



STARBORNE  
FRONTIERS  
IMPERIUM

- DUELS: UPDATE -

SOLIDCLOUDS

February 2025

# GLOBAL GAMING MARKET

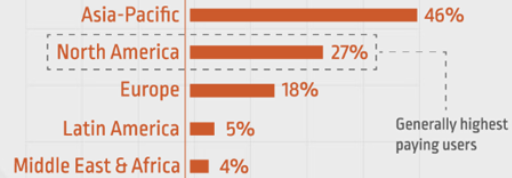
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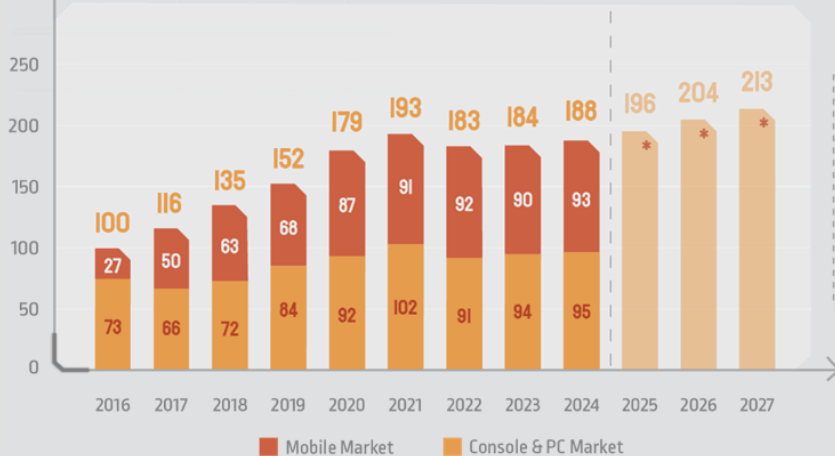
Estimated **3.4 BILLION** video game players worldwide in 2024 with that number set to grow to **3.8 BILLION** in 2027.

After realising significant growth in recent years, the **global gaming market** size is on track for **\$188BN** in 2024 of which **\$93BN** was on Mobile, targeting **\$213BN** by 2027, exceeding the combined revenues of the TV, film and music industries.

## TOTAL MARKET GEOLOCATION SPLIT



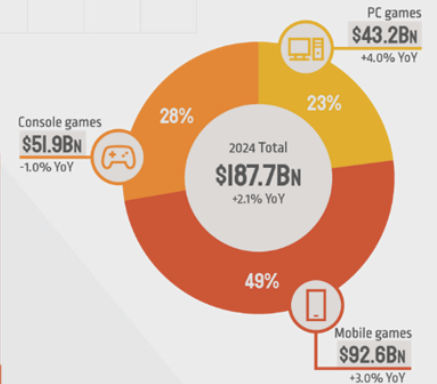
## GLOBAL VIDEO GAME MARKET (USD IN Bn)



The hero-collector genre has shown impressive staying power, with several titles achieving remarkable lifetime revenues. Examples include:

- **Monster Strike (\$11B)**
- **Puzzle & Dragons (\$8.5B)**
- **Genshin Impact (\$5.3B)**
- **Dragon Ball Z (\$3.7B)**
- **Summoners War (\$3B)**
- **Raid: Shadow Legends (\$2.0B)**
- **AFK Arena (\$1.5B)**

## GLOBAL GAMES MARKET REVENUES 2024



Source: Newzoo.com | Global Games Market Report August 2024 & Older Reports. CBR a Valnet publication and Pocket Gamer.

\* Newzoo does not break down its forecast in available reports for 2025 - 2027

# FROM LAUNCH TO GROWTH

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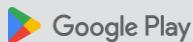
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The April 2024 **launch of Starborne Frontiers is going well**. The game is now available on the Google (Android), Apple (iOS), PC and Steam platforms. Starborne Frontiers has been well received, averaging 4.5+ stars across all target markets on both Google Play and Apple App Store. The game was also **nominated as the best small screen game** for the **Nordic Game Awards** in 2024.

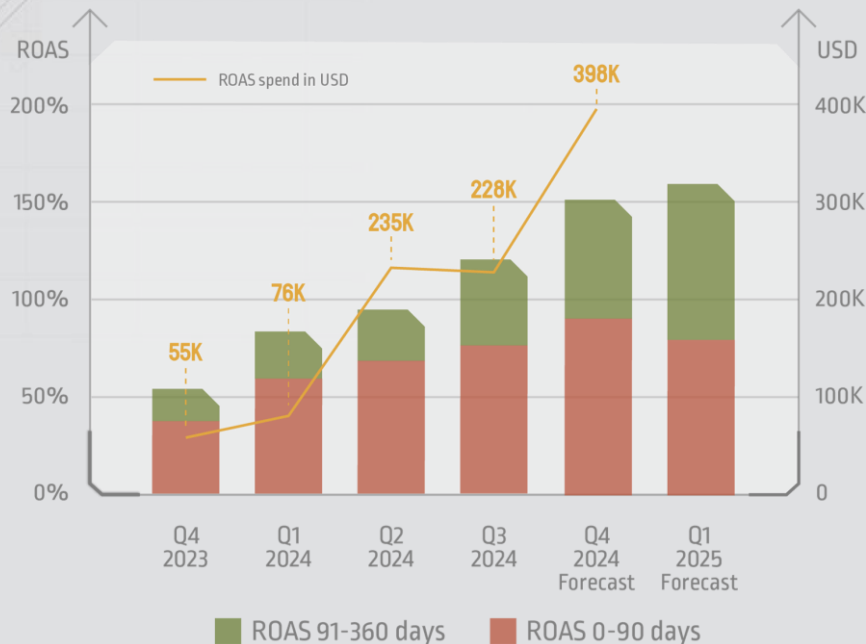
The game has received attention from both Apple and Google—the kind of recognition typically only reserved for top-tier games (2%). **Starborne Frontiers has already been promoted on the mobile stores**, and it is anticipated that these promotions will become a regular occurrence. Starborne Frontiers is a cross-platform *Hero collector* and live service game that evolves with regular expansions and content updates to keep players engaged. Many well-maintained *Hero collector* games achieve long-term success.

**The Key Performance Indicators (KPIs)** of the game are strengthening. Metrics like Daily Player Conversion, Average Revenue Per Active User (ARPPU), and Average Revenue Per Paying User (ARRPU) have delivered strong results.

**Return on Ad Spend (ROAS)** is the key metric, measuring revenue per advertising dollar and indicating profitability and scalability for Starborne Frontiers. As the game evolves with new content, ROAS improves, supporting sustainable growth. The main opportunity is scaling marketing spend while maintaining strong ROAS returns.



# ROAS TRENDS



**Return on Ad Spend (ROAS)** has consistently increased each quarter in 2024, even as the marketing budget was scaled significantly. Solid Clouds projects reaching **90% ROAS within 90 days** and **150% within 360 days** for players entering in **Q4 2024**.

As marketing efforts ramp up in 2025, the company will need to **enter new platforms and markets**, which may impact short term ROAS.

Ongoing optimization and development present robust long-term growth prospects, with sustained improvements potentially delivering **400–500% long-term ROAS returns** over several years.

The primary objective is to maximize **absolute ROAS in USD**, rather than focusing on percentage-based metrics.

# MARKETING GROWTH STRATEGY 2025

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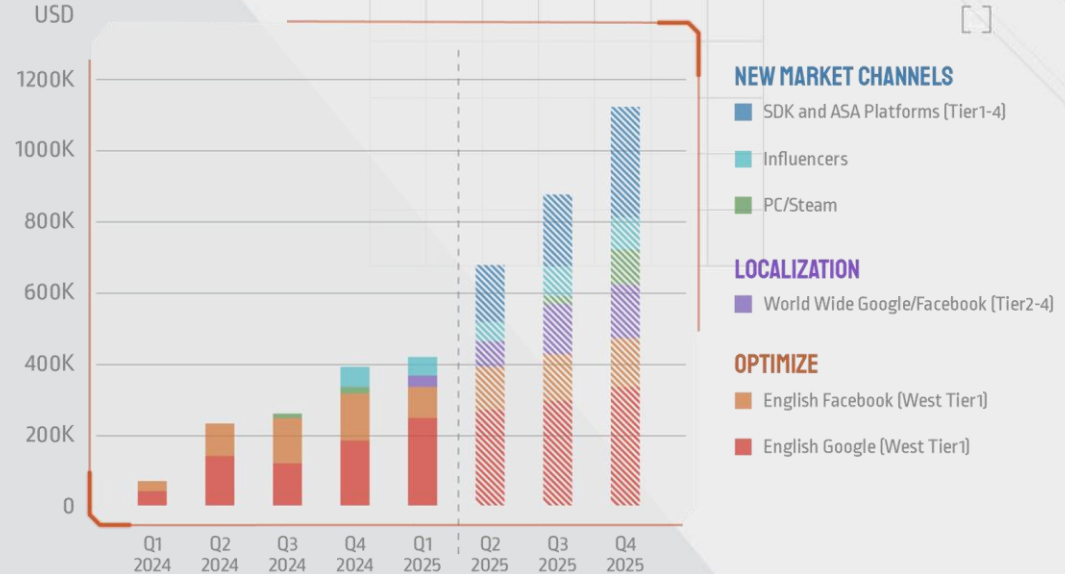
In 2024, Solid Clouds focused on top-tier **English-speaking markets** via **Google Ads and Meta**, achieving strong **ROAS results**. The key challenge is **scaling marketing spend** while maintaining a **profitable ROAS**.

In 2025, Solid Clouds will **increase ad spend** while sustaining ROAS by:

- **NEW MARKETING CHANNELS**
  - ▶ SDK platforms (Applovin, Mintegral, Ironsource etc.), Apple Search Ads (ASA), influencers, and Steam promotions.
- **LOCALIZATION**
  - ▶ Translating the game to enter new markets.
- **OPTIMIZE TO SUPPORT HIGHER AD SPEND:**
  - Refining **gameplay** and introducing **new content**.
  - Enhancing **marketing** with **higher-quality creative materials**.

For **Q12025**, the **marketing ceiling** is estimated at **\$425K per quarter**, with a target to scale up to **\$1.1M per quarter by Q4 2025** through **new marketing channels, localization and optimization**.

## AD SPEND THRESHOLDS



# REVENUE AND DAILY ACTIVE USERS

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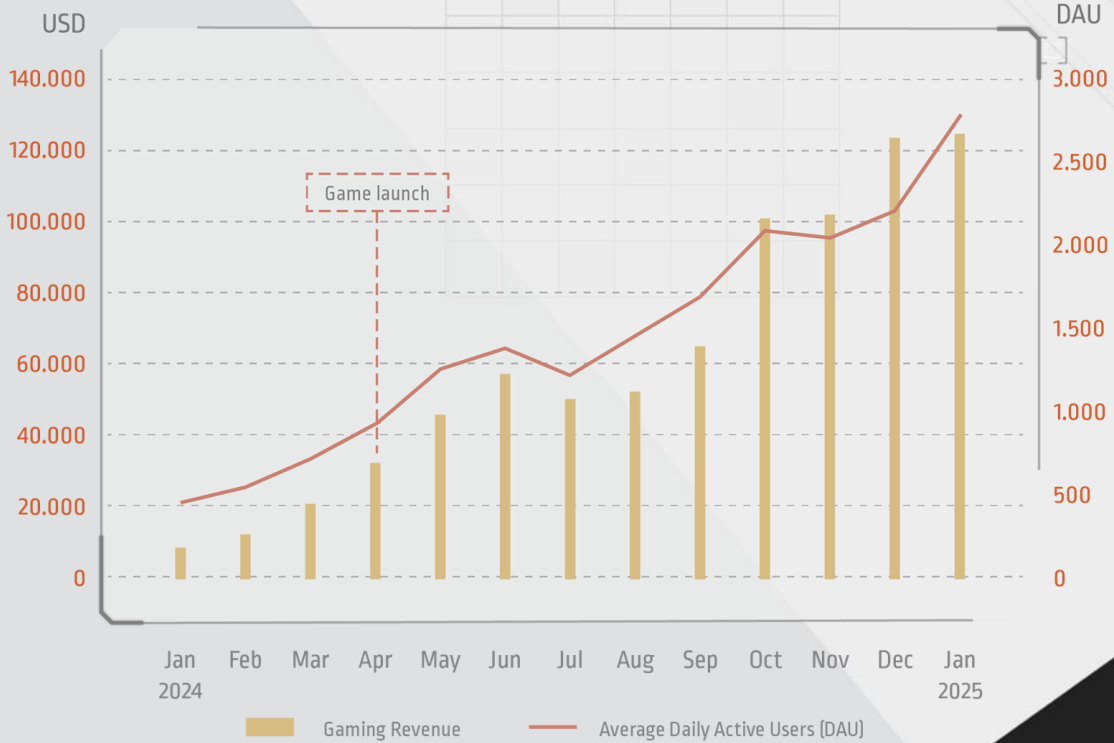
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**Growth Since Launch:** Since launching **Starborne Frontiers** in April, there has been increases in revenue and average Daily Active Users (DAU) as the KPI'S have strengthened and the marketing budget has expanded.

Monthly Active Users (MAU) grew from **5,446** in January 2024 to a record **23,499** in January 2025.

Members of Starborne Frontiers' Discord channel grew to **5,649** by January 2025, achieving **565%** growth.

Solid Clouds has focused its marketing efforts on acquiring **high-value players in key Western markets** like the U.S. The company is now scaling up by expanding into new markets and marketing channels to drive further growth.



# REVENUE BY PLATFORM

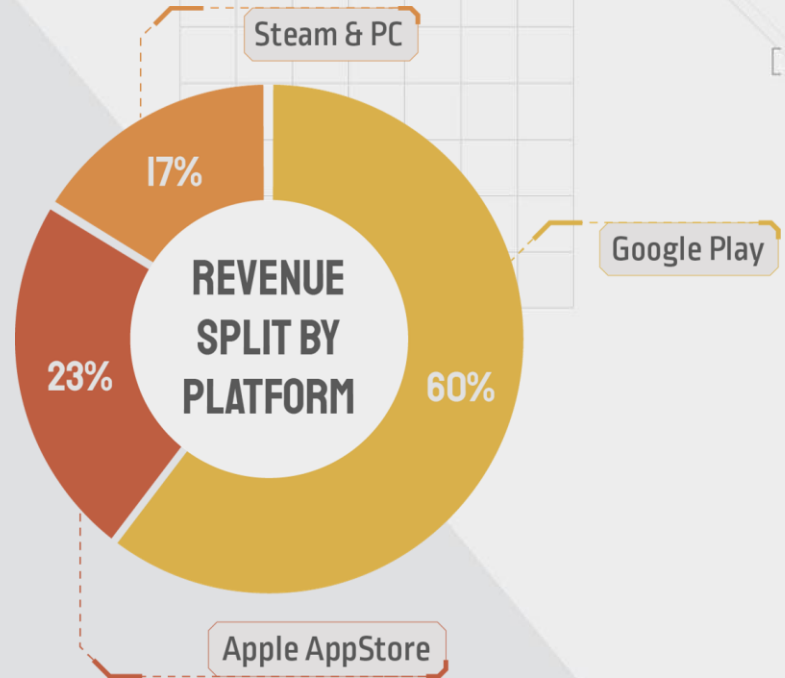
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Starborne Frontiers launched on **Steam** in mid-October 2024.

From November 2024 to January 2025, the majority of revenue came from **Android devices** on Google Play.

Expanding across **multiple platforms** allows Solid Clouds to optimize ad rates and increase visibility through platform-specific features.



# FEATURING

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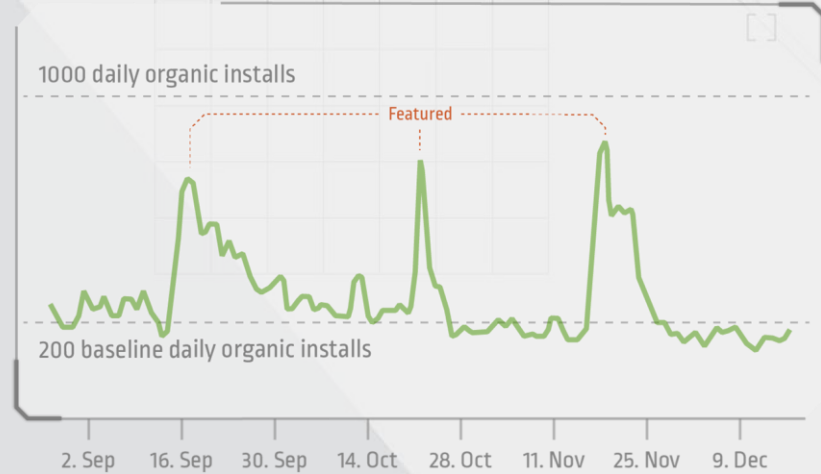
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Since September 2024, Google has allowed Solid Clouds as a premium partner to submit feature requests for major updates and in-game events. The October Imperium update was well received and secured total 6 quarterly slots for Google features for the upcoming updates.

Apple received a custom made pitch deck in April 2024 and has since provided two global (ex-US) features.

Overall, Google and Apple features have increased organic installs up to 4x, adding approximately 12,000 new players.

Solid Clouds is working with the Nordic Conference for a Steam feature on Nordic Game Award nominees in May and with IGI for a 'Made in Iceland' feature in July.



Starborne: Frontiers  
SolidClouds hf.

Open



Starborne: Frontiers  
SolidClouds hf.

Open



Starborne: Frontiers  
Role playing + Tactical  
Installed





# FEBRUARY 2025 MAJOR UPDATE

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## THE IMPERIUM DUELS CONTENT UPDATE

In February, the *Imperium – Duels* update will launch, focusing on two key areas:

### 1 - Single player content:

- a. A strong first impression is aimed to boost Day 1-3 retention. The intro, tutorial, and first chapter are being improved with better lighting, smoother presentation, and enhanced scene composition.
- b. Early-game retention is being enhanced with an expanded story-driven mode from Day 7-21 ensuring a smoother mid-game transition and higher engagement.
- c. Incursions introduce a scalable event system to improve Day 3-360 retention through timed challenges and player rewards, making mid-game progression more engaging and reducing drop-off.

### 2 - Social systems content to foster stronger community:

- a. Friend List strengthens player connections, promoting long-term retention.
- b. A Dueling System encourages competitive battles, enhancing engagement through social and strategic play.
- c. The Arena, a key feature for long-term players, will be revamped for a more compelling experience.

# ROADMAP 2025

Q1

## IMPERIUM – DUELS

- PVP focused socially oriented end game content.
- Early game social onboarding update.

Q2

## VOIDBRINGERS

- Player versus Environment (PVE) for Mid/End-Game.
- Equipment Calibrations.

Q3

## WORLDDEATER

- Global boss event.
- Community-driven progression.

Q4

## SURVIVORS

- PVE Mid/End game progression.
- New unit progression system.

Solid Clouds has aligned its roadmap this year to maximize **promotion opportunities** by bundling features into expansions.

Starborne Frontiers will have **eight releases** annually— four major and four seasonal—providing multiple chances to pitch for promotions on the Apple, Google, and Steam platforms.

Each expansion and seasonal update also provides an **opportunity to retarget lapsed players** to revisit the game.





[www.solidclouds.com](http://www.solidclouds.com)