

FILS  **GAME** **.COM**
let's play

Content provider as a (driving)
factor for a sustainable and
responsible gaming ecosystem

Mobile Games & Their Lifecycles - Overview

Social Casino and Puzzle games have the longest “lives” in terms of Gross.

Casual and Hyper-casual games “live” the shortest.



Mobile Games & Their Lifecycles - Why is that?

Casual and Hyper-casual games are simple, minimalistic, repetitive, and addictive.

There are millions of other games that offer exactly the same.

Player gets bored, and install another one.

Low development impact (few weeks)

If KPI are ok than extra effort in dev otherwise it doesn't worth the time and effort

Social Casino and Puzzle are the exact opposite

Mobile Games and Their Lifecycles 2018-2020 Top Popular Games

Six games remained consistently between the top:

- Candy Crush Saga
- Clash of Clans
- Game of War: Fire Age
- Slotomania
- Big Fish Casino
- DoubleDown Casino Slots

Why so many slots titles on the list? **Social Casino** associated to big wins and social features. In general, slots games are traditionally big moneymakers.

Mobile Games and Their Lifecycles 2021 Top Popular Games

Four titles are still on the top-grossing list:

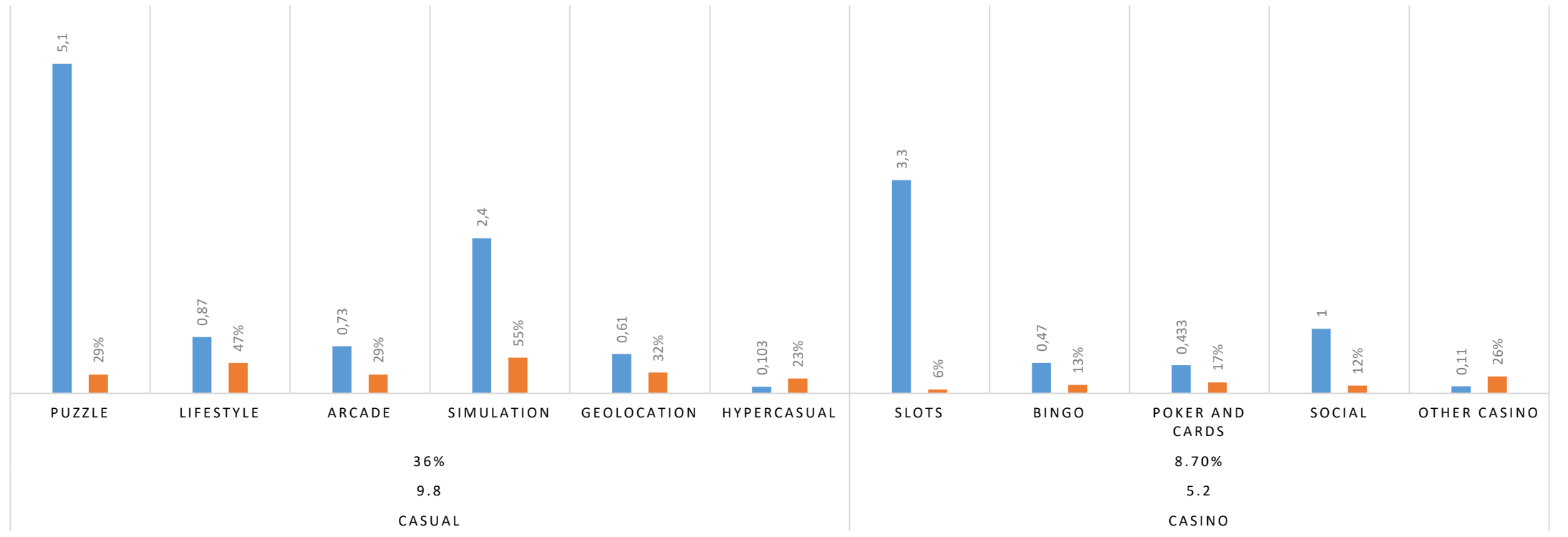
- Candy Crush Saga
- Clash of Clans
- Slotomania
- DoubleDown Casino Slots

This is how you keep a game alive:

- Constant **innovation**
- **R&D** on popular features

CASUAL & CASINO

■ IAP ■ growth



Casual and Casino games IAP in gaming and mobile app context. Amounts in Billion USD, data 2021; Source: SensorTower

Game as a Commodity

- Casino **go to market** pipeline (2 to 4 games every 2 days)
- R&D development time
- **Higher quality not perceived** in terms of going to market pipeline:
 - Casinos struggle to perceive the production effort of features in-game since this does not reflect in an immediate impact on revenue.

Classic Loop

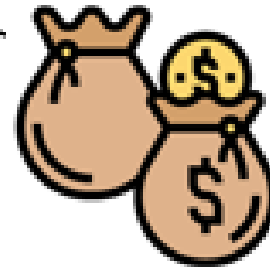


BET COIN →



Game Loop

← VARIABLE WINS



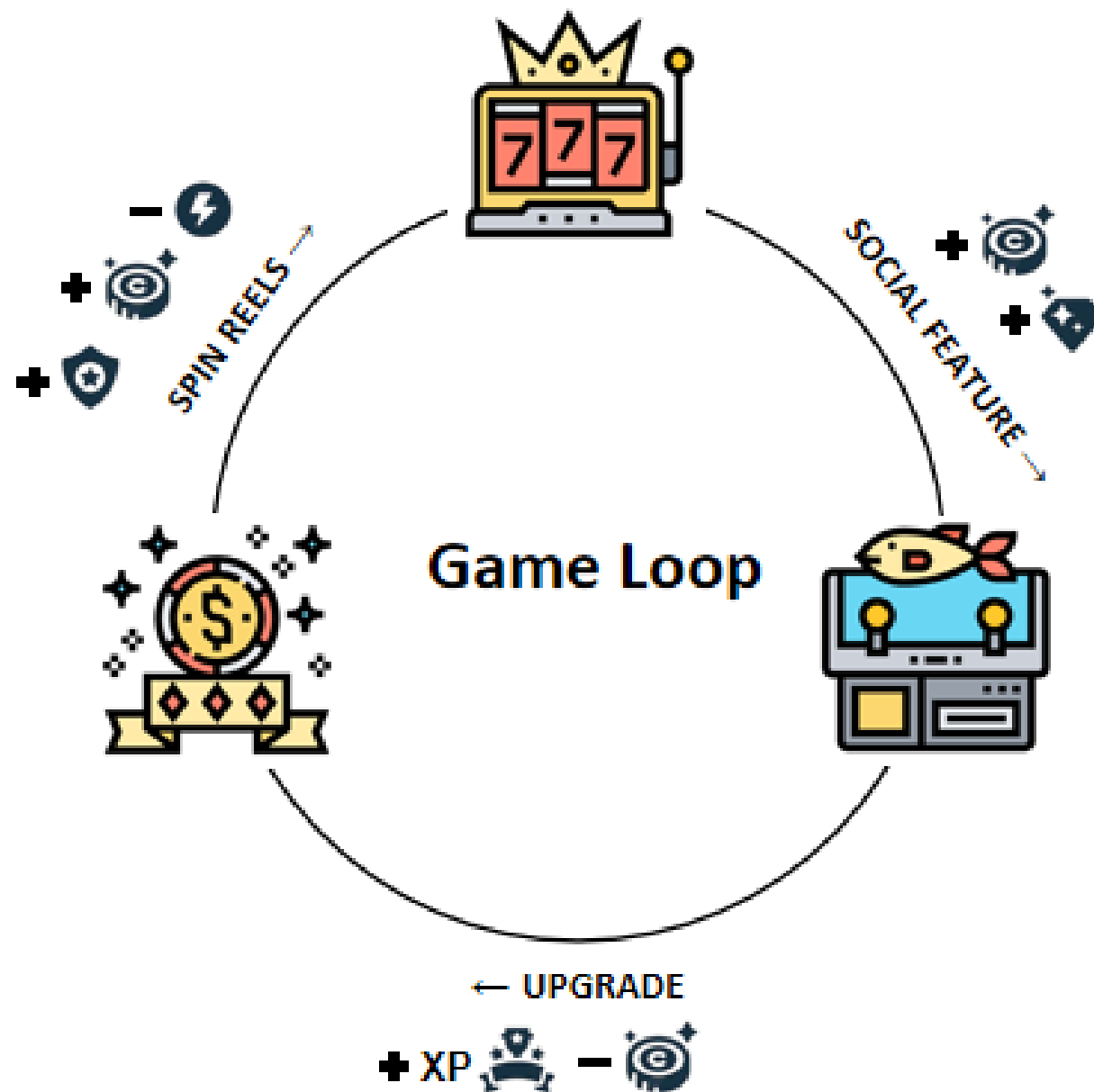
Game as a Commodity - Why is That?

- Long waiting to see small steps forward
- There is no redistribution top down of return casino to content
- There is lack of know how in terms of development skills on how to produce an effective quality content and how to receive it.

Why going Social - Overview

- The overall mobile games market revenues grew 14% in 2021.
- **Hypercasual** games grew 17% in 2021 (36% in 2020).
- **Social Casino** games grew 16% in 2021 (22% in 2020).

Social Loop



Why going Social - In-App Purchase

Casual and Hypercasual games increased in-app purchase revenue by **+26%**

Social Casino and Puzzle games (second-largest genre on mobile after Strategy) grew at **market rate of +15%** YoY.

Game in Gaming: Content Provider & Gamification

Ability perception per game category

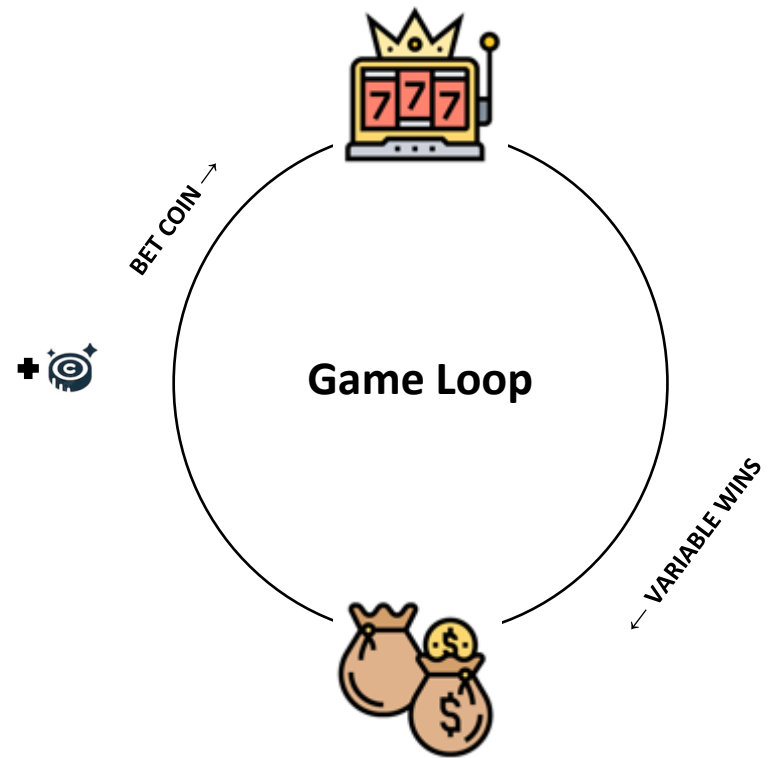
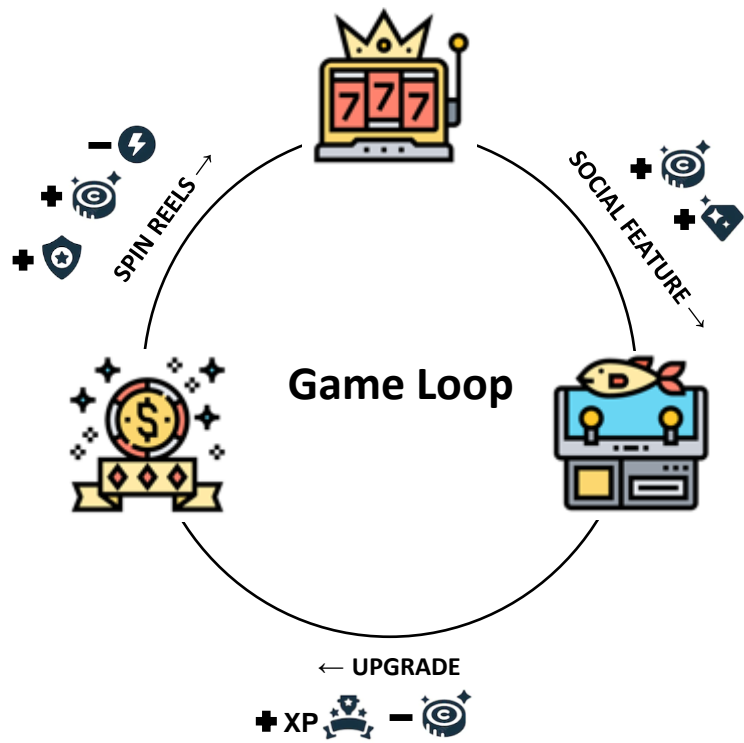
- Higher development budget (+20%)
- New independent game studios struggle to put budget into these details

Why do we help players with social features?

- Longer experience means quality gaming time
- Player retention with a social community experience

FilsGame's Solutions

Competitive or **Collaborative** functionalities to increase or decrease the player's expenditure based on objective results.



FilsGame's Solutions

Autodetermining AI algorithms based onto the game's quantity generated by each player singularly. This allows to do not automatically undercut VIP players and it **helps players to increase perseption** on budgeting their gambling for Maximum Entertainment Value.

Casino Gamification: solution?

- Gamification is an important topic and allow casinos to “give back” part of the RTP to the gaming community and engage with players
- Gamification is **completely detouched** from contencent from a “gaming management” view point
- **Not** every gamification features are **effective** on every content type and moreover on every content brands’ software structure.

Responsible gaming

- Important **topic** within the industry
- Often **triggered from the regulator** instead from the industry (rarely this is effectively discussed but imposed)
- It is good marketing in terms of **branding value perception**

FilsGame's Solutions

- No generic messaging but dedicated to a **cluster or a specific user**
- **Refined data** by game's history and game experience
- Personalised messaging by player's **expenditure capability**

Thank you!

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