

Dear \_\_\_\_\_,

Welcome to the first Spil Games newsletter! We're excited to tell you how we're building great gaming experiences for our 200 million users across the world.

Through close collaboration, we offer advertisers and developers the unique opportunity to connect and engage with our vast audience in a relevant, integrated, and fun way.

We'd love to hear from you!

Erik Goossens,  
Chief Operating Officer



## Sara's Cooking Class among top-ranked apps

A series of cooking games for tween girls, Sara's Cooking Class has been played over a billion times on desktops and featured as "Staff Picks" on Google Play.

This wildly popular cooking game ranked as:

- **#1 iPad & top-5 iPhone educational game** across major markets in Europe, South America, and Asia.
- **Top-5 casual game on Google Play** in the UK, Germany, Italy, Spain, and Brazil.



## World's largest advertising platform for gaming

No other gaming platform can offer advertisers real-time and automated access to an audience of 200 million at the same scale as Spil Games.

Over the past 12 months we enjoyed a 70% growth in ad revenues from real-time bidding (RTB) and video. We find that video advertising has a very natural fit with the entertainment we offer.



## Developers win audience and revenue through Spil Games

Disney, Kabam, and Digital Chocolate are among a growing number of developers who benefit from increased exposure, engagement, and return on investment by hosting their games on Spil platforms.

As an alternative platform to Facebook, Spil Games works with game developers to offer:

- Access to 200 million monthly active users
- Unique commitment to marketing
- Localization and payment support
- Customized strategic partnership

## Check out some games here:



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