



SOLIDCLOUDS
AGM April 2024

NECESSARY COMPONENTS FOR A SUCCESSFUL GAME

TR-2//LOG_02

CONFIRMED
 CONFIRMED
 EMPTY

Mobile Mid Core Game

1. Strong technical foundation.
2. Robust Game and monetization loops that keep players playing and spending.
3. The right ads for the right audience.
4. Quality Artwork and ingame animations.
5. Healthy social systems for long term retention (Discord, Ingame Social system and Influencers).

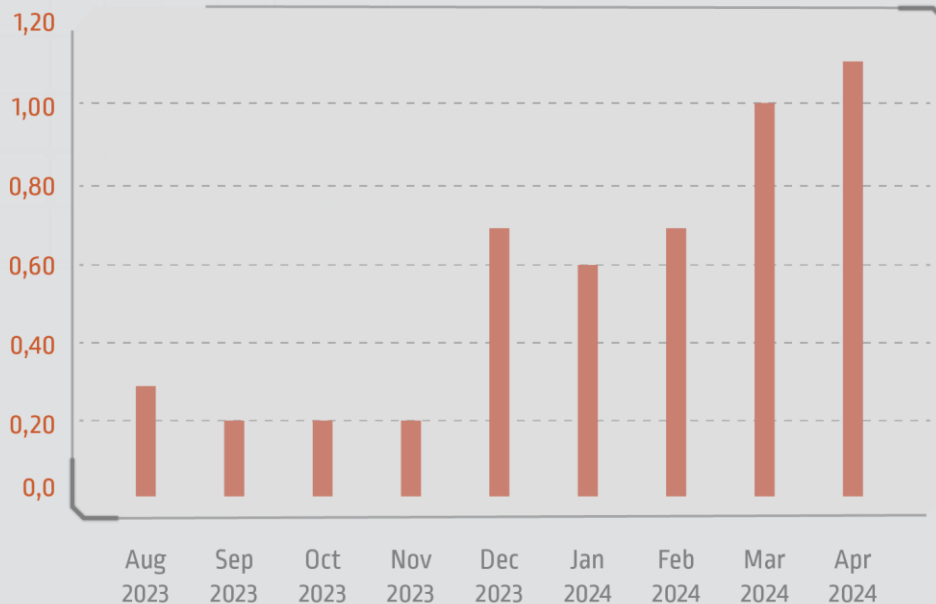


AVERAGE REVENUE PER DAILY ACTIVE USER

TR-2//LOG_02

- CONFIRMED
- CONFIRMED
- EMPTY

ARPPDAU



— USD



LIVE OPERATIONS - SEASONAL EVENTS

TR-2//LOG_02

CONFIRMED
 CONFIRMED
 EMPTY



There have been two major Live Operation events in Frontiers. Last Christmas featured the boss **Stan the Slayer**, and the **Clutcher** boss appeared during Easter.

Alongside these boss challenges, there were **limited in-game offers** including extra boss keys and other goodies.

We plan to host special events monthly, encompassing bosses, fusion events, arcades, and more.

Recruitment Events are a central element of our Live Operations schedule. During these events, players either have an increased chance to acquire a specific hero when recruiting or receive an additional hero after a certain number of pulls.

The screenshot shows a recruitment event for the hero Isha. The interface is dark-themed with orange and blue accents. At the top, there are five colored buttons (brown, green, blue, purple, orange) each with a '0' next to it, and an orange 'X' button. Below this, a timer shows '10H 45MIN LEFT' and an information icon. The main text reads: 'RECRUITMENT EVENT! SPECIALIST BEACONS SPENT DURING THIS EVENT GUARANTEE THE LEGENDARY UNIT ISHA AFTER 150 PULLS.' Below the text is a progress bar showing '100 / 150'. On the left, there is a vertical menu with options: 'RECRUIT EVENT' (highlighted), 'RECRUIT', 'FUSION', and 'FRAGMENTS'. The central image shows the hero Isha, a bearded man with a glowing blue visor. Below the image, the text 'GUARANTEED ISHA' is displayed in large white letters, with 'LEGENDARY' and 'ANTIMATTER' below it. At the bottom right, there are two buttons: 'RECRUIT X10' (with a blue icon and '10') and 'RECRUIT' (with a blue icon and '1').

We frequently seize these events as opportunities to introduce new heroes. While active, the recruitment events also feature limited-time in-game store offers that are popular with our players.

The **Battle Pass** is currently the **top-selling offer** in Frontiers. It resets at the start of each month and rewards players with a specific Legendary hero after reaching certain activity milestones.

BATTLE PASS

SEASON 4
SEASON OF SUBTERFUGE

1000/2000

90 DAYS REMAINING

	01	02	03	04	05	06	10
FREE	500k	500k	500k	500k	500k	500k	500k
PREMIUM	500k	500k	500k	500k	500k	500k	500k

WEEKLY GAIN RESETS IN X DAYS 1000/2000

PANGUAN
LEGENDARY

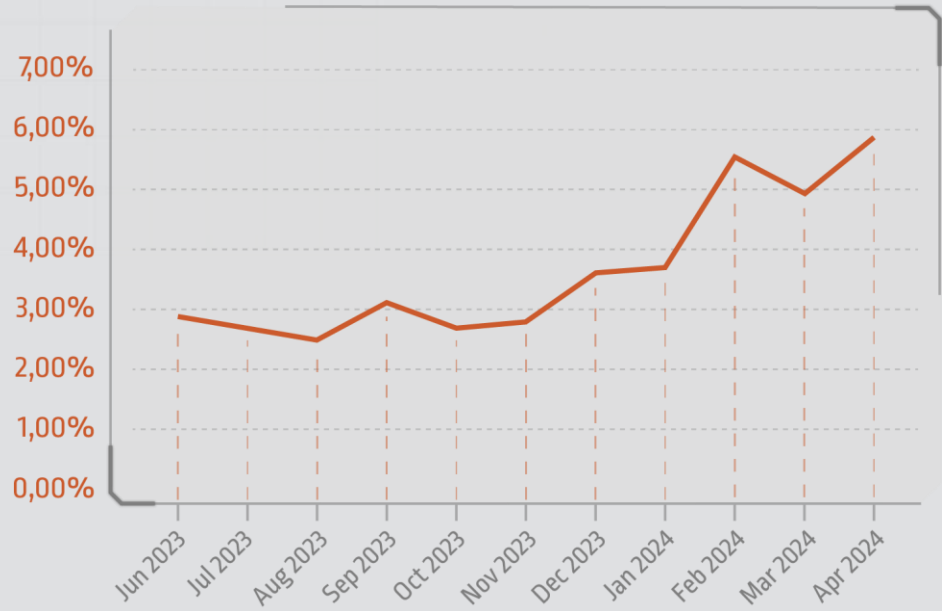
BUY BATTLE PASS

Offering great value, the Battle Pass not only appeals to players but also **boosts player retention**, which is crucial for the game's longevity.

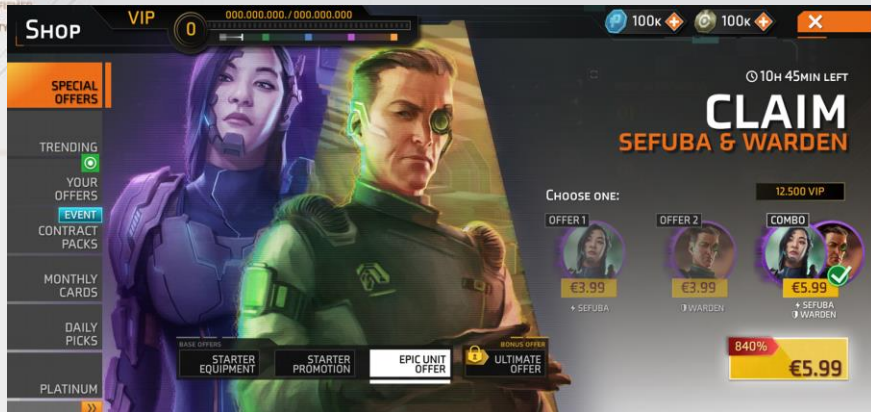
DAILY PLAYER CONVERSION

TR-2//LOG_02

- CONFIRMED
- CONFIRMED
- EMPTY



HEROES ARE THE MAIN ATTRACTION



We have observed around **8%** (Q1 2024) **conversion rate** of new players making purchases within the game (first-time player conversion).

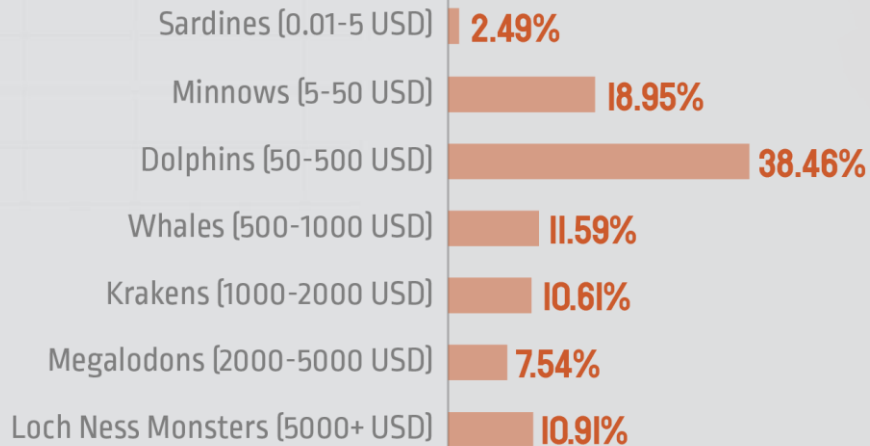
Half of these conversions occur within the **first 20 minutes** of gameplay, reflecting the **high quality of the Frontiers game**, as players are still largely unfamiliar with it at this stage.

New Heroes are the most popular offer among first-time buyers.

PLAYER REVENUE DISTRIBUTION

TR-2//LOG_02

- CONFIRMED
- CONFIRMED
- EMPTY

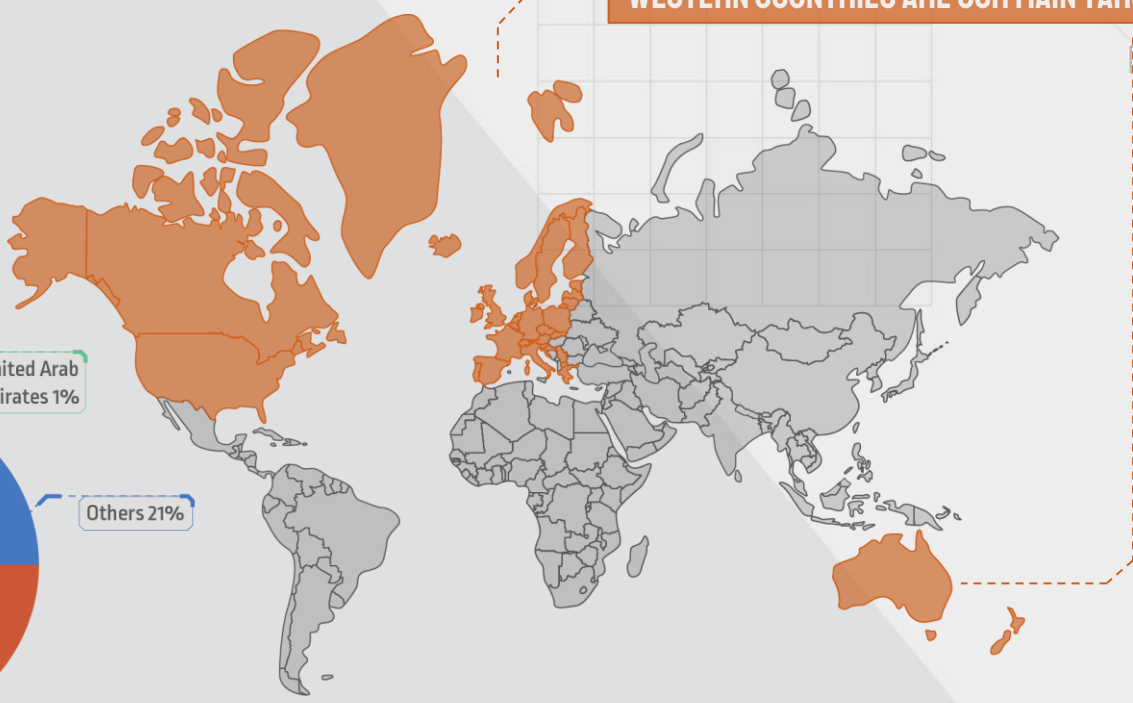
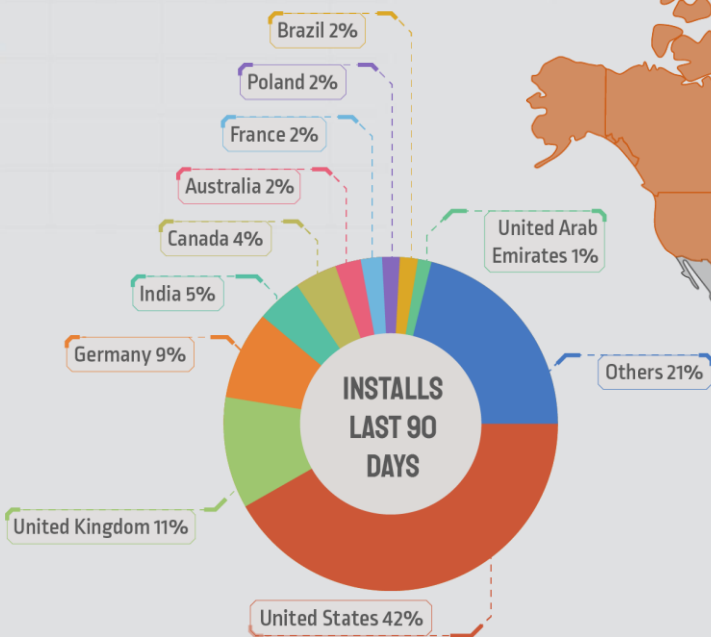


TARGET MARKET

TR-2//LOG_02

- CONFIRMED
- CONFIRMED
- EMPTY

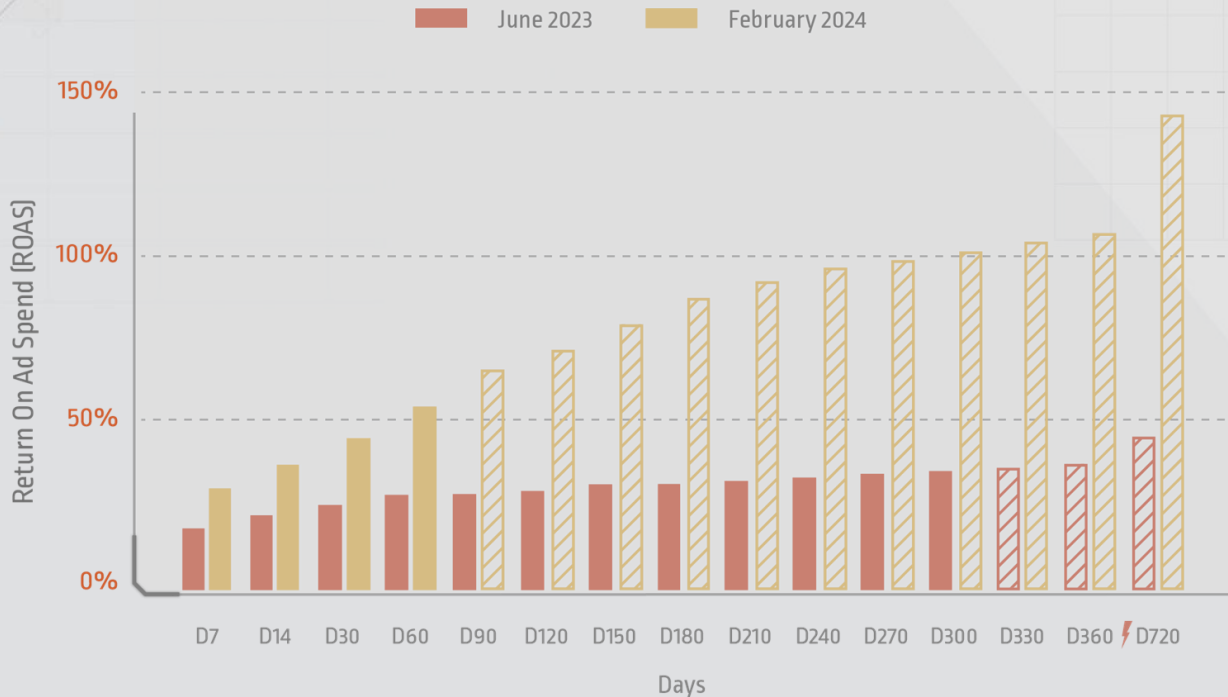
WESTERN COUNTRIES ARE OUR MAIN TARGET



CURRENT FRONTIER ROAS PROJECTIONS

TR-2//LOG_02

- CONFIRMED
- CONFIRMED
- EMPTY



The ROAS curve for Frontier's has **steadily improved** over the last year, thanks to continuous development and we have already **exceeded our goals for D7 ROAS**.

Significant enhancements have been made to user experience and player onboarding, and **live operations** have been active since December 2023.

Our community is thriving, with generally positive feedback from both older and new users.

LOGIN REWARDS WITH BIG MILESTONE CARROTS

TR-2//LOG_02

CONFIRMED
 CONFIRMED
 EMPTY

MISSIONS

MAIN MISSION

DAILY

WEEKLY

MONTHLY

LOGIN REWARDS

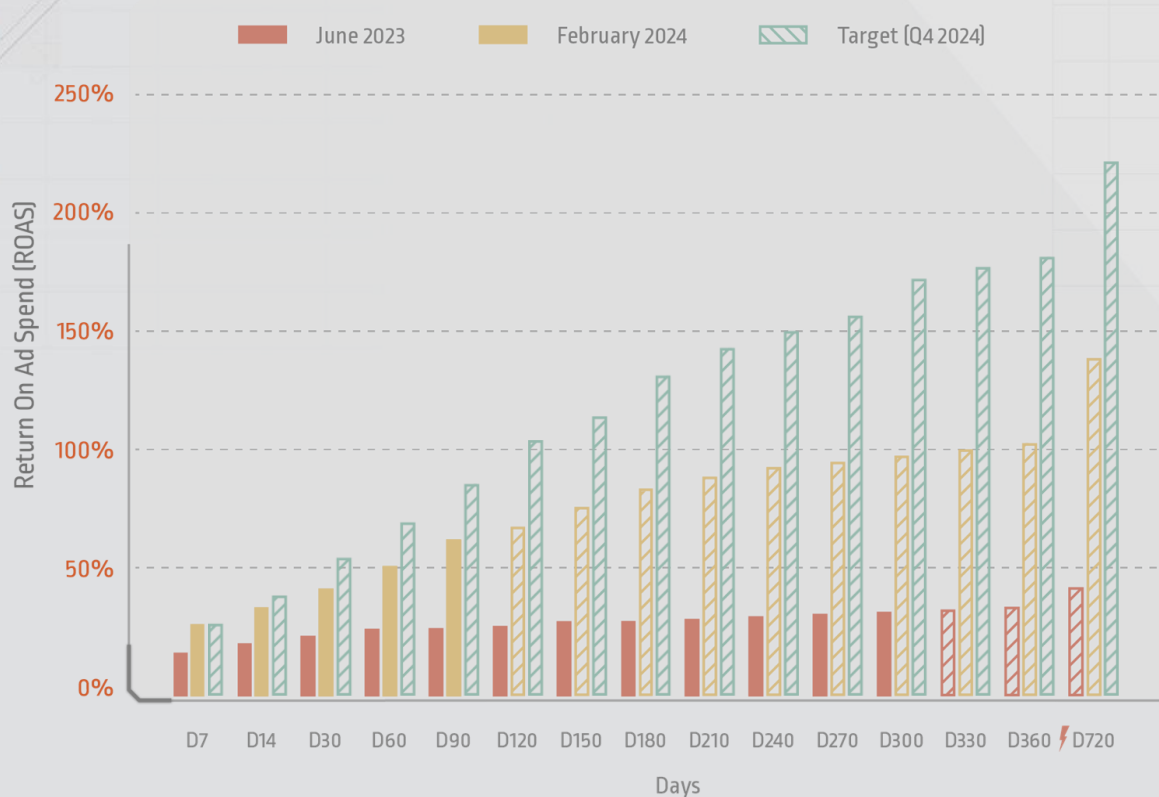
- 30 DAYS
- 60 DAYS
- 90 DAYS

- Progressing the **narrative** deeper into the game
- Enhancing **goal setting** past the early game
- Optimizing **player progression monetization**

These initiatives aim to boost the following:

- **Long-term retention**
- An Average Revenue Per Daily Active User (ARPDau) **above \$1**
- Attain a 360-Day Return on Ad Spend (ROAS) exceeding **180%**

TARGET ROAS GOALS



To achieve our **target goals**, we will address the following items: **Optimizing** mid to end-game pacing, **goal setting**, and the **in-game store**.

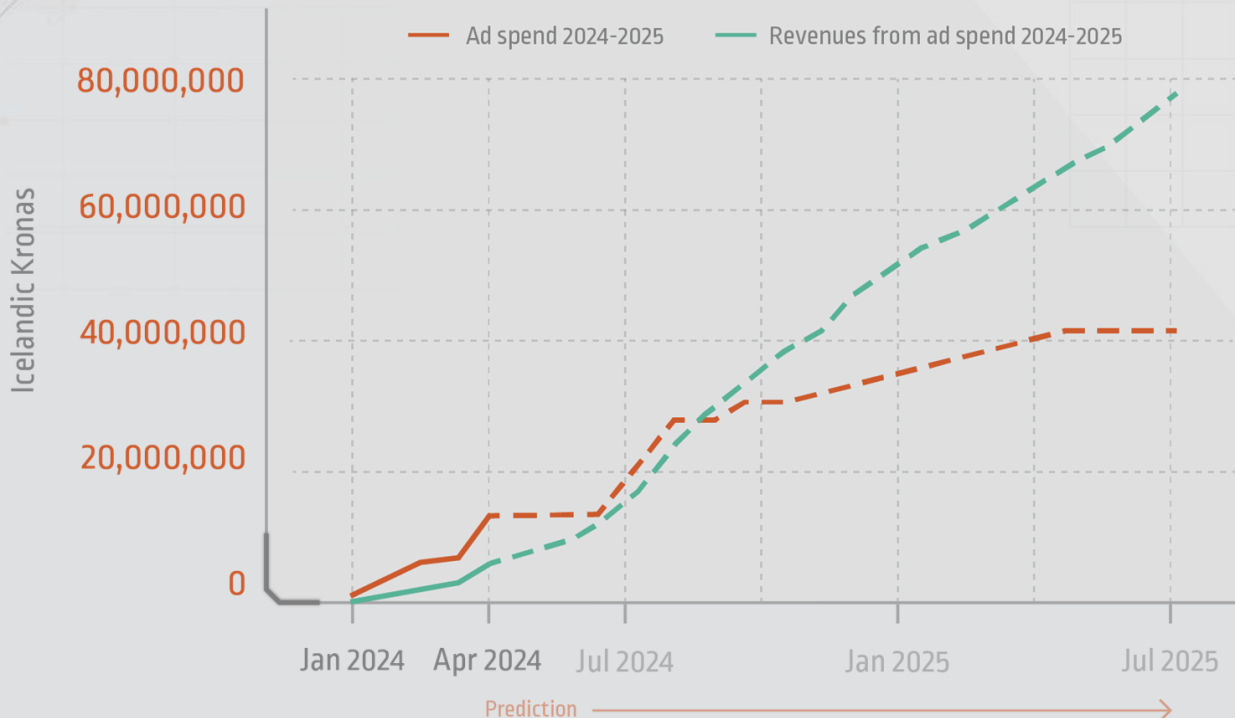
We will support **cross-platform play** (PC, Android, and iOS). We plan to strengthen the **social system** and expand our **internet presence** through influencers and online content.

Additional **end game content** will be introduced once mid to end-game pacing and goal setting are optimized, enhancing the long tail of the ROAS curve.

REVENUE VS AD SPEND

TR-2//LOG_02

- CONFIRMED
- CONFIRMED
- EMPTY



This chart reflects gradual improvements from the **current projected ROAS** curve to our **target ROAS** goals, while accounting for constraints in the marketing budget due to limited funding.

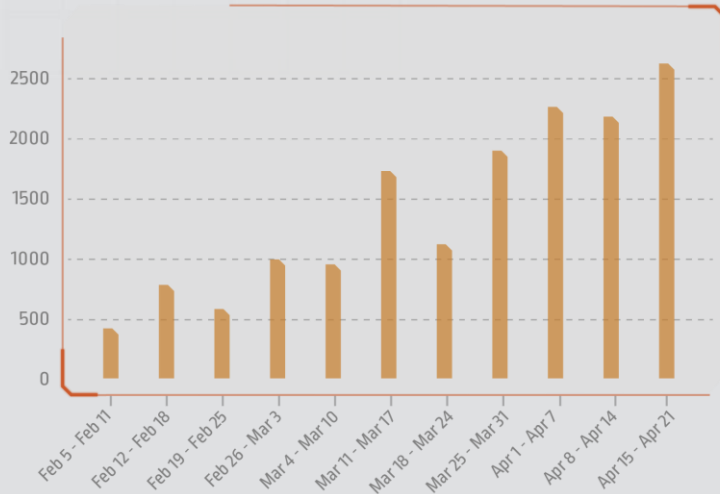
Not included in this chart are revenues from players who joined the game in 2023 and potential revenues from the PC Steam version of Frontiers..

COMMUNITY - DISCORD

The total number of messages sent shows a **marked increase**, especially noticeable from early March to early April, indicating a **surge in community activity and engagement**.

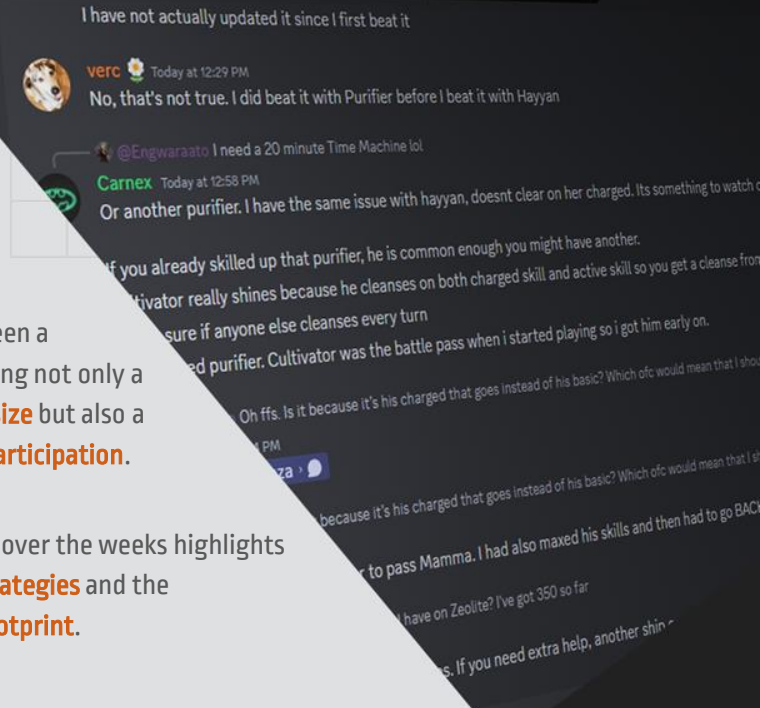
DAILY AVERAGE OF MESSAGES

Calculated weekly



The average messages per communicator have also seen a significant uptick, suggesting not only a **growth in the community size** but also a **higher level of individual participation**.

The consistency of growth over the weeks highlights **successful engagement strategies** and the **community's expanding footprint**.



PC VERSION

The PC client of Frontiers has entered external testing and will be accessible to all in the coming weeks. Our objective with the PC client is to broaden accessibility and enhance customer acquisition efforts, while also reducing dependency on third-party vendors like Apple and Google.

There is a consensus among us developers and external testers who have tested the PC client that the game truly excels on a larger screen, and we are very optimistic about its forthcoming success.

FRONTIERS PC VERSION RELEASE SCHEDULE

INTERNAL TESTING
Completed

RELEASE TO COMMUNITY
In progress

SELF PUBLISHING
to our web domains and commencing
direct marketing efforts

May 2024

STEAM VERSION RELEASE
Q3 & Q4 2024



TR-2//LOG_02

- CONFIRMED
- CONFIRMED
- EMPTY



www.solidclouds.com