



Investor Presentation
May 2014

Mission

- Founded by games and finance entrepreneurs, GameOn Capital will be a dedicated investor and resource for games companies
- Establish The Netherlands, and broadly Europe, as the premier global region for games and innovation by creating a robust knowledge and support ecosystem

Management Team

- Highly experienced team of game and finance industry investors, executives and entrepreneurs with significant experience in all critical areas of games business, finance and strategy

Our Investment Strategy

- Identify the **best teams** – passionate, able to work in teams, always learning, track record preferable
- **Product** – differentiated IP, ability to scale, lean team development, identified market need/demand, potential for widespread adoption
- **Business model** – a clear path to revenue with potential for exponential growth
- **Hands-on investing** – GameOn will have Board representation initially in all its portfolio companies and will proactively support the entrepreneurs through all stages of the investment

Focus

- Business needs to be within the gaming ecosystem
- Teams will need to express the ability and aspiration to build a company, execute a vision and drive exponential growth
- Differentiated IP/product with the potential for widespread adoption and defined path to revenues
- Ability to scale up quickly and rapidly without incurring significant fixed costs

Investment Strategy

- Seed and early stage investments; GameOn will prefer to be the first institutional investor
- Initial Investment between €150-500k: GameOn expects to take about 25-30% initially
- Syndicate with strategic and other seed investors when relevant
- Follow-on investments managed actively to protect holdings with goal to own 15-25% at exit

Investment Themes

- Scalability, monetisation
- Optimisation (funnel optimization, paid acquisition, pricing and promotion, economy balancing, community management, difficulty tuning, and payment fluidity)
- Portfolio Management
- Cross game monetization

Investment Criteria

Type	<ul style="list-style-type: none">▪ Equity or equity related (e.g. convertible loans)▪ Minority and majority stakes
Size / stage	<ul style="list-style-type: none">▪ Initial Investment: Between € 150.000 - € 500.000▪ Seed and early stage
Use of funds	<ul style="list-style-type: none">▪ Clearly identified fund needs to fund new or ongoing operations of a business in good standing▪ No turnarounds / restructuring / distressed situations
Geography	<ul style="list-style-type: none">▪ Strong preference will be given to investments where the statutory seat will be in the Netherlands▪ We expect the majority of the investments to be in Dutch-based companies
Control	<ul style="list-style-type: none">▪ Sufficient shareholder rights for active influence over management to enhance value creation▪ Appropriate representation on the company's Board of Directors from the time of initial investment
Management	<ul style="list-style-type: none">▪ Create best-in-class teams through strategic coaching and appointment of new managers▪ Strong alignment of interest between management, investors and other shareholders
Investment Period / Exit	<ul style="list-style-type: none">▪ Target 36 - 48 months

- Holland has all the ingredients required to become one of the key gaming centers
 - Rich history of entrepreneurship, creativity, innovation and technical education along with highly educated workforce, strong infrastructure and supportive government initiatives
 - A small, but growing group of games developers generating an estimated €150-€200 million in revenues
 - Extensive global transportation links, central European location and a desirable world city in Amsterdam
- But the games sector is currently not actively participating on the global stage
 - Lack of access to capital – many Dutch games entrepreneurs have gone to US, UK and Germany
 - Limited knowledge of F2P online and mobile games – how to optimize monetization, marketing, developing relationships with distributors (Apple, Google among other), understanding gamers, etc.
 - Hence, most of the Dutch developers are doing work for hire – as they are not creating their own IP, their work is enriching companies elsewhere while limiting their own growth prospects!
- GameOn seeks to be the catalyst for realizing explosive games growth in Holland
 - **Knowledge, Experience and Networks:** Team has extensive knowledge of games, global financial and strategic networks in the games sector and direct hands-on experience of running and growing companies
 - **Attracting International Talent:** Well-known games entrepreneurs from North America, UK and Eastern Europe are poised to set up operations in Holland
 - **National Priority:** Given the potential of the games industry to significantly contribute to the nation (increased taxes, better profile) within a few years, the team has successfully elevated games to *Top Sectoren* in EZ

Best of Breed Management Team

Game Industry

Financial Industry



Reinout te Brake

Game Design, Network, Business Models, Spin Doctor

Dutch

Core Expertise:
Game mechanics, marketing, strategy, financing

Experience:
GWC Investments, IQU (co-founder), Spil Games (co-founder)



Simon Usiskin

Games Partnerships

English

Core Expertise:
Partnerships, new business development, IP gamification

Experience:
IQU (Co-founder), Spil Games, 2WayTraffic, (Sony)



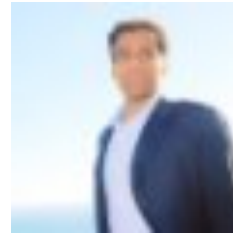
Oliver Kern

Marketing / Monetization

German

Core Expertise:
Game mechanics, monetization, marketing product diligence

Experience:
Target Gamers, IQU, Jagex, Oberon Media



Anant Bakre

Fund / Portfolio Management, Strategy, Network

American

Core Expertise:
Strategy, finance, M&A

Experience:
IQU, Montgomery & Co., Credit Suisse First Boston, Rothschild



Egbert Ho

Fund and Portfolio Management

Dutch

Core Expertise:
Fund management, finance, legal, back-office management

Experience:
Cyrte Investments, ABN AMRO Corporate Finance



Erik Seeboldt

Partnerships, Government Relations

Dutch

Core Expertise:
Business development, entrepreneurship, ecosystems

Experience:
British Telecom, Unifiedroot, Colt, Golden Gate (co-founder)

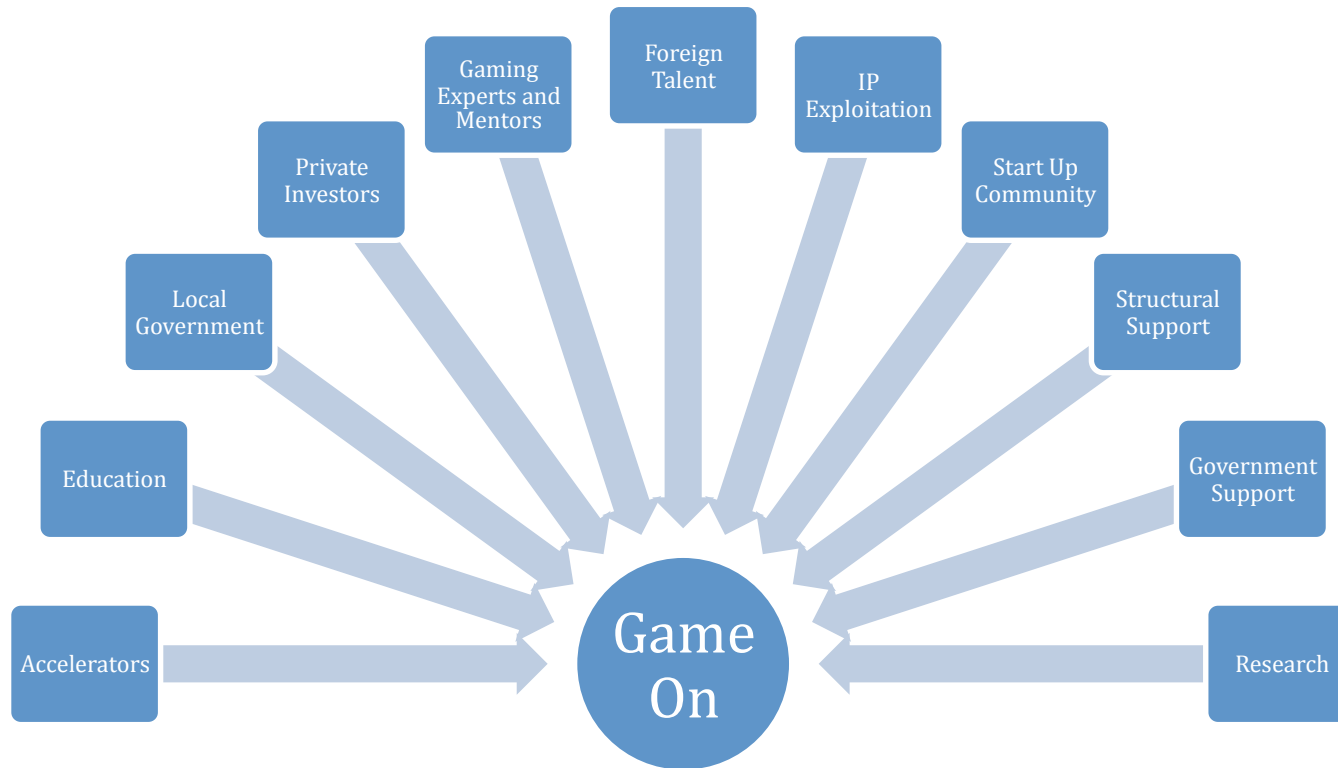
Unique Blend of Industry and Investing Experience



- Over 50 years of combined experience in the international games industry, the GameOn teams brings together significant functional and operational knowledge
 - Team has founded SPIL Games and iQU in The Netherlands
 - Many members of the team have worked together for several years in senior management positions
- Strong expertise in all critical areas of the games business, investment plans / strategies, financing structures and exit strategies
 - Advised leading games companies, such as Club Penguin, Tapulous, Wild Tangent and Bigpoint, on strategy and successful financings and exits
- Team members have been angel investing for several years
 - Reinout te Brake is an early investor in several high-profile companies
- Team members have led business development, sales and marketing groups
- Extensive and superb network throughout the game industry, VC community and strategic partners

Building A Strong Supportive Ecosystem

- GameOn's eventual goal is to create a strong and supportive ecosystem that will allow the sector to flourish and thrive in Holland
 - Bring together all the key elements – talent, capital, knowledge, innovation, support at all levels and conferences (Casual Connect is already moving to Amsterdam) – that will create a sustainable, profitable industry in the Netherlands



Thank You!



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