

EF Equity Forum German Spring Conference

May 2018



CHERRYPICK GAMES



Agenda

- 1 About us
- 2 Financial review
- 3 Business strategy
- 4 What makes us different
- 5 Key developments
- 6 Next steps
- 7 Portfolio
- 8 Market





KEEP
CALM
AND

Who we are?

Cherrypick Games was founded by a team of industry enthusiasts and experienced managers. Our team shares a passion for games and a commitment to developing products of the highest quality. To produce the best **Free2Play** games is our mission.

Our mission is to create the highest quality games, ideally suited to player's needs and maintaining an easy and accessible style. Our goal is to become an internationally renowned publisher. We aim to produce the highest quality products, packed with the latest monetization techniques and player engagement.



About us

- Multinational team of 31 dedicated game industry professionals including veterans with 15+ years of experience.
- The company has generated profit from the very first year of its operation.
- Cherrypick Games has status of Developer and Publisher of Sony PlayStation® and Microsoft XBOX.
- The company's games have been frequently featured on Apple App Store, Google Play Store and Amazon Appstore.



**TITLES
PUBLISHED**



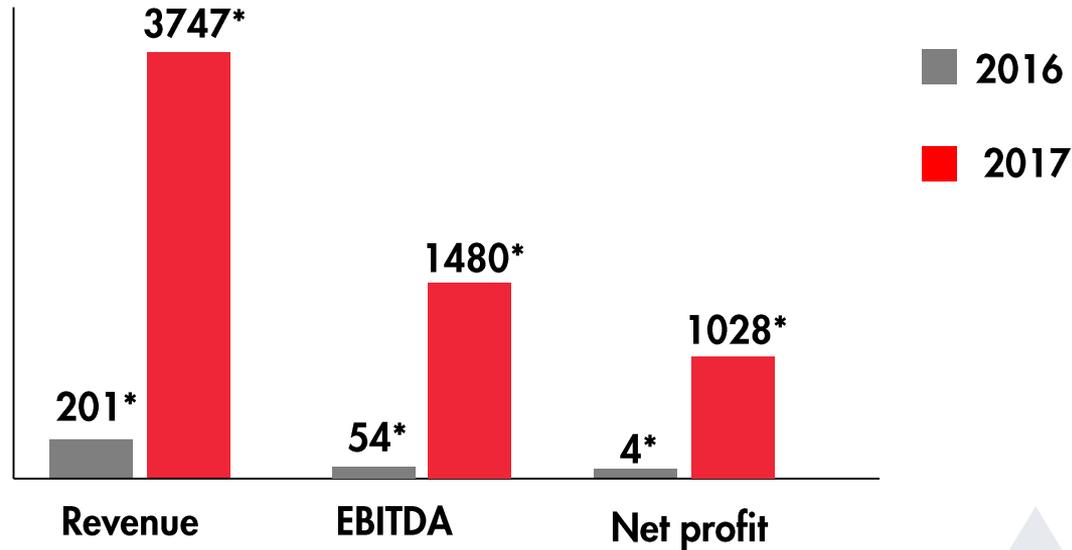
**MILLION
DOWNLOADS**



**GAMES IN
PRODUCTION**



Financial Review - Revenue, EBITDA and Profit



*EUR thousands
International Accounting Standards reporting (IAS)



Significant profit growth in 2017 driven by My Hospital launch

[in thousands EUR]	2017	Q3 2017	Q2 2017	Q1 2017	2016
Revenue	3 747	952	818	841	201
Cost of products, goods sold	171	46	2	35	44
Gross profit (loss)	3 576	906	816	807	157
Other operating revenues	10	1	5	1	55
Selling costs	1 683	364	557	445	2
General and administrative costs	567	109	108	103	124
Other operating expenses	39	6	1	0	62
Profit (loss) on operational activities	1 297	427	156	260	24
Financial revenues	4	1	0	0	1
Financial expenses	93	6	32	13	3
Gross profit (loss)	1 208	422	124	246	22
Income tax	180	91	24	47	18
Net profit (loss)	1 028	331	100	199	4



Business strategy

- We want to be the **smallest studio** in terms of employment and the largest in terms of income.
- We make strategic decisions based on in-depth behavioral **analysis** of our gamers and mobile gaming trends.
- We **continuously learn** from user data and experience from previous games to **improve** next products and their potential.
- Our focus is on games for **female players**.
- Strategy based on the "**Game as a Service**" model.
- Our target beyond 2020 is to have at least 5 games with significant recurring revenue.



What makes us different

- **Unique experience of founders** in both development and sale of games for leading platforms.
- **Professional business-oriented attitude.** We do not fulfill our own gaming fantasies, we are a business and our products must be profitable.
- **Flexibility and adaptability.** We know how to swiftly react to market changes in gaming industry.
- Our creation process reflects **company values and culture.**
- **Continuous improvement and fine tuning of our games** thanks to knowledge and expertise from our **17 title** portfolio.
- Our in-depth **knowledge of free2play** monetization and analytics assures huge value creation potential while exposing us to limited financial risk.



Key developments

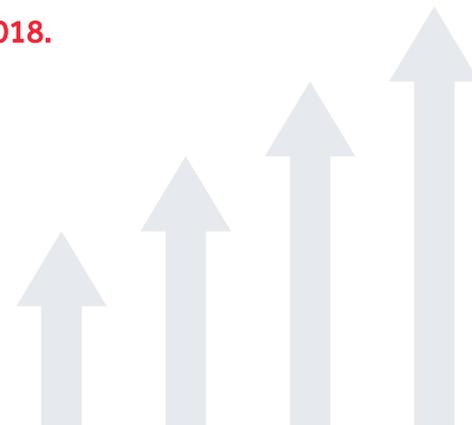
- **January 2017:** EUR 0,4 million Pre-IPO to secure global launch of My Hospital.
- **January 2017:** Big success of My Hospital world premier.
- **June 2017:** Announced intention to float on Warsaw Stock Exchange alternative trading system NewConnect.
- **September 2017:** Shares subscription of EUR 1,5 million was 11-times oversubscribed.
- **November 2017:** Trading of Cherrypick Games stock started on NewConnect alternative trading system on 24th November.
- **March 2018:** Soft launch of MatchUP Friends.



Next steps

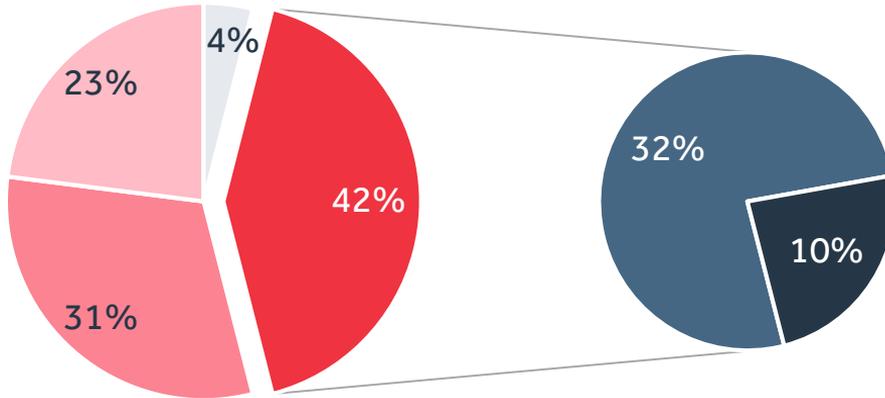
- Continued expansion of our portfolio with **new genres** in line with the company strategy.
- **Soft-launch*** of a new game under the working title **"My Beauty Spa: Stars & Stories" Q2 of 2018.**
- **Soft-launch*** of a new game under the working title **"Project Fame" Q3 of 2018.**
- **Hard-launch** of **"My Beauty"** and **"Project Fame"** (first significant revenues) **H2 2018.**
- **Soft-launch*** of a new game under the working title **„Crime Stories" Q4 of 2018.**
- **Hard-launch** of **"Crime Stories"** (first significant revenues) **H2 2019.**
- Entering the **Warsaw Stock Exchange Main Market** in **2018.**

*soft-launch - first release of a game to the limited audience to test player behaviour, game metrics, monetization and in the end improve the product, potential effectiveness of marketing spending and player Lifetime Value. Average duration of our soft-launch is X.



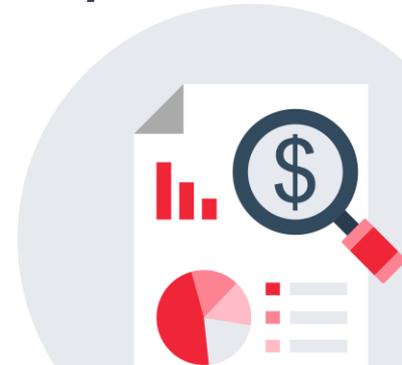
Games Market

Game devices



- Video Game Console
- PC games
- PC browser games
- Smartphones

108,9 bil. USD
The value of the gaming market in **2017**
increase Y/Y by **7,7%**

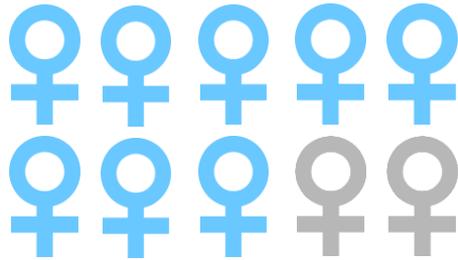


*Source: App Annie Market Forecast 2016-2021



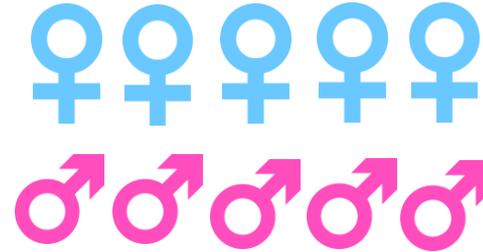
Women and gaming

After **My Hospital success** we know that audience really well.



respondents aged 10-65

65% of women aged 10-65 in the US play mobile games.



49% of mobile gamers are **women**

In **2011**, the percentage of women playing was only **25%**

65% of women indicate **mobile devices** as the preferred gaming platform

43% of women play mobile games **five times** a week, and as for the men this percentage is **38%**





THANK YOU!

