Optimizing Games To Their Maximum Potential

Gaming **companies** are leaving a significant portion of their potential profits on the table **because optimizing games is hard;**

→ **Core competence is game development, not optimization**

→ **Lack of competitive benchmarking**

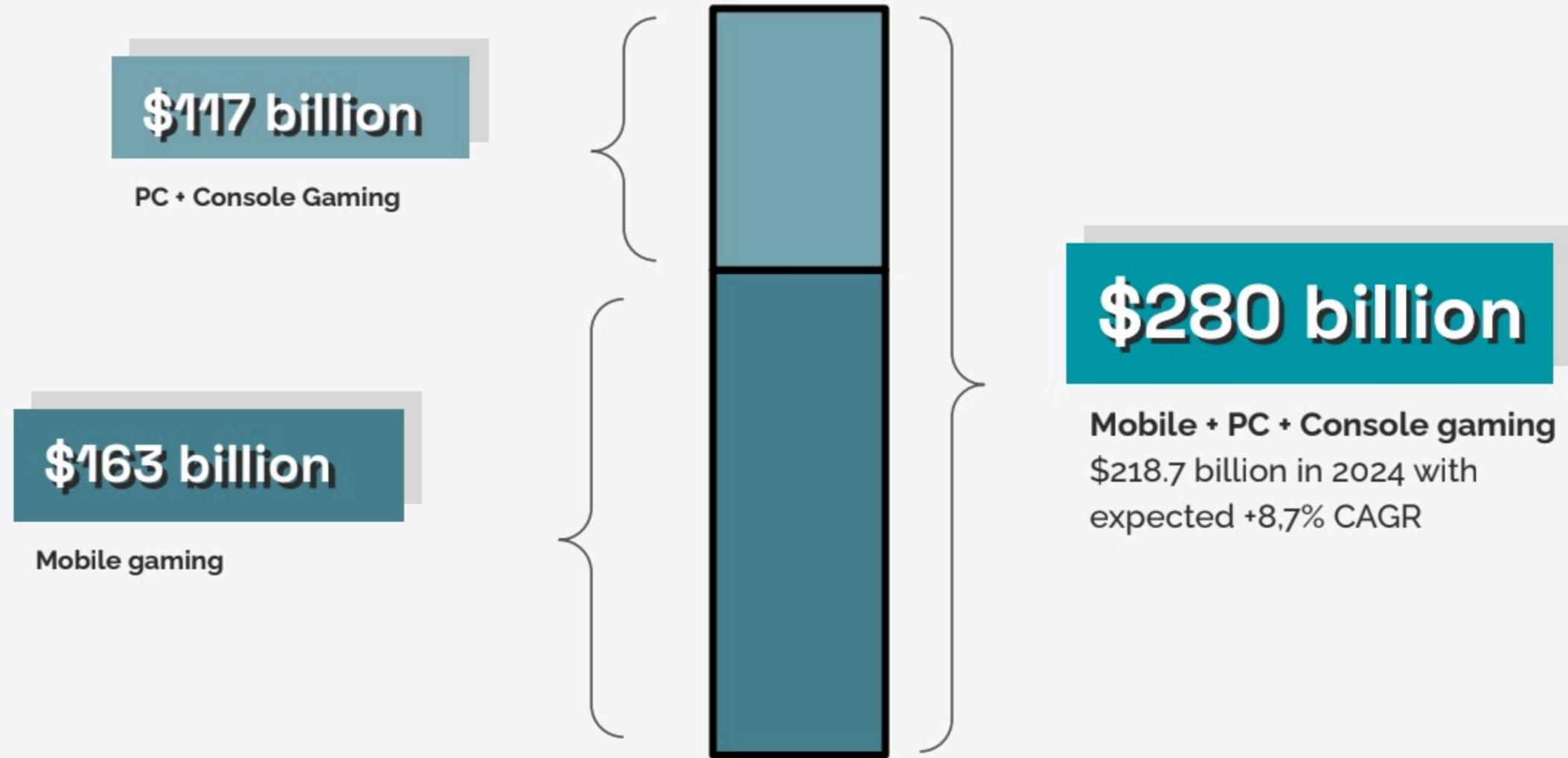→ **Insufficient resources to fully optimize the whole portfolio**

SuperScale is the only platform that helps gaming companies to fully optimize their games.

→ **Proprietary data platform that is able to assess potential of a game**

→ **AI/ML modules providing game optimization insights & extra profits**

→ **Innovative M&A strategy: identify & acquire undervalued gaming assets**
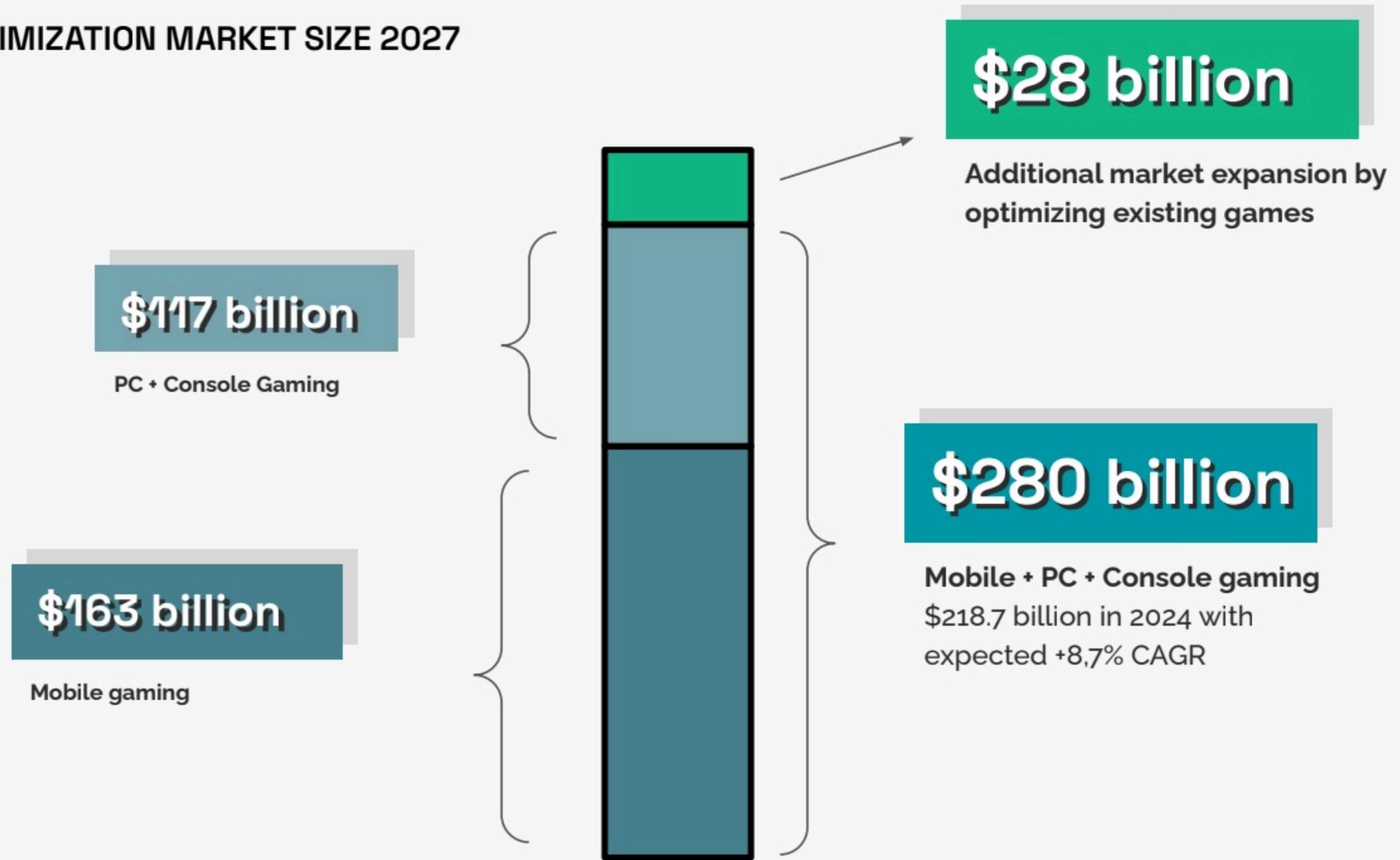
GAMING MARKET SIZE 2027

$117 billion

PC + Console Gaming

$163 billion

Mobile gaming

$280 billion

Mobile + PC + Console gaming
$218.7 billion in 2024 with
expected +8,7% CAGR

Source: 2021 Global Games Market Report from Newzoo

GAMING OPTIMIZATION MARKET SIZE 2027

$28 billion

Additional market expansion by optimizing existing games

$117 billion

PC + Console Gaming

$163 billion

Mobile gaming

$280 billion

Mobile + PC + Console gaming
$218.7 billion in 2024 with expected +8,7% CAGR

GAMING OPTIMIZATION MARKET SIZE 2027 (Top-down)

TAM
$14bn

SAM
$5.6bn

SOM
~$100M
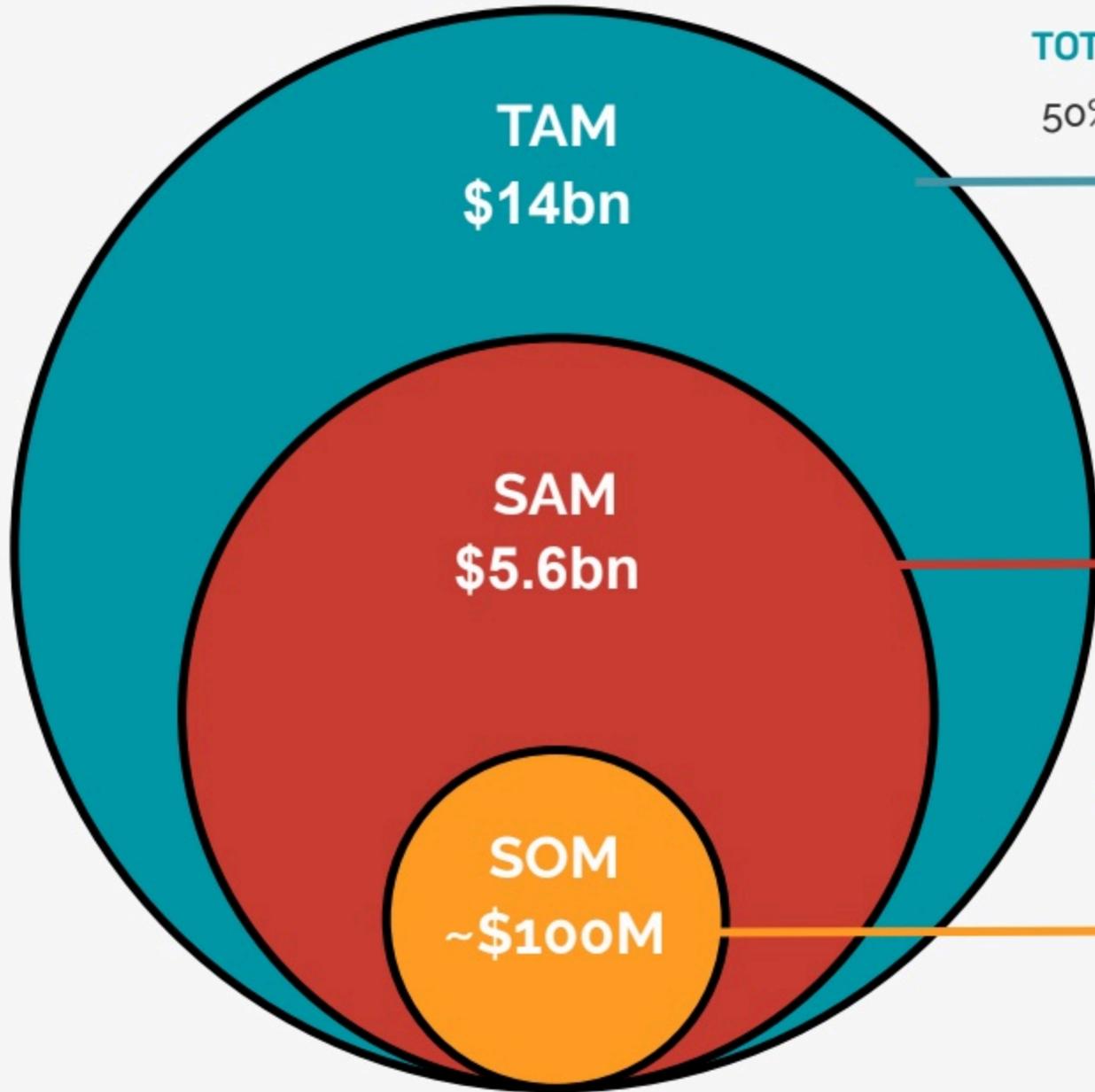
TOTAL ADDRESSABLE MARKET:
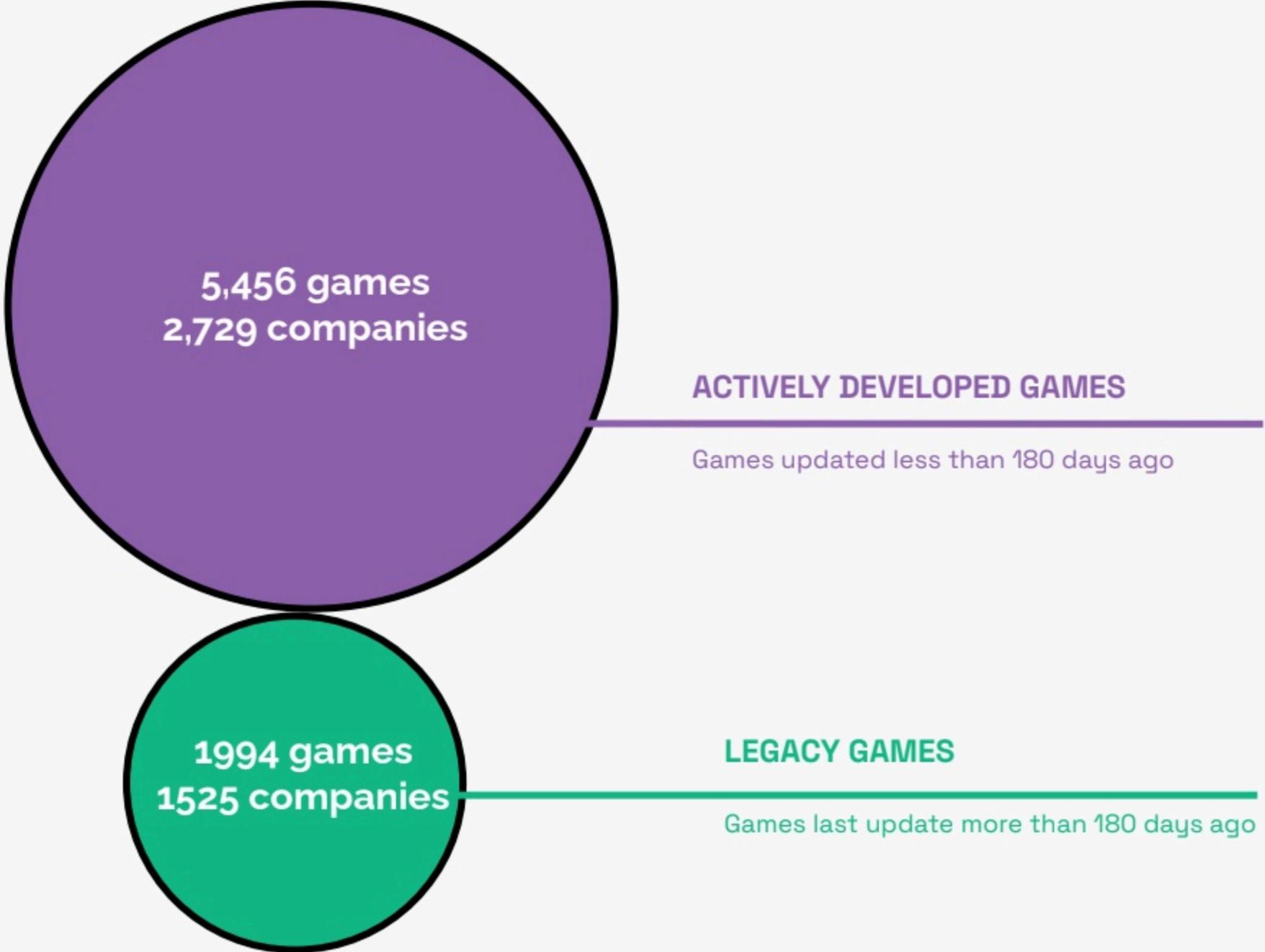50% success fee of $28B market

WESTERN TARGETS:
40% of Global Gaming market is between Americas and EMEA

5 YEAR BUSINESS PLAN
SuperScale has a credible plan to grow to over ~**$100M (EUR 88M)** revenue in 5 years

CURRENT MOBILE TARGET LIST

5,456 games
2,729 companies

ACTIVELY DEVELOPED GAMES

Games updated less than 180 days ago

1994 games
1525 companies

LEGACY GAMES

Games last update more than 180 days ago
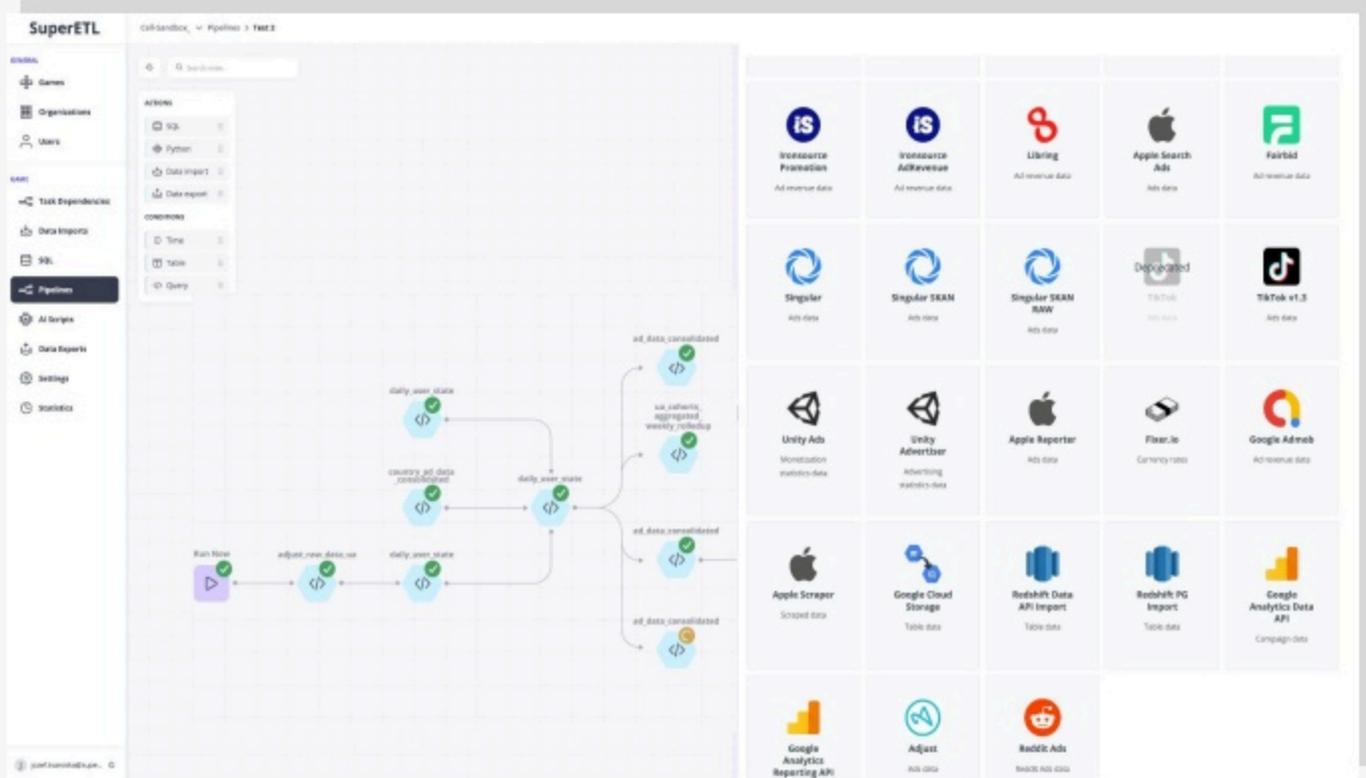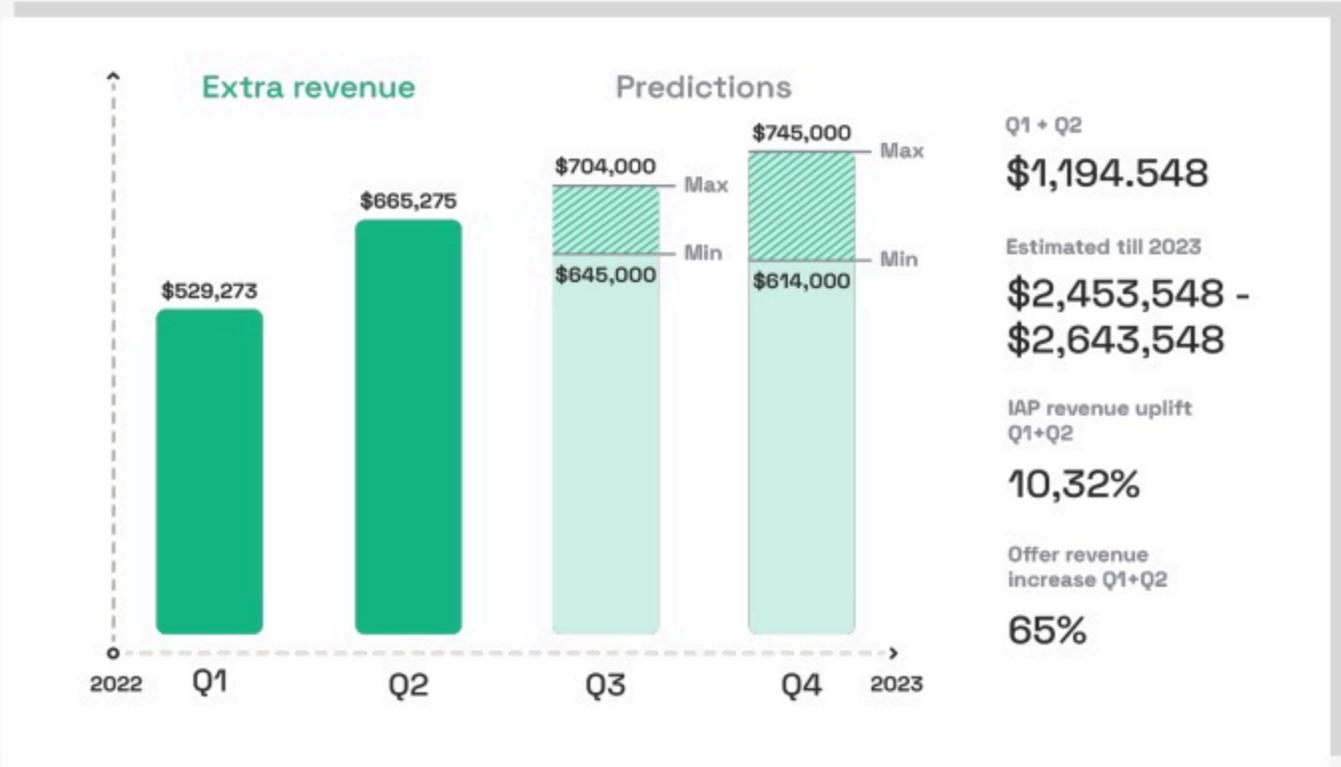
*Source: data.ai, January 2023

SuperScale Platform

SuperScale Platform

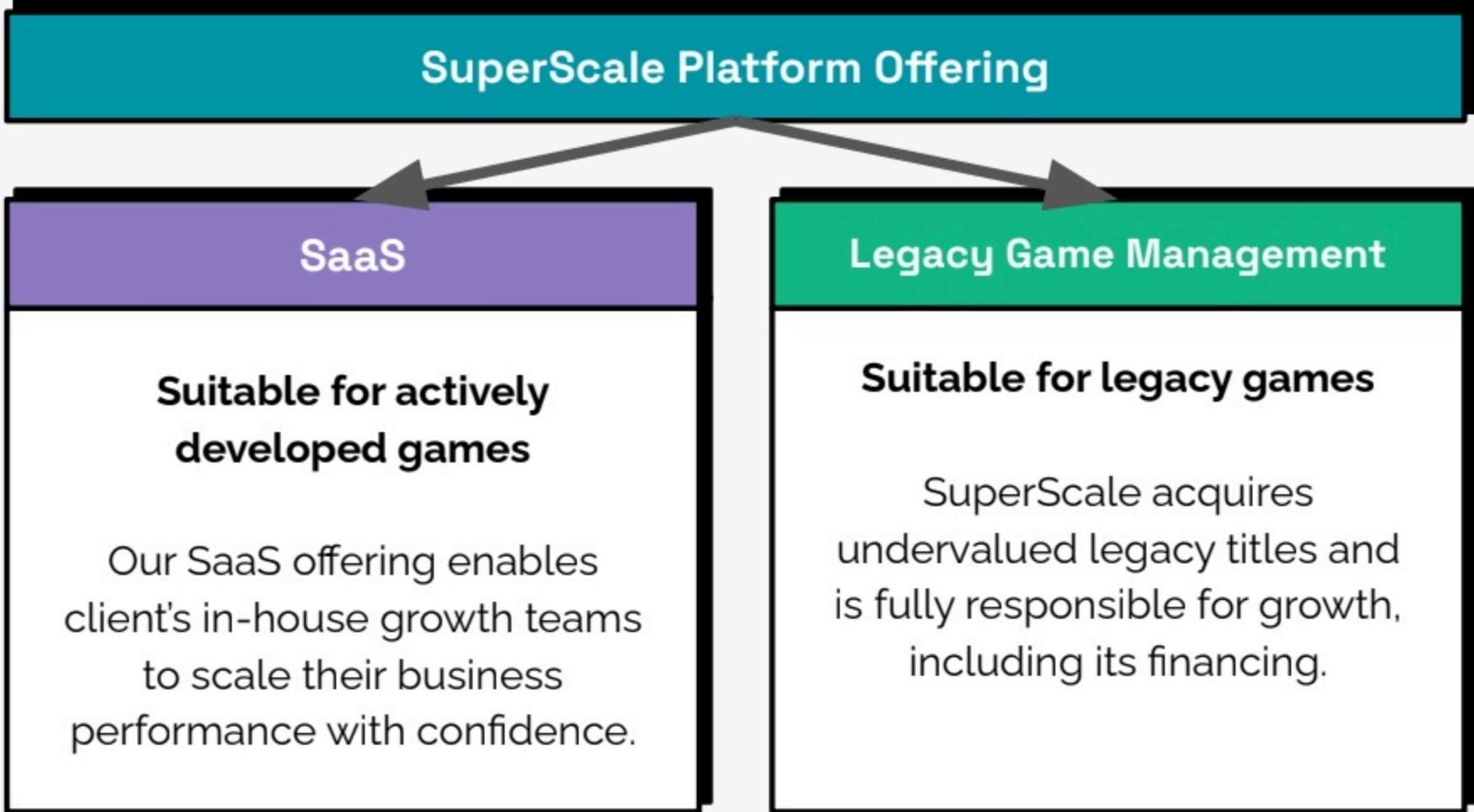**SuperScale Platform predicts & unlocks their true business potential of games**.
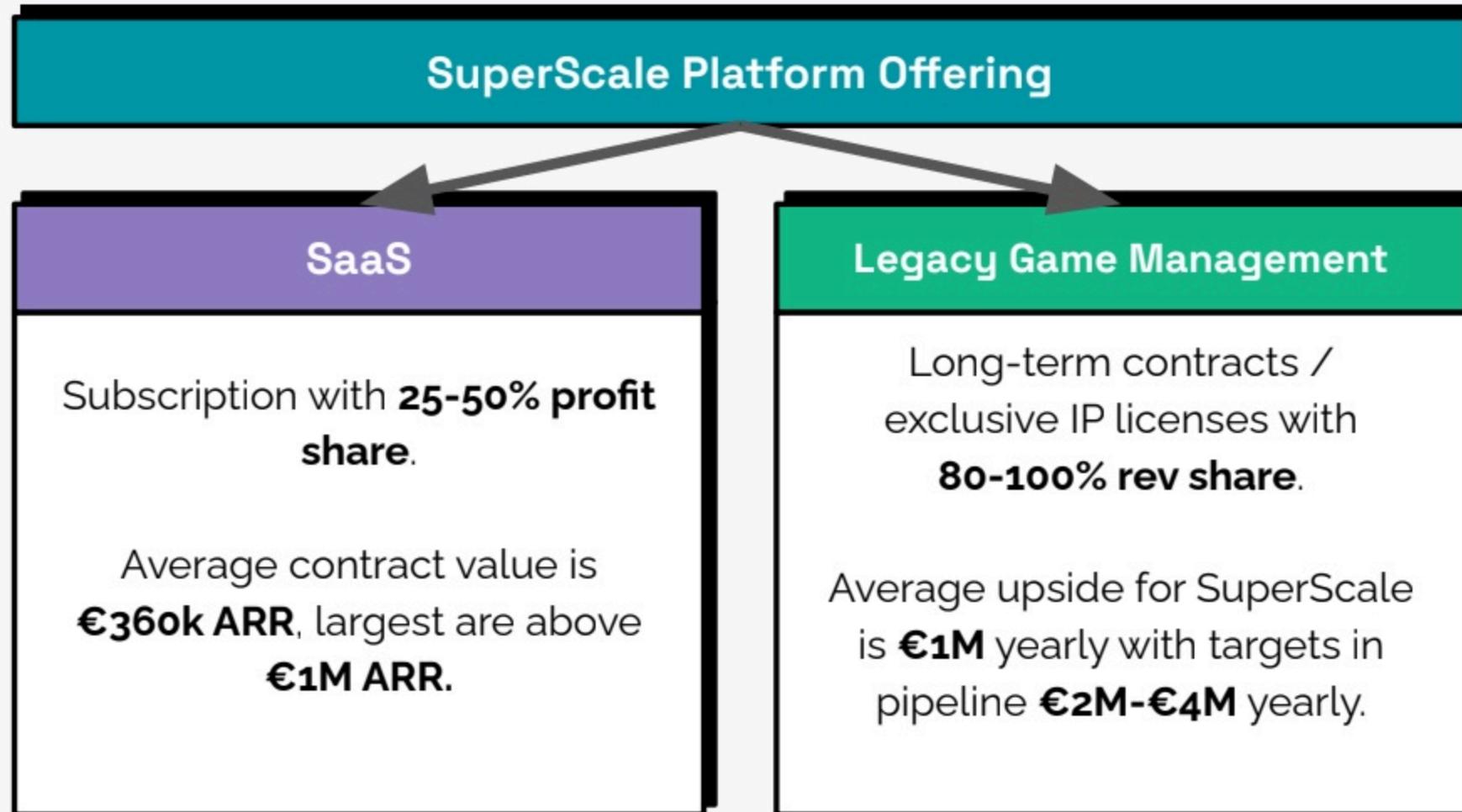
Data Modules: Data Lake & SuperETL

- **All the important business data ready to be processed for AI/ML**
- **Saves 3-5 internal Big Data headcounts & guarantees the data quality**

AI Modules: SuperInsights & SuperBrain

- **Predict & Scale Marketing Spend**
- **Drive revenue growth**
- **Delivers between 10%-300% extra profit**

OFFERING FOR DIFFERENT MARKET SEGMENTS

SuperScale Platform Offering

SaaS

Suitable for actively developed games

Our SaaS offering enables client's in-house growth teams to scale their business performance with confidence.

Legacy Game Management

Suitable for legacy games

SuperScale acquires undervalued legacy titles and is fully responsible for growth, including its financing.

BUSINESS MODEL

SuperScale Platform Offering

SaaS

Subscription with **25-50% profit share**.

Average contract value is **€360k ARR**, largest are above **€1M ARR.**

Legacy Game Management

Long-term contracts / exclusive IP licenses with **80-100% rev share**.

Average upside for SuperScale is **€1M** yearly with targets in pipeline **€2M-€4M** yearly.

SuperScale Platform

SaaS

Legacy Game Management

Case Study: EA / Zynga / Fingersoft

+$21.3 million
Increase in profitable marketing spend

+$10.2 million
Uplift delivered

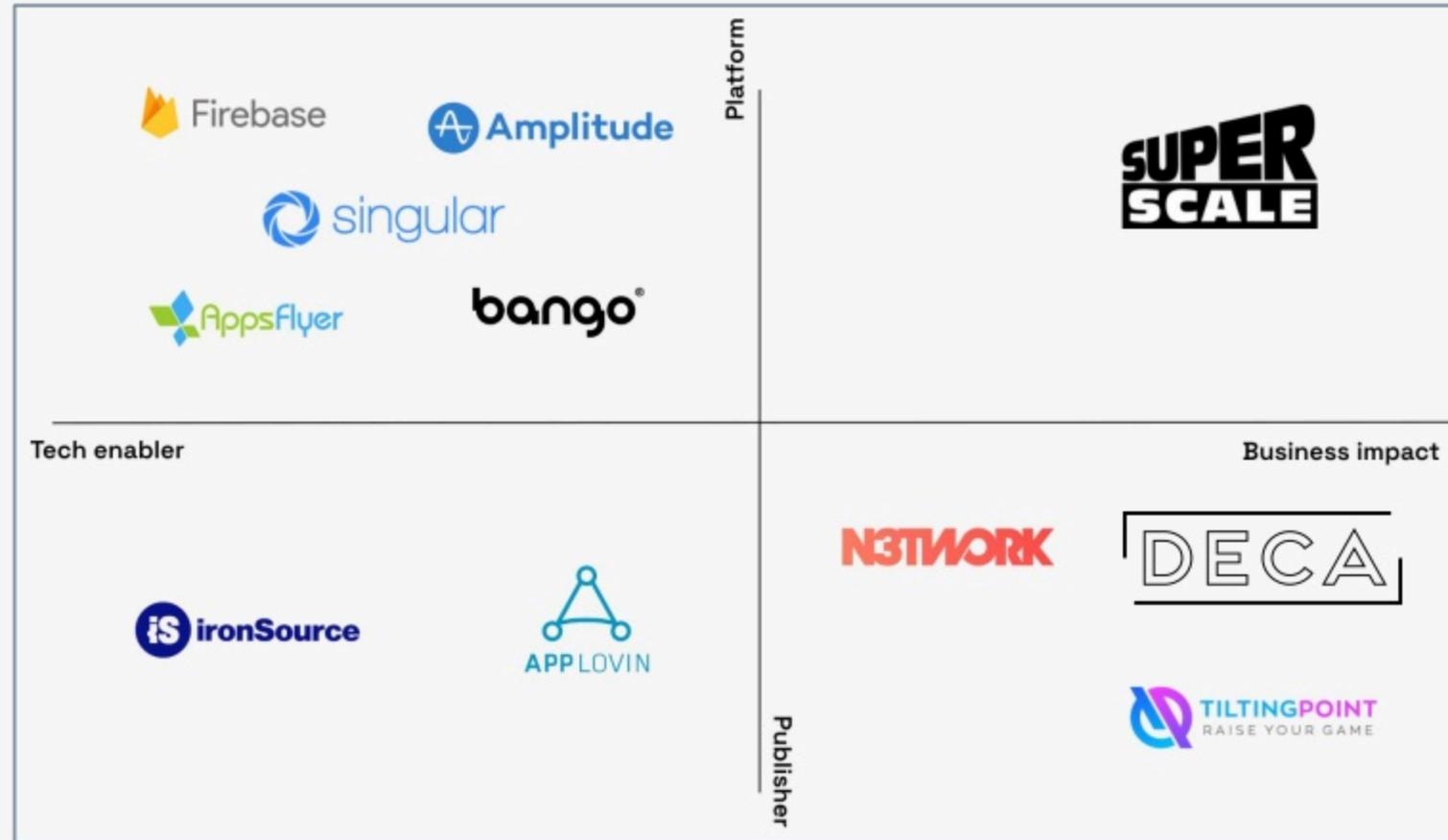**+$6 million**
SuperScale revenue share

Case Study: Nimblebit

+$2.2 million uplift delivered
+$1.5 million SuperScale revenue share

+262%
Overall revenue growth

Full Growth Management

Baseline total revenue

$400 000 — $300 000 — $200 000 — $100 000 — $0
Nov 2018 2019 2020 2021 2022 Dec 2022

Landscape

Business Plan

5-yr Plan Summary

- **Forecast Revenue by 2027: €87.7m**
  - SaaS €31.7m (36% of total)
  - Legacy Game Management: €56.1 (64% of total)
- **Forecast EBIT 2027**: **€43.9m**

SuperScale in 2027: A fast growing, highly profitable business with diversified revenue streams and a valuable IP portfolio.