



# **Unlimited Gaming Subscriptions**

## **A Revolutionary Model in Mobile Gaming!**

# MOBILE GAMING

## IT WILL GET

# BIGGER













# ***Challenges***

***for Telcos in  
Emerging Markets***

1

## 90%+ PREPAID SUBSCRIBER BASE Users have LOW Balance

### PREPAID SUBSCRIBER BASE

 EGYPT	92%	 SOUTH AFRICA	86%
 VIETNAM	90%	 COLOMBIA	85%
 NIGERIA	90%	 BRAZIL	82%
 INDONESIA	90%	 INDIA	82%

### DON'T HAVE BALANCE

Typical Price of Mobile Game  
~**INR 50 - 100**

Average Balance  
~**INR 10**

## 2

### LIMITED BUSINESS MODELS: Paid Downloads Only

#### TECHNICAL CHALLENGE:

*Once user has game  
can use it without  
restriction – thus  
operators forced to  
make user pay full  
price upfront before  
download!*

#### HOWEVER – MARKET NEEDS ARE:

USER WANTS TO “EXPERIENCE” BEFORE PAYING

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“SNACKING” TYPE USAGE REQUIRES IMPULSE  
PURCHASE PRICING

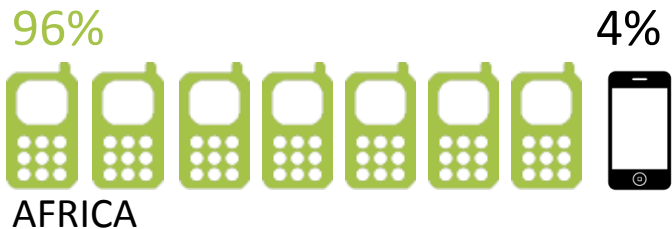
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VARIETY IS ESSENTIAL – GETS BORED EASILY & MOVES  
TO THE NEXT THING

3

## FEATURE PHONES STILL DOMINATE: Challenge to re-code old games

### EMERGING MARKETS



**HUGE CATALOG OF GAMES  
AVAILABLE**

***BUT -***

***Changing code is difficult  
Requires too much effort  
across multiple builds and  
re-testing.***

## 4

### DEVELOPERS FOCUSING ON APP STORES Direct-to-user with low-friction



*One API*

**v/s**



*Integrating Multiple  
Operator Billing*

5

## WIN-WIN FOR DEVELOPERS AND USERS But Operators are missing out



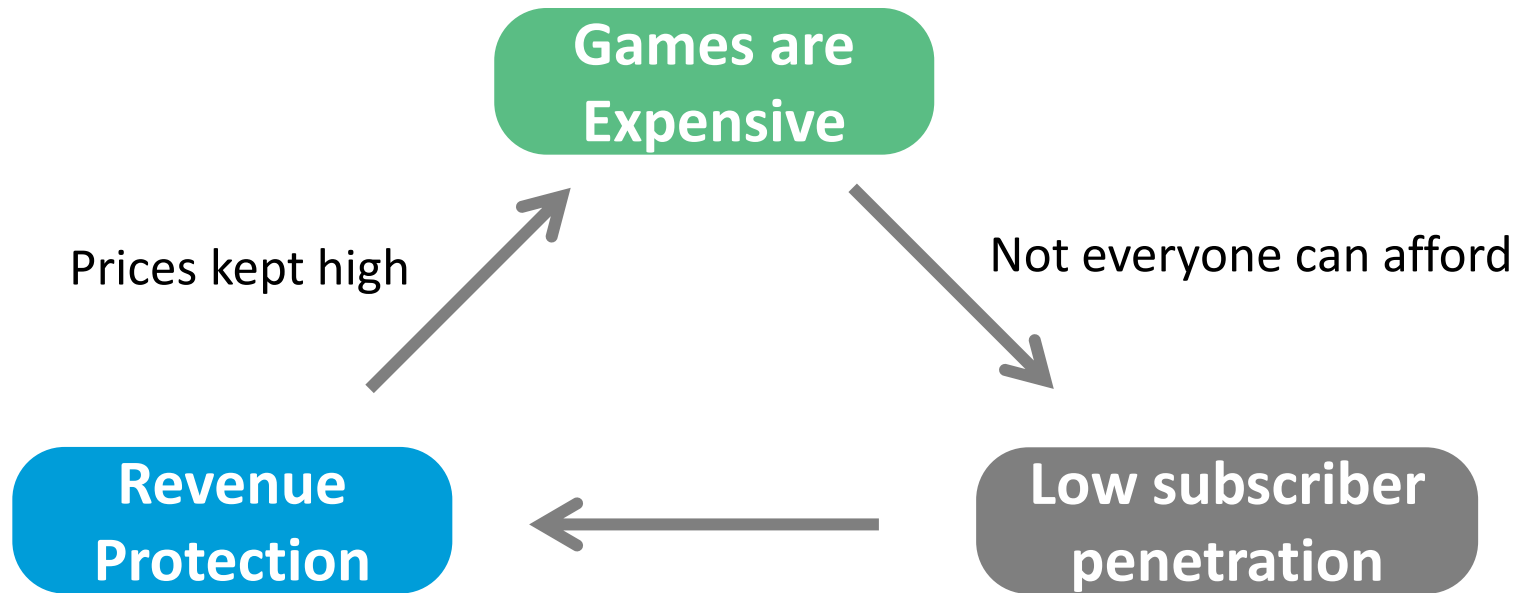
***OPERATORS  
MISSING OUT ON  
AD REVENUE***

**AD ENABLING GAMES  
REQUIRES SOURCE  
CODE CHANGE**



# CHALLENGES LEAD TO:

## Vicious cycle of Revenue Protection



***NEW Business Model required,  
that makes gaming affordable to mass market users***

# 3 KEY NEEDS:

1

***Technology to bring On Game Pricing without source code change***

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2

***New approach to pricing – in line with market needs***

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3

***Help Operators leverage a mix of: Paid models + Ad Revenue***

# *Innovative*

## AppWrapper™ Technology

1

**ANY GAME**



Works with  
existing game file

2

**AppWrapper™**



**One Click Tool**  
**No Coding Needed!**

3

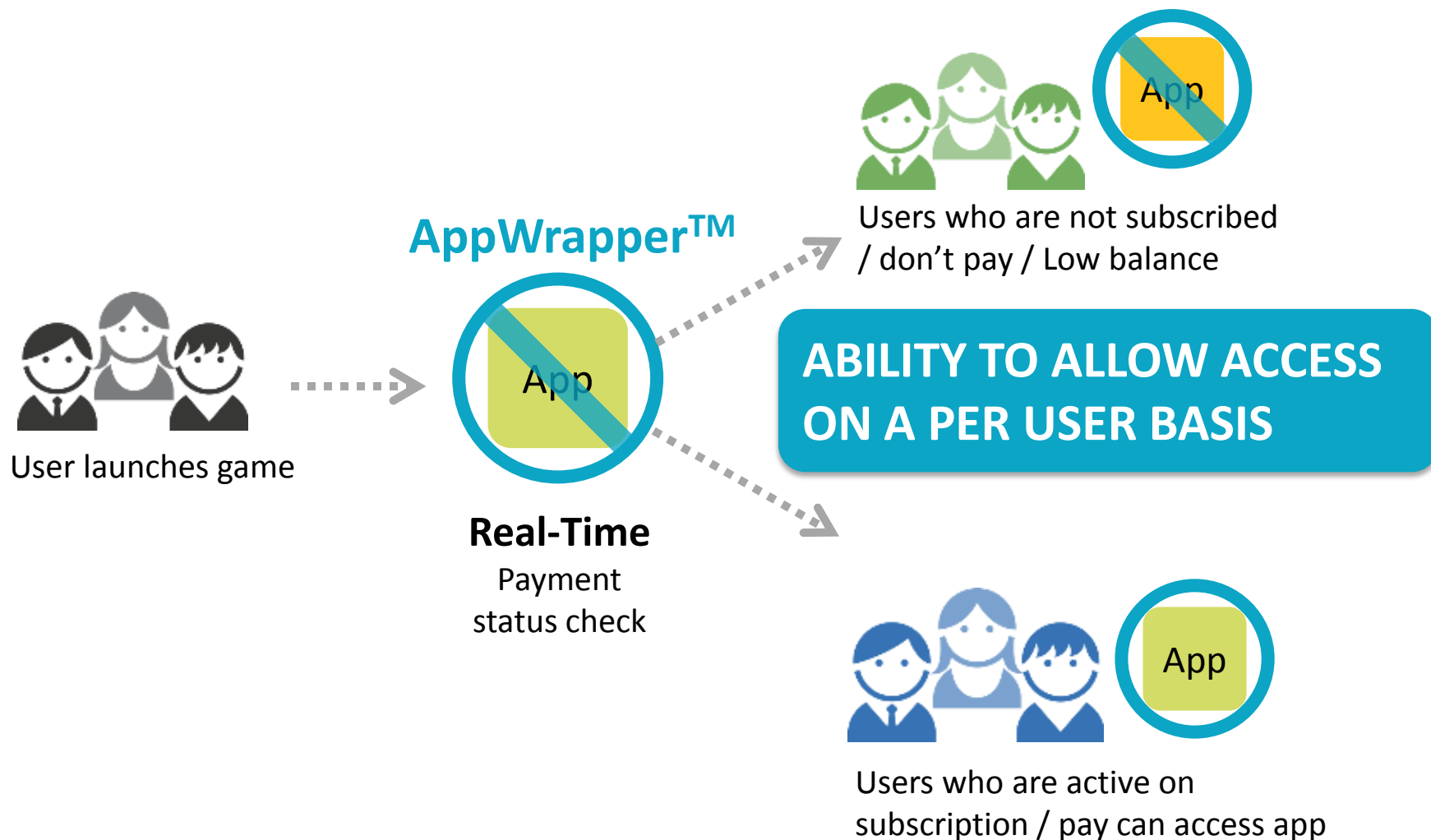
**WRAPPED GAME**



**Enabled with**  
**“On Device” pricing**

*Patent Pending technology*

# MOVES PRICING CAPABILITY TO APP ON DEVICE



# ***New Revolutionary Model***

## ***Unlimited Gaming Subscription***

Rs.5/day

***True  
Choice***

Offer 1000's of game:  
All wrapped in One Click

***Play  
Unlimited***

Changes pricing  
approach to usage v/s  
download

***Super  
Value***

~~Rs 99~~ ~~Rs 50~~ Rs 5



# INDIA

## *Case Study*



***Growth  
in Gaming  
Revenue***

***...with increasing Gaming Penetration &  
New Ad Revenue stream***

# BENEFIT TO USERS



***Can Download  
& Play Unlimited Games***



# BENEFIT TO DEVELOPER / CONTENT PROVIDER



***Powerful yet SIMPLE to implement  
with AppWrapper™***



***Source code change not required:  
No development / integration  
changes to game***



***Revenue distributed on game  
play count – best games earn more!***

# 3 KEY TAKEAWAYS

1

***Mobile Gaming will be HUGE – are you ready to ride the growth wave?***

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2

***Market is getting disrupted – are you taking an innovative approach?***

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3

***Leverage your strengths – are you working with the right partners?***

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