



SOLID CLOUDS

Imperium expansion
update

IMPERIUM EXPANSION

Imperium Expansion Success

In early November, Solid Clouds released the Imperium expansion for *Starborne Frontiers*, which has proven to be a success, delivering good results. The expansion's primary achievement was enhancing and extending the game's single-player experience. Moving forward, development efforts will focus on further strengthening the multiplayer aspect.

Key performance metrics, including Average Revenue Per Daily Active User (ARPDau), Return on Ad Spend (ROAS) and player engagement, have all shown steady growth.

The strong performance of the Imperium expansion has led a **major technology platform** to offer Solid Clouds up to six feature placements per quarter in their app store—an opportunity typically reserved for the top 2% of maintained games. **These features have the potential to generate thousands, or even tens of thousands of free installs.**

The Company is currently in the process of raising funds for operations and marketing.



IMPROVEMENT OF 90 DAYS ROAS IN 2024

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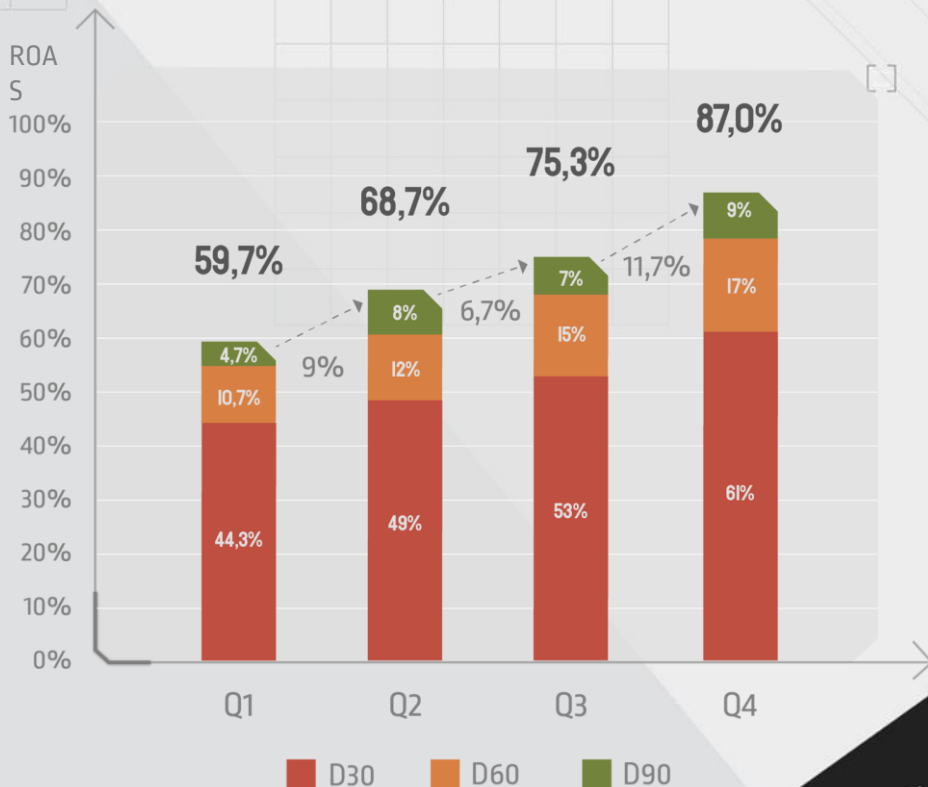
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Return On Ad Spend (ROAS) has steadily increased in each quarter of 2024.

Solid Clouds now projects achieving around **87% ROAS within the first 90 days** for Q4.

The company has identified multiple opportunities for further optimization and development to boost ROAS in the short and long term.

Sustained ROAS improvements have the potential to drive **400–500% ROAS returns over several years**, reflecting significant long-term growth potential and comparison with top performing games in the genre.



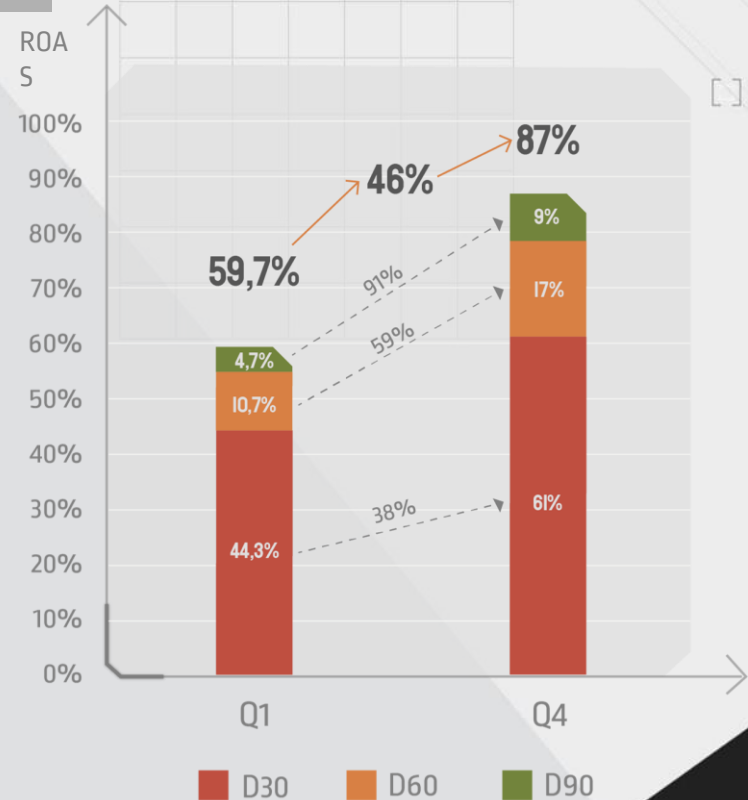
DAY 90 RETURN ON AD SPEND IN 2024

improvement in ROAS from Q1 to Q4:

- **Day 1–30 ROAS:** Increased from 44.3% to 61.0% [+38%]
- **Day 31–60 ROAS:** Rose from 10.7% to 17.0% [+59%]
- **Day 61–90 ROAS:** Grew from 4.7% to 9.0% [+91%]

90 days ROAS: Is projected to climb from 59.7% to 87%, driven by more content, optimized user experience, improved marketing targeting, and refined monetization strategies.

These gains position the company for further growth.



AVERAGE REVENUE PER DAILY ACTIVE USER

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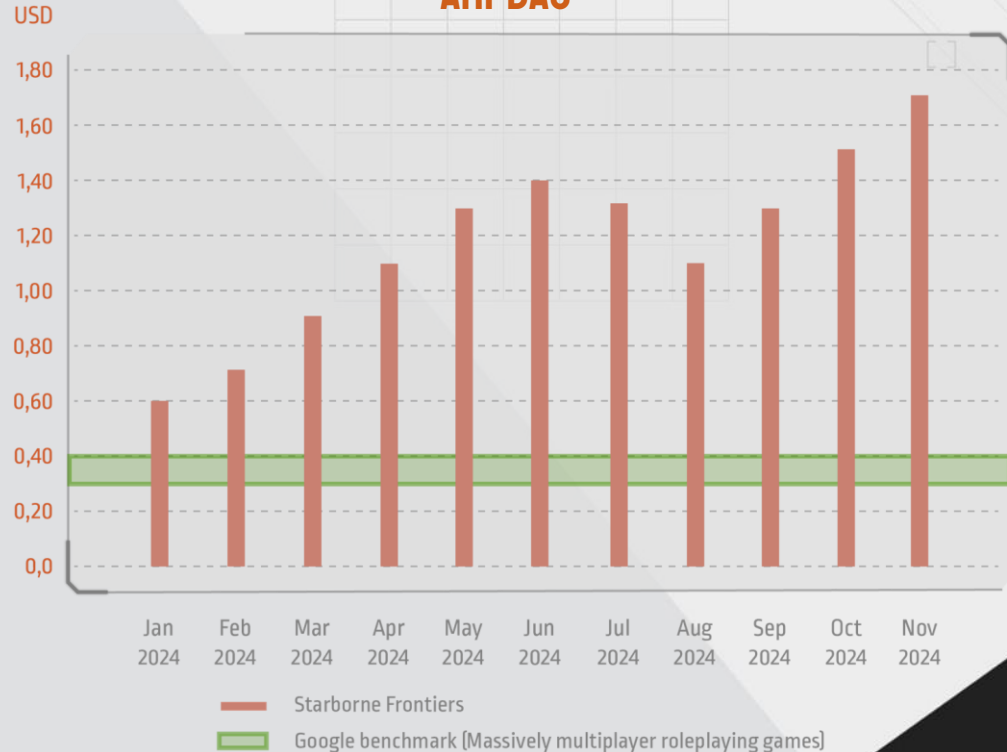
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Average Revenue Per Daily Active Users (ARPDau) has **increased** from January to November, already far **surpassing the Google benchmark** for Massively Multiplayer Online Role-Playing Games (MMORPGs) of \$0.36.

Solid Clouds achieved a **record** ARPDau in November at **1.70 USD**.

The dip in late summer is due to a low season in gaming.

ARPDau



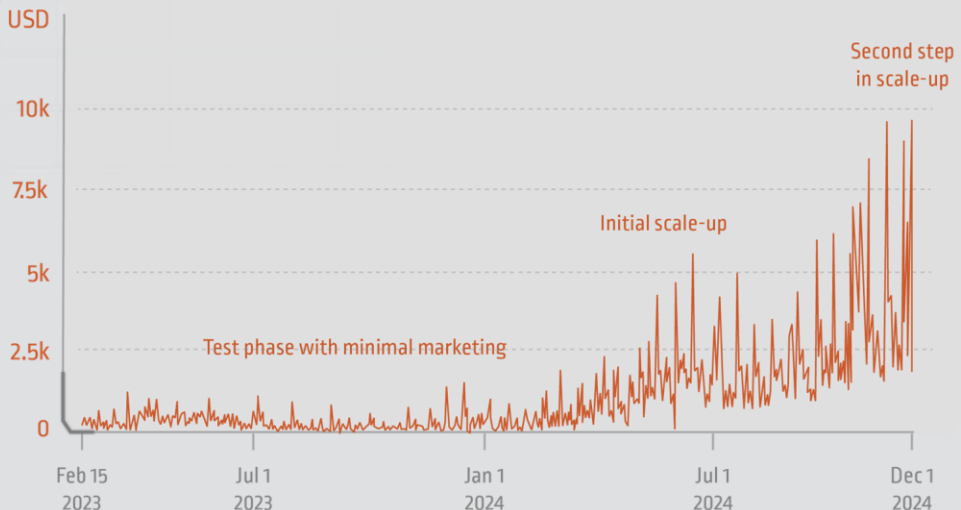
STARBORNE FRONTIERS DAILY REVENUE

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REVENUE PER DAY

Since Feb 15th, 2023



Starborne Frontiers Launch and Growth

Starborne Frontiers soft-launched in February 2023 with limited marketing to attract players to test the game. Scale-up began in April 2024, with marketing spend increasing as ROAS improved.

The game generated over **\$100,000 in revenue** in both October and November 2024, with the December expected to produce a strong performance because of:

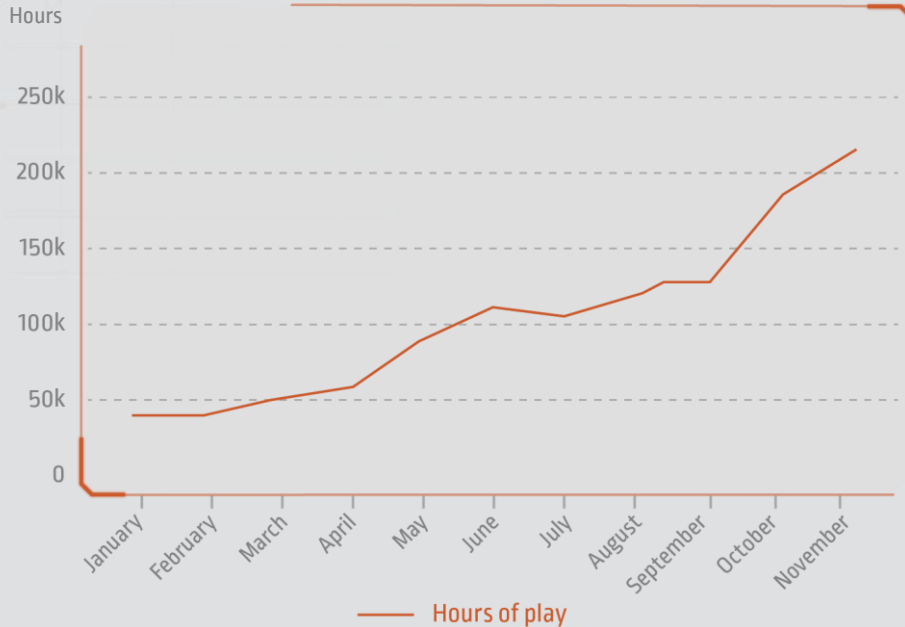
- **Compelling promotional offers**
- **Support from a major service platform**
- **Seasonal gaming trends**
- **A new influencer program**

Online multiplayer games often experience variable growth influenced by **seasonal trends, marketing efforts, influencers, and advertising costs.**

MONTHLY PLAYTIME OF ALL PLAYERS - 2024

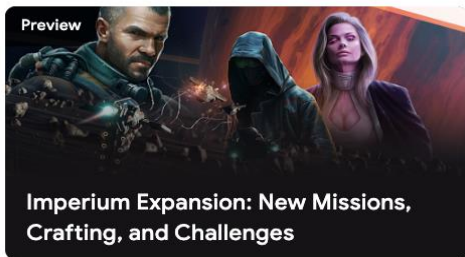
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Player Engagement Trends

Player engagement continues to rise, setting a new record in November with a total playtime of **212 thousand hours**, up from **39 thousand hours** in January.



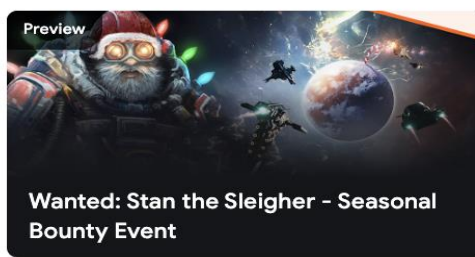
Preview

Imperium Expansion: New Missions, Crafting, and Challenges



Starborne: Frontiers
SolidClouds hf.

Open



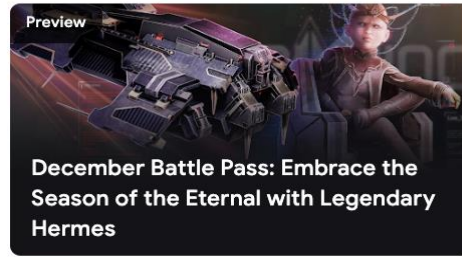
Preview

Wanted: Stan the Sleigher - Seasonal Bounty Event



Starborne: Frontiers
SolidClouds hf.

Open



Preview

December Battle Pass: Embrace the Season of the Eternal with Legendary Hermes



Starborne: Frontiers
SolidClouds hf.

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A MAJOR PLATFORM WILL BOOST STARBORNE FRONTIERS' EXPOSURE FOLLOWING POSITIVE DATA FROM THE IMPERIUM EXPANSION

Imperium Expansion Gains Platform Recognition

The **Imperium Expansion** received **positive feedback** from a major technology platform for its quality and player engagement. As a result, Solid Clouds secured **four general slots and two retargeting slots per quarter** for feature requests.

Future promotions will focus on in-game events, seasonal events, and major game releases. Solid Clouds plans to request **two feature slots in December**, followed by **two more in January**.

COMMUNITY GROWTH 2024- DISCORD

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Membership on the *Starborne Frontiers* Discord channel grew from around **500** to **4,800** between January and December.

During the first week of the Imperium release, daily message volume doubled to **4,700 messages per day**.

DISCORD MEMBER GROWTH

