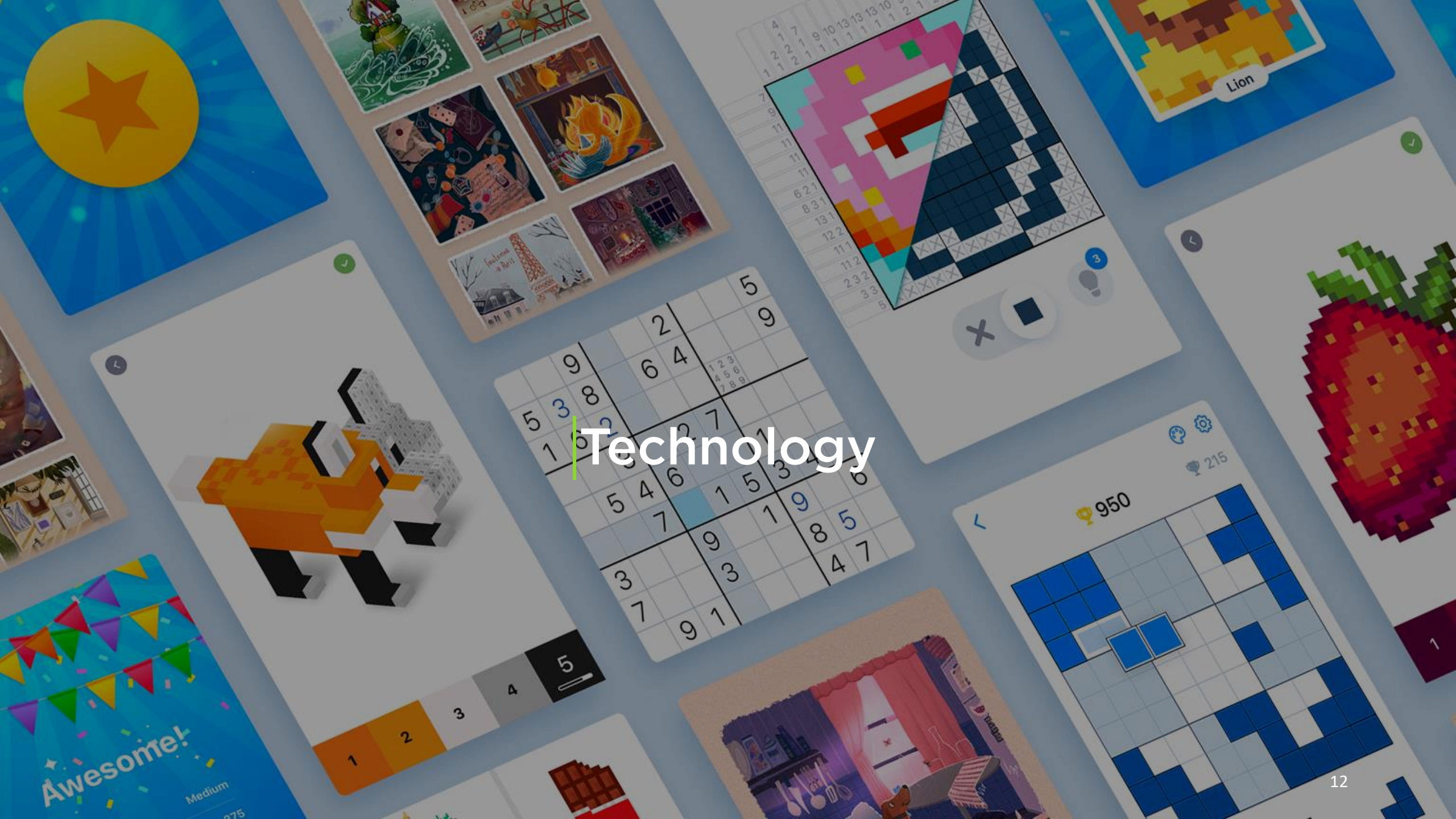
Killer Sudoku



Nonogram Color



Technology



Cutting-edge Proprietary Business Intelligence System

› Internally-developed BI system, a central platform for all data needs

› Allows Business, Analytics, UA, Marketing, Product and Monetization teams to take data-driven decisions on a self-serve basis

› Maintained and constantly improved by dedicated team of BI professionals

› Features include:

› Accurate long-term ad-LTV prediction based on ML

› UA performance assessment

› Efficiency of waterfalls

› Cohort presentation of ARPU, ROAS, events and other data

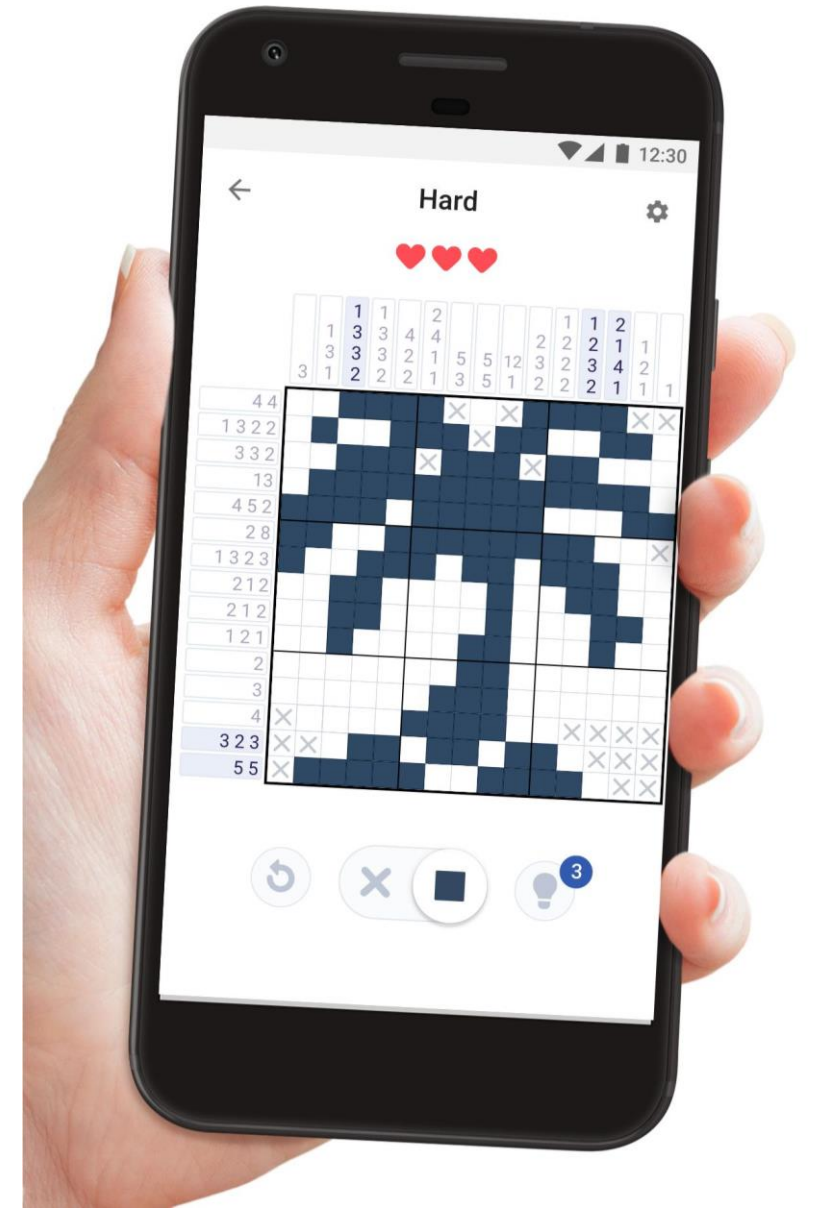
› Business, marketing and analytics metrics

› and much more..



Scaling with Effective and Profitable User Acquisition

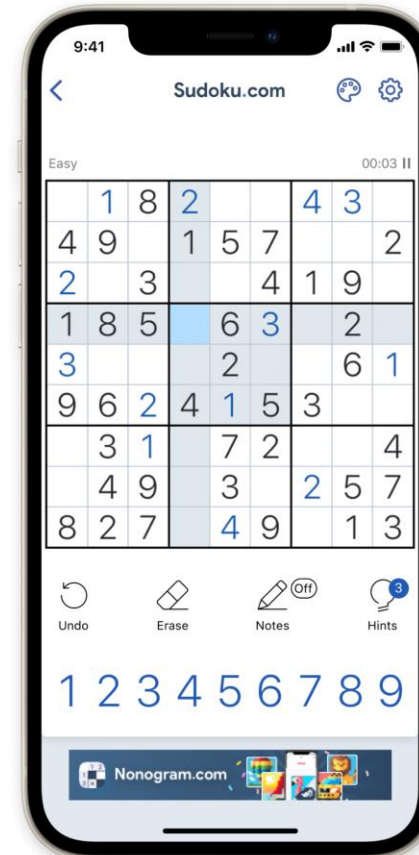
- › Using **granular LTV prediction** and **properly allocated organics**, the User Acquisition team can **deploy marketing spend with strong conviction on scaling the userbase, whilst generating positive ROI**
- › Constantly-tested setup of UA campaigns and publishers and new sources are utilized to **maximize margins**
- › **Streamlined roadmap of ideas and actions** to be tested, essential in today's rapidly changing UA landscape
- › Good productivity of high-end UA and **premium marketing creatives**
- › **Solid team of UA professionals** spread across both offices with deep expertise in all major UA networks



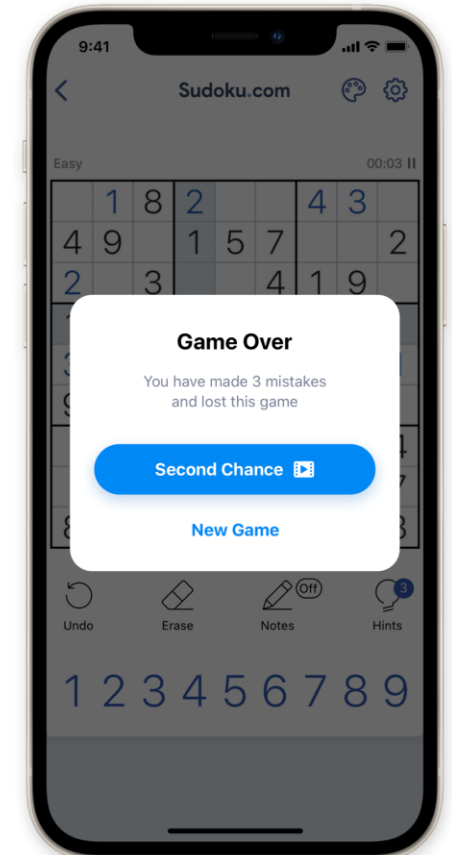
World-Class Ad Monetization

- › Focusing on games with high user engagement and long session times provides an **ideal platform for ad monetization**
- › Utilize a combination of **banners, interstitials and rewarded ads** at various points in-game
- › Granular **user-level ad monetization data** allows Easybrain to make **accurate long-term LTV predictions**
- › Manage of monetisation setup through **internally developed module**
- › **Constant tests of new networks** and ad placements/ timing to increase efficiency
- › Implementation of **prebid and postbid requests**

Banner Ad



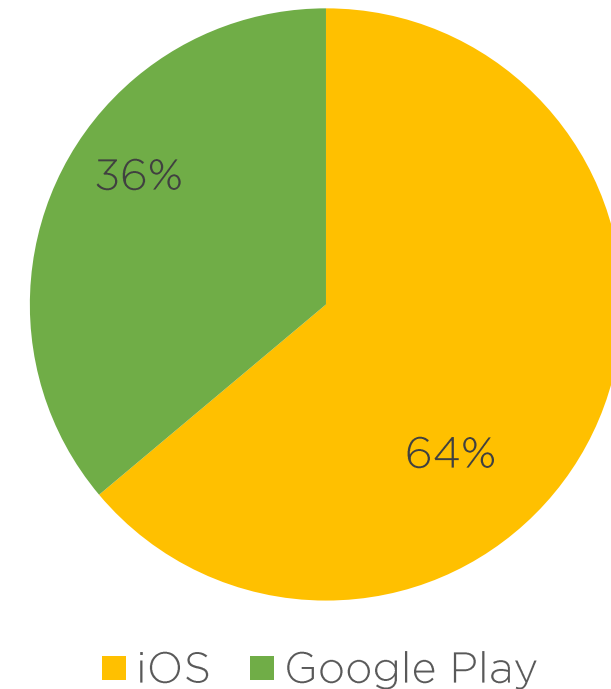
Rewarded Ad



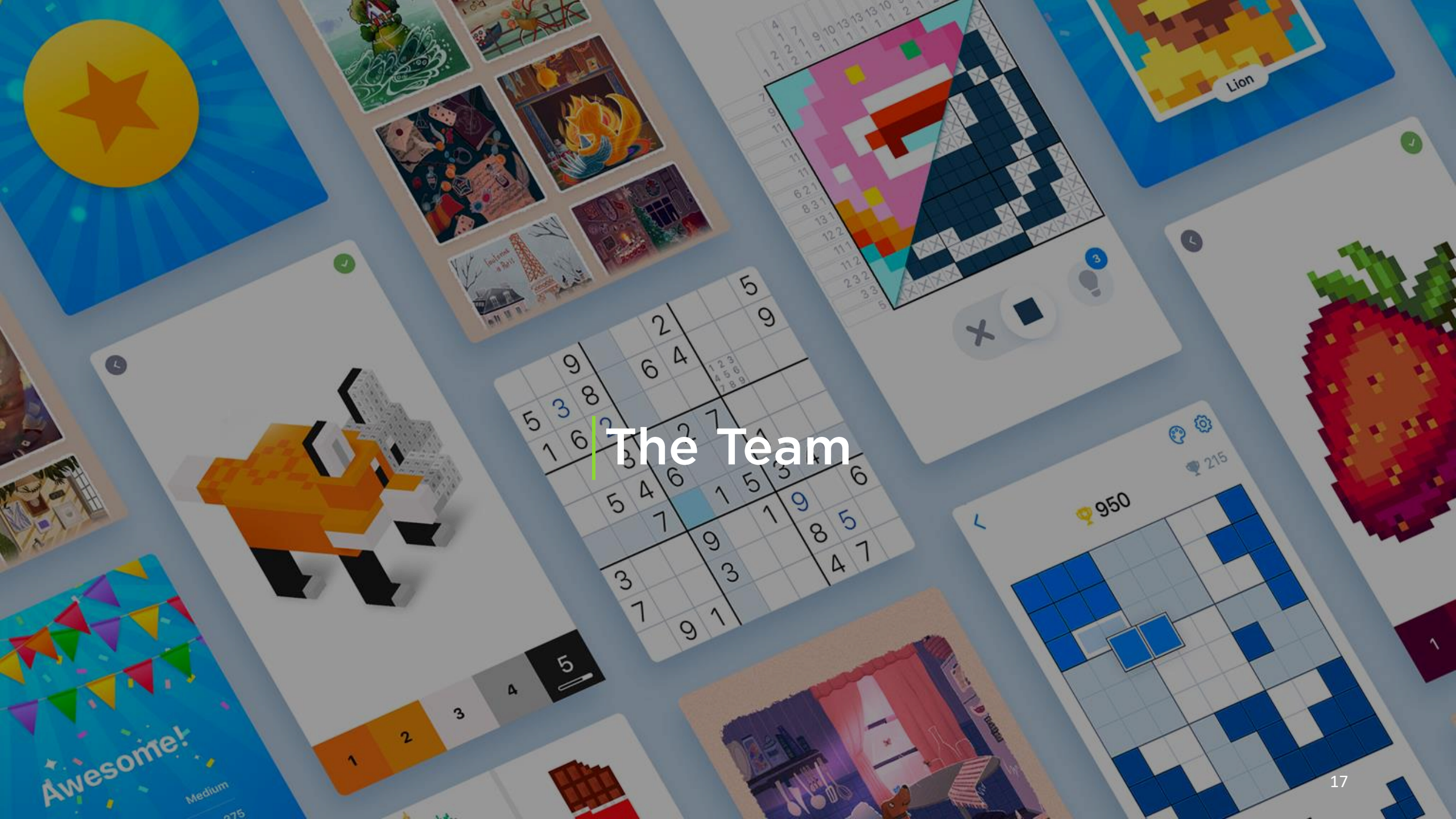
Incoming IDFA Potential Impact

- › Assumptions around IDFA changes (accounted in LTV and financial models)
 - › Most users will choose not to opt-in for IDFA access
 - › Targeting and attribution will be impacted
 - › Estimating CPMs to drop significantly in the initial months with some recovery going forward
 - › UA spend / install volume will decrease
- › Nevertheless, Easybrain business is expected to continue growing due to accumulated sticky audiences, organic and paid search traffic, cross-promotion
- › In addition, the following opportunities can lead to accelerated growth:
 - › Potential attribution solutions
 - › Continuous product improvements
 - › Live Ops
 - › New products

Net Revenue by Platform⁽¹⁾



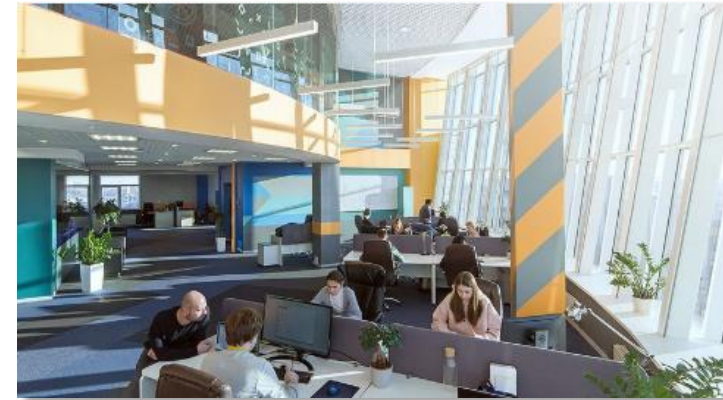
The Team



Offices in Limassol and Minsk



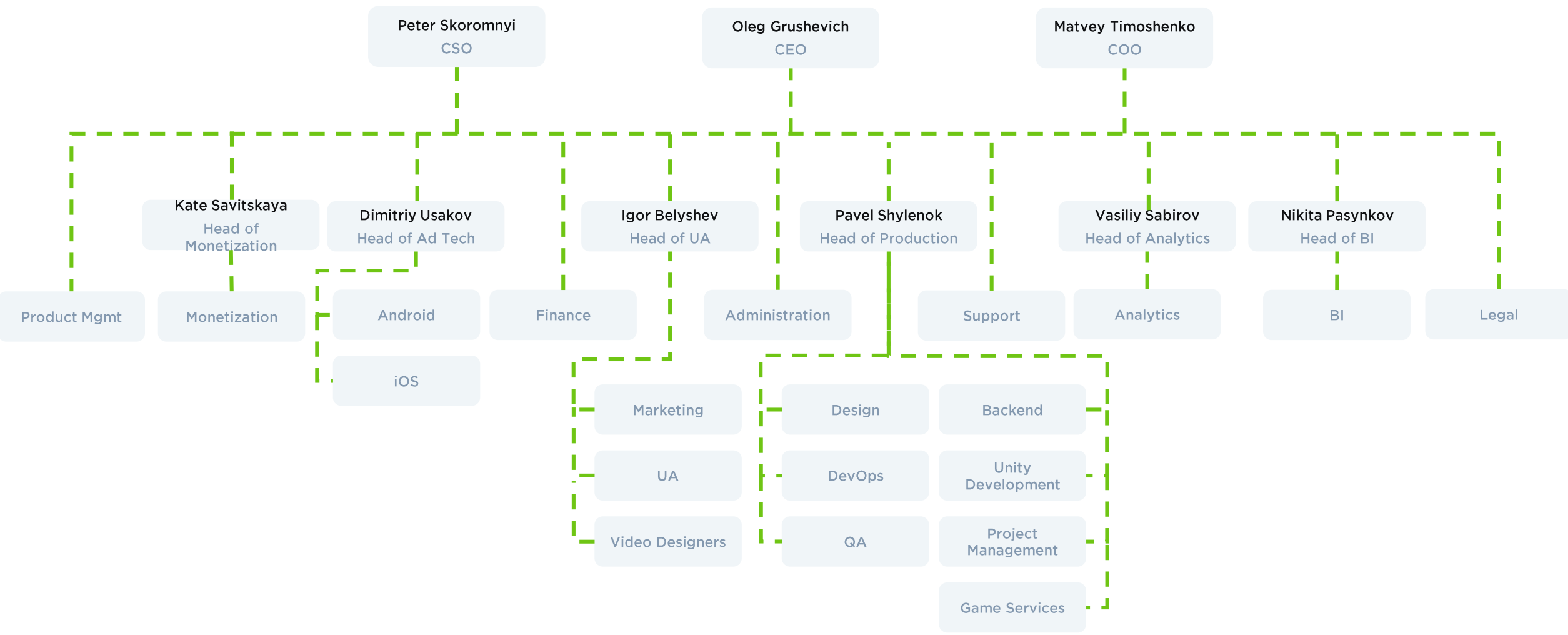
HQ: Limassol, Cyprus



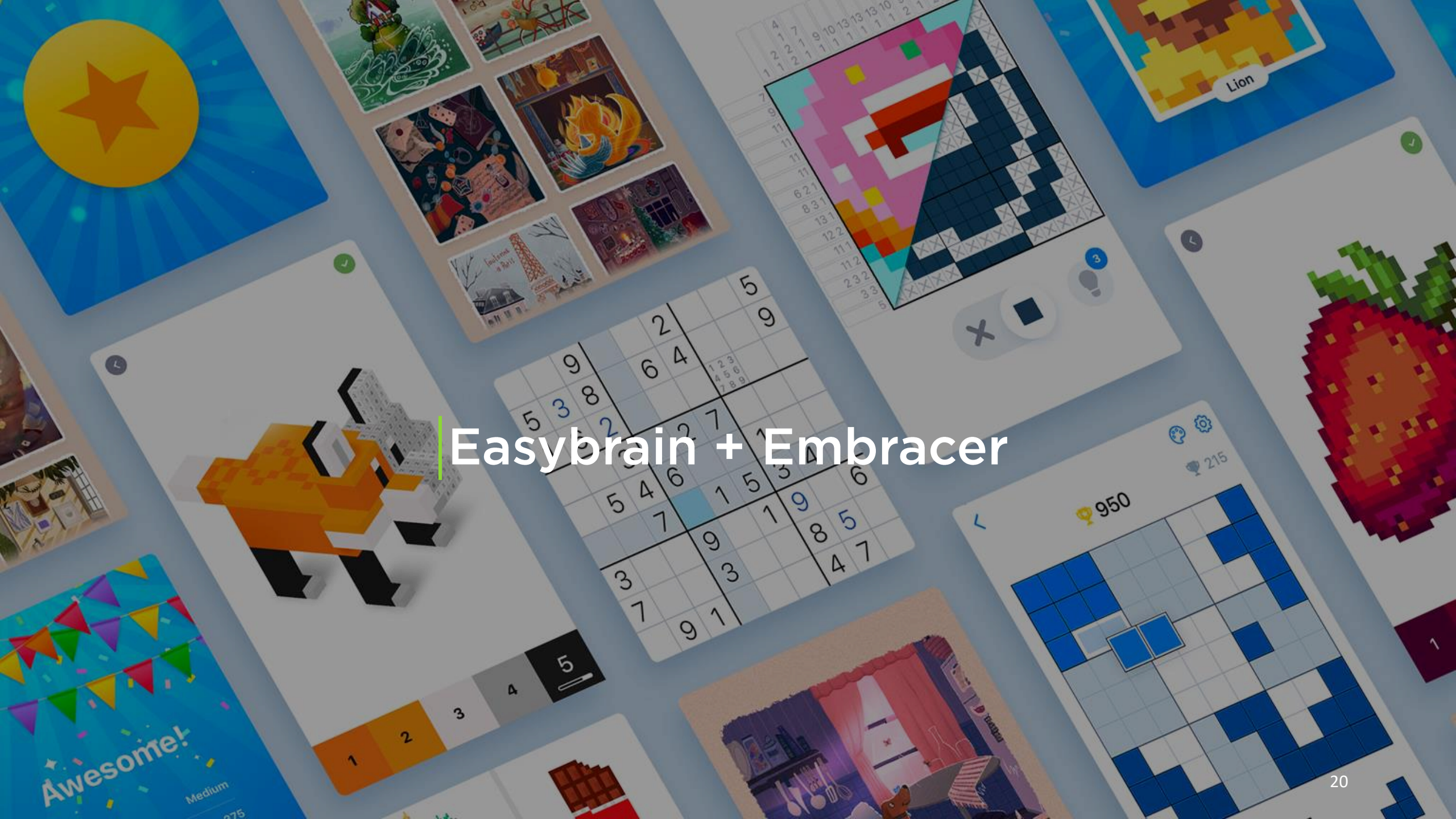
Minsk, Belarus

- › Offices in **Limassol** and **Minsk** are the ideal cost-effective locations to allow Easybrain to hire from **a wealth of world-class talent**
- › With over 50 employees based in Cyprus, Easybrain is **headquartered in Limassol** with **R&D centre** located in **Minsk**
- › Plan to **develop both offices** by attracting top talent wherever possible

Organization chart



Easybrain + Embracer



Easybrain + Embracer

- › Embracer represents a unique opportunity to access **shared industry knowledge** with other successful entrepreneurs and leaders with **strong game development expertise**
- › Embracer's **proven track record** of organic and inorganic growth makes us even more confident to execute on our **ambitious targets** for the coming years
- › **Attractive combination of decentralized decision-making** paired with **collaboration opportunities**
- › **As an ad-monetized puzzle and logic mobile game developer,** Easybrain will also bring new facets to the Embracer portfolio

Easybrain



**EMBRACER⁺
GROUP**