



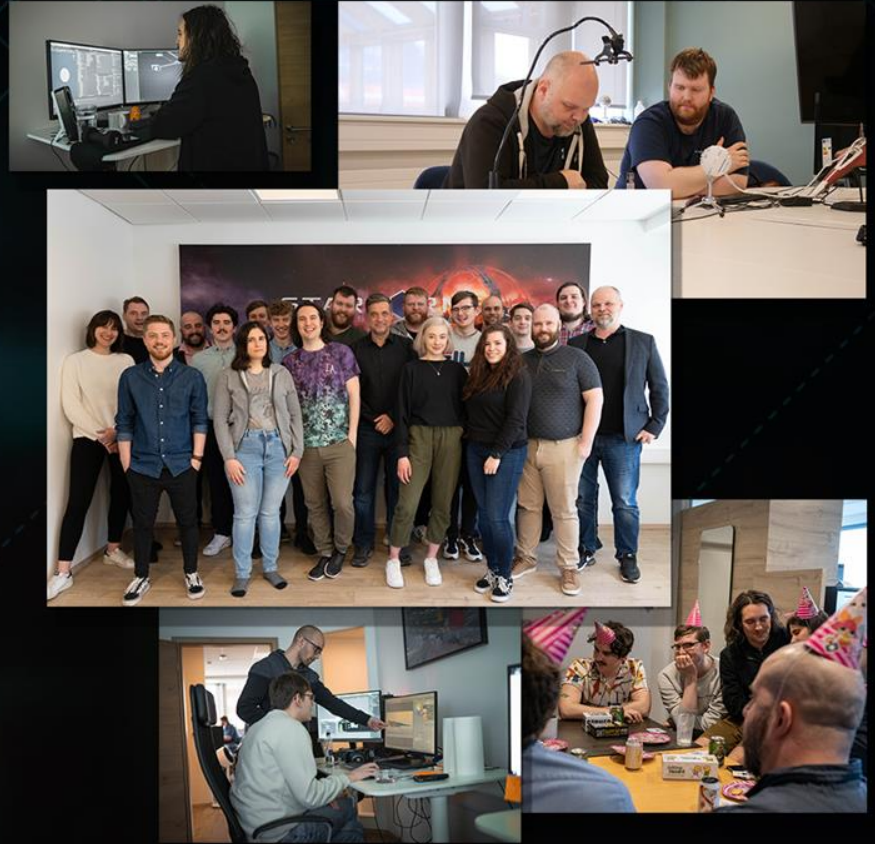
Capital Markets Day

23 November 2021



Solid Clouds

- Solid Clouds specializes in creating and maintaining multiplayer games.
- Consist of a multidisciplinary team of 30 members with contractors included.
- Main development is in Iceland.
- Solid Clouds business strategy revolves around using it's technological framework for the creation of new multilplayer titles.



Frontiers

- Solid Clouds is focused on developing a new game named Frontiers.
- The game is a Party Battler where gameplay consists of;
 - Collecting heros/units
 - Leveling-up.
 - Advancement
- The Party Battler segment on the mobile market has been growing fast for the last few years.
- Frontiers will be playable next year both on Mobile and PC.



Target Market

- Western countries are our main target.
- We expect 50-60% of revenue to be coming from USA.
- Est. market size USD 10-15 Billion for mobile RPG/Strategy Games.



Marketing Research.

- In order for us to be successful, we need the right customers at the most favorable prices.
- Typically about 85% of new users in free to play games will enter the game via direct marketing.
- We have performed 1.600 A/B tests to date in collaboration with Facebook.
- The tests are being performed both on broad and focused groups.
- The groups are split into three age brackets.
 - 18-29, 30-39 and 40+
- Minimum reach per test was 2.000 people.



Results

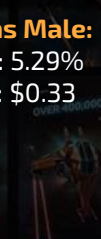
- Men were more likely to click the ads compared to women.
- 40+ were always the best age bracket in our tests.
- Spaceships performed overall best of the art. The angle of the ship is a significant factor.
- Messaging worked best when we gave an indication on how popular the game was along with rating.
- The difference between the best and worst performers were always at least 2.5x.



Patrol Ship:
CTR: 9.27%
CPC: \$0.12



Atlas Male:
CTR: 5.29%
CPC: \$0.33

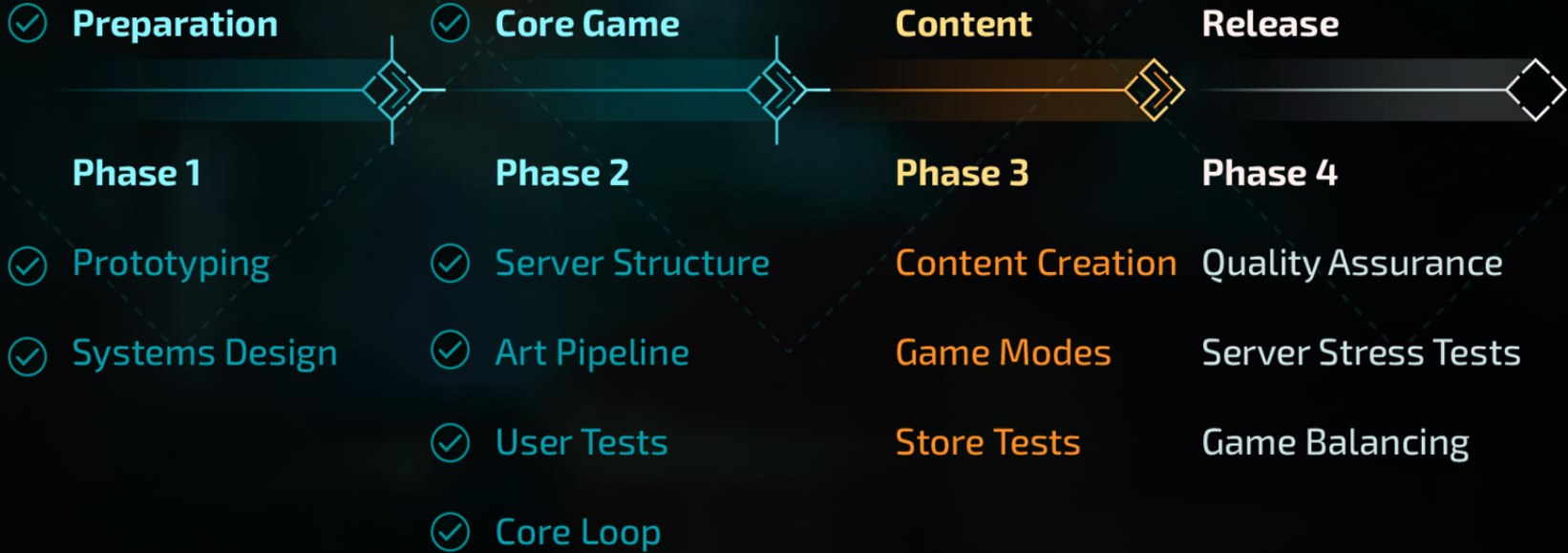


Next Steps In Marketing

- We will continue performing A/B tests to optimize our marketing materials.
- We will apply the same principles with our video content.
 - Video intros.
 - In game footage.
 - Messaging.
 - Music.
- We will test the look and feel of the game wherever it makes sense.
- Play and App Store testing.



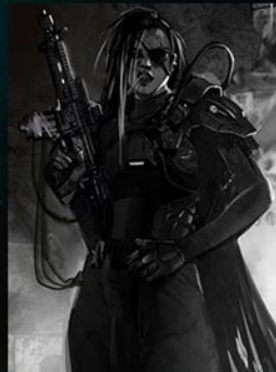
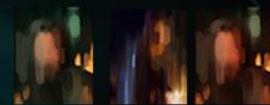
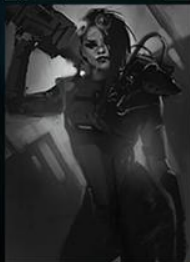
Production Status



RESEARCH




DESIGN

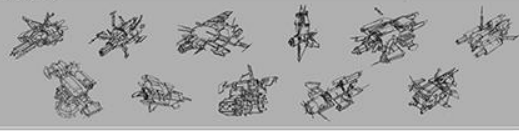




Clunker



Thumbnail

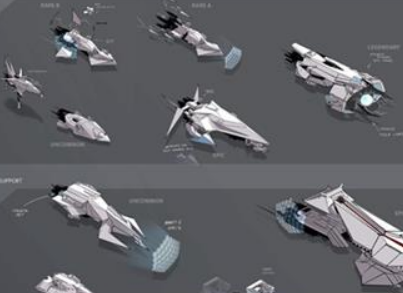


Lore
Marauders rarely build or produce. Their ranks are bolstered through the forced improving of captured individuals. Most of their ships and weapons are plundered from other factions, often crudely stitched together and finally maintained, matching the appearance of their distributed crews.

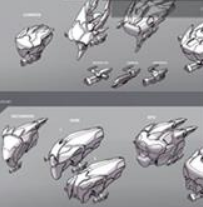
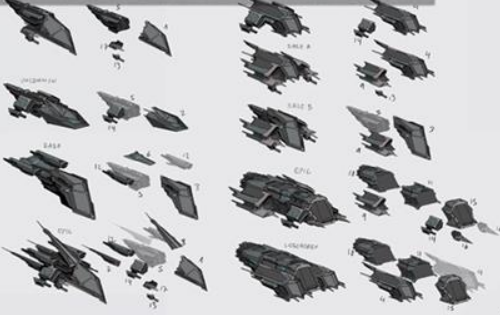
Keywords
"ragged"
"scrap"
"junk"
"salvage"
"broken"

Weapons
Primary
Scuttling gun
Scatter Projectiles (shotgun-like)
Secondary
Boulder
Plasma
Warship (physical objects that get "blown")

TIANCHAO



FRONTIER

ESSENCÉ

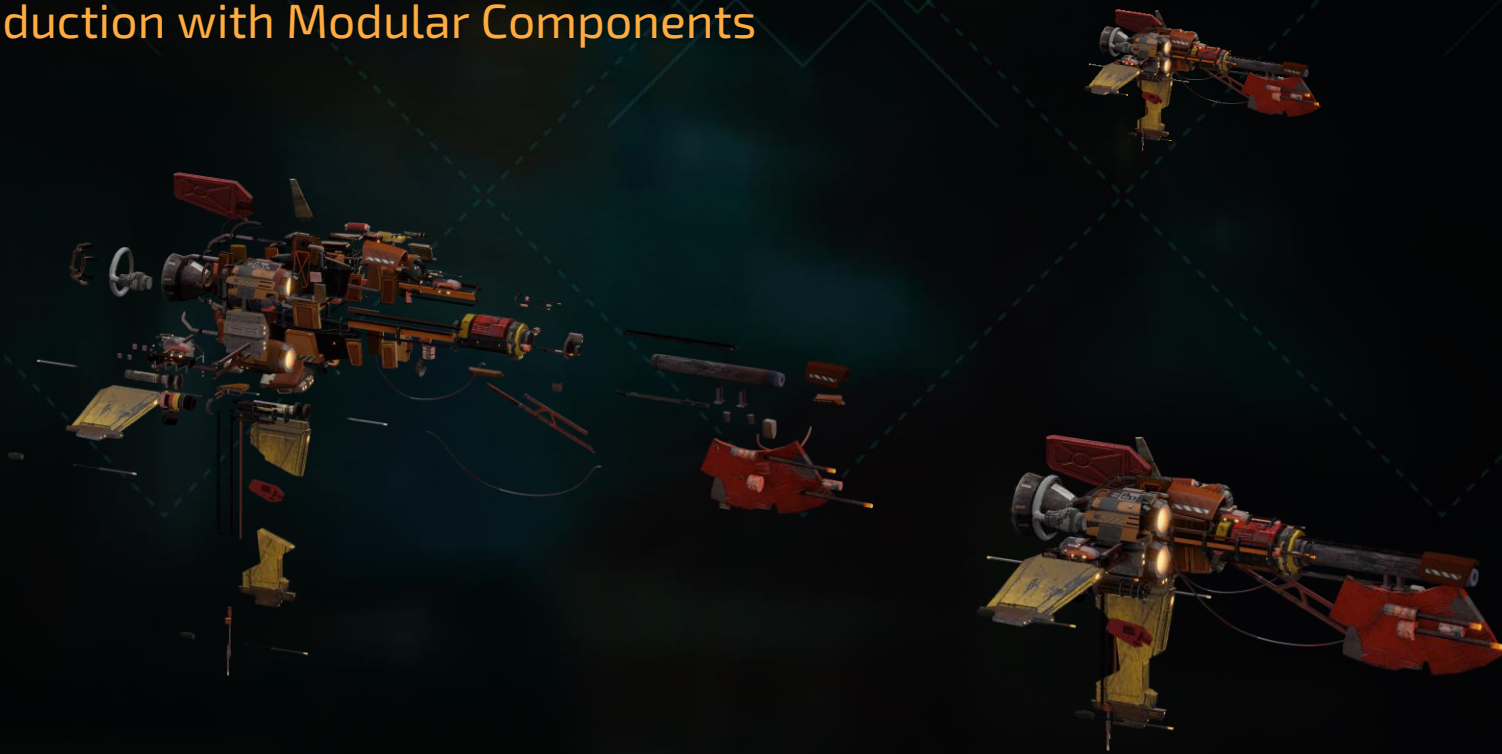
Support
Landscape







Production with Modular Components



Equipment Skills Upgrade

VICTORY

Marauders
 Battle Time: 03:27
 Total Best Battle Time: 03:27

REWARDS

Filters

Equipment type

Family

Power

Defense

Inventory

Sell Filter

Hull Points

MARAUDERS Chapter 1

Gauranteed Reward

Weapon 3-5 ★

Possible Rewards

STAGE 2 RECALIBRATION ORDER

Start

Best time: 00:35

Campaign

MARAUDERS Chapter 1

TERRAN COMBINE Chapter 2

Atlas Chapter 3

Collection

Agathodaemon

HP: 3000 L1 Active

Attack (0.00% AP) and apply Defense 0% for 8 turns. Deal 100% AP additional damage per default on target.

Passive

Apply Attack +10% for 10 turns when combat starts.

Resonance

Apply 10% damage to yourself every turn. Landing this killing blow removes all ongoing status.

ENGAGE

Challenges

Daily

Weekly

Monthly

Claim the daily challenge rewards 5 times

Upgrade a Commander's Rank 3 times

Recruit 20 Commanders

Win 20 Arena Battles

Defeat 3 Strongholds

Complete All Weekly Challenges 13h 25m left 0/5

Claim



Core Loop

MARAUDERS
CHAOS SANCTUARY

Gauranteed Reward


Weapon
1-2 ★
2 Set: Power +15%

Possible Rewards



STAGE 1
CHAOS SANCTUARY

STAGE 2
TANKS IN FRONT

STAGE 3
A THREAT WITHIN

STAGE 4
STAY IN YOUR LANE

STAGE 5
LOCKED & LOADED

STAGE 7
IDM BEHIND

Enter

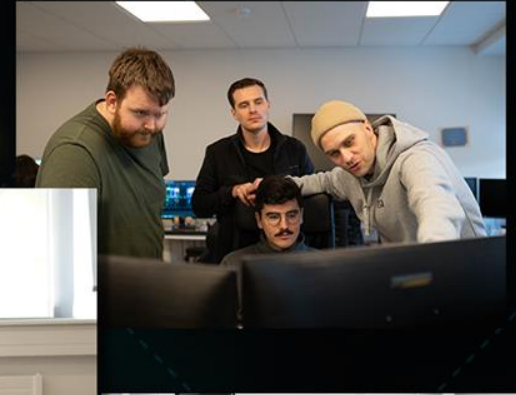
Best Time: 00:05

The screenshot displays a mission briefing screen for 'MARAUDERS'. On the left, a 'Gauranteed Reward' section shows a weapon icon with a 1-2 star rating and a 15% power bonus. Below it, 'Possible Rewards' are shown as three icons: a gear, a hexagonal object, and a green document. The main area features a central globe with a mission path of seven stages. Stage 1, 'CHAOS SANCTUARY', is highlighted with a preview image. Other stages include 'TANKS IN FRONT', 'A THREAT WITHIN', 'STAY IN YOUR LANE', 'LOCKED & LOADED', and 'IDM BEHIND'. A 'Best Time: 00:05' is displayed at the bottom right, and an 'Enter' button is located above it.



User Testing

- We are building a product where the user experience has to be great.
- Fresh eyes are extremely important to identify opportunities for improvements.
- We have performed three separate user tests with our Core builds.
- Each user test has given us valuable feedback and we have seen big improvements on the UX between builds.
- We are also working with an expert external User interface (UI) and User experience (UX) team.



Production Next Steps



Systems Established

Server Architecture and
playable core loop ready



Content Focused

Increasing our content
creation team size



User Tests Large-Scale

Gain more accurate data by testing
with several thousand players

Content Is King

