



JUMP GATE



HARALD RIEGLER, NEW CEO OF JUMP GATE SINCE 8th NOV 2021

About me

- Vienna based game industry entrepreneur and consultant. Born and raised in Austria with a Swedish mother, fluent in Swedish. Founder and CEO of Austria's largest game studio Sproing for over 15 years.
- Co-founded Austrian Purple Lamp Studios (developer of the latest Spongebob game on consoles), which was acquired by Embracer in late November -20, as well as Belgian studio Neopica, which was acquired by Nacon in late October -20.
- Producer of Daedalic Entertainment's "The Lord of the Rings: Gollum", where he secured external co-funding of the game from co-publishing partner Nacon.
- Harald's consultancy firm brought the Tivola acquisition opportunity to Jumpgate and he subsequently joined the Board of Directors. He participated as an investor in the financings of Tivola and gameXcite, while continuing his work developing Tivola. He has been consulting in the senior management team during the last year, with responsibility for product development on the group level.



JUMP GATE GROUP IN BRIEF

GROUP OF GAMING COMPANIES WITH STRONG DEVELOPMENT AND PUBLISHING CAPACITY

- Founded in 2011 as the game studio Three Gates
- Listed at NGM Nordic SME since 2016 (ticker GATE)
- Decision in late 2019 to transition from a listed game studio with a high dependency on the success of individual game releases to a group of game companies with solid cash flow and great upside from ambitious release schedule.



GROWTH THROUGH ACQUISITIONS

- ✓ ACQUISITION OF 66 % OF TIVOLA GAMES GMBH – COMPLETED IN MAY 2020
- ✓ ACQUISITION OF GAMEXCITE GMBH – COMPLETED IN MARCH 2021
- ✓ ACQUISITION OF ASSETS FROM TABLEFLIP AND RE-ORGANIZATION OF VISBY STUDIO UNDER NEW NAME TABLEFLIP ENTERTAINMENT AB – COMPLETED IN MARCH 2021
- ✓ ACQUISITION OF REMAINING 34 % OF TIVOLA GAMES GMBH – COMPLETED IN MAY 2021



NET SALES 2021 Q1-Q3: 14 MSEK (12M - 20)

NEW DOWNLOADS PER YEAR: OVER 16 M

TOTAL DOWNLOADS: OVER 155 M

UPCOMING LAUNCHES: 6

GAMES IN THE PORTFOLIO: OVER 30

Jumpgate AB is an independent gaming group founded in 2011 and includes the Visby based game studio Tableflip Entertainment as well as Hamburg based Tivola Games and gameXcite.

The Group produces and publishes its own games, as well as developing games and other digital products on behalf of external companies.

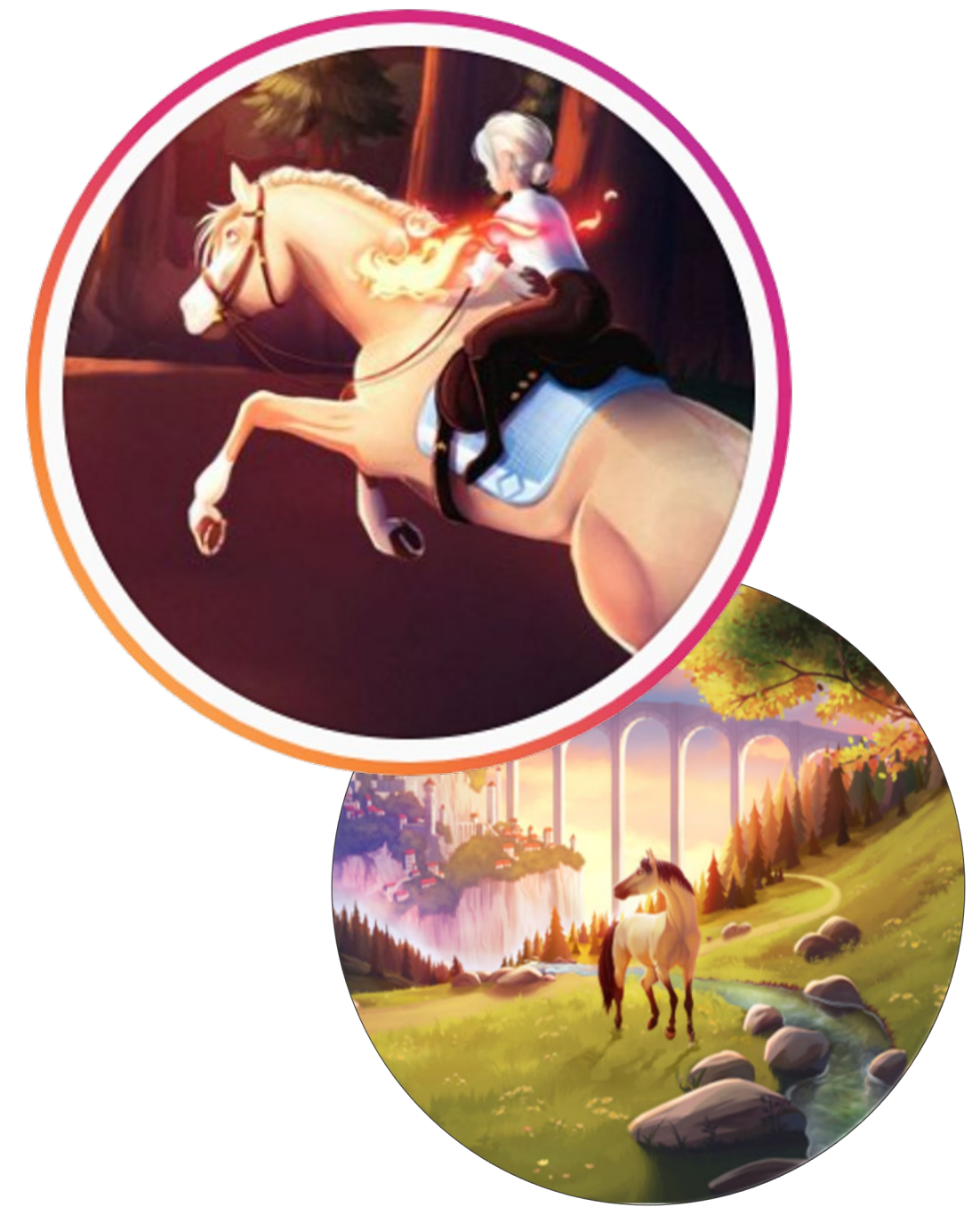
The Group's companies have established partnerships with strong industrial partners with exciting product portfolios that exhibit great potential. The Group operates in the global market, distributes its games worldwide and has a large international network.



Tivola Games is an international publisher and developer of mobile games based in Hamburg. The company primarily focuses on games that feature animal characters. In the games, the player takes care of cats, trains dogs and rides horses. Tivola has been a favorite among the players in the pet and animal game genre for over a decade. With over 150 million downloads in total, and over 15 million organic downloads per year, Tivola's publishing business is uniquely positioned to launch games to a large, established audience. Tivola currently has several proprietary titles under development, and is working to publish several externally developed games.

DEVELOPER & PUBLISHER

Player base:	>150M total downloads
Strong organic growth:	>15M new downloads annually
Ambitious release plan:	Petventures released Sep 2021
	Buster's Journey released Oct 28 2021
	Wildshade release Nov 25 2021





Major Upside Potential

Tivola Games currently has about 15M new organic downloads annually.

They have had over 150M total downloads based on negligible User Acquisition costs.

Typical: User Acquisition Cost Per Install per Mobile Game APP
(This is what other market participants are paying)

- iOS \$1.45 *
- Google Play \$1.05 *
- Amazon \$1.58 *

Other market participants often have to pay \$150M+ to reach 150M installs.

* eMarketer Insider Intelligence - 2020 US Region





Major Upside Potential

Transitioning Tivola's downloads to games that monetize decently.

Tivola's current legacy Portfolio Games generates about ~ \$ 0,11 per download
Typical industry values for casual games are around ~ \$ 0,5 to ~\$ 2,0

Example:

Asterix and Friends (LTV) Lifetime Value Average = \$ 1.02 (peak at ~\$ 2.00)

The goal for Tivola is to replace the entire portfolio of games, currently at above 1M organic downloads per Month at ~ \$ 0,11 LTV, with a game portfolio that achieves industry average results at around \$ 0,5 to \$ 1,0.

This process takes time, as all major titles driving downloads (cats, dogs, horses,...) need to be replaced, but it's an achievable goal. Doing so additionally provides several shots on goal for a hit game.





gameXcite is a Hamburg based studio whose main project is the successful village builder game Asterix & Friends. A comprehensive update of the game will be launched during the fourth quarter, and Idle Asterix, a new Asterix branded Idle game will be soft launched in Q1 2022. Additionally, a card collection battle game based on their Asterix license, has already begun development and is cofounded by the German federal funding program at BMVI. The team has extensive experience in managing licensed multiplayer games and is currently exploring opportunities to expand within the area with new brand licenses.

DEVELOPER & PUBLISHER

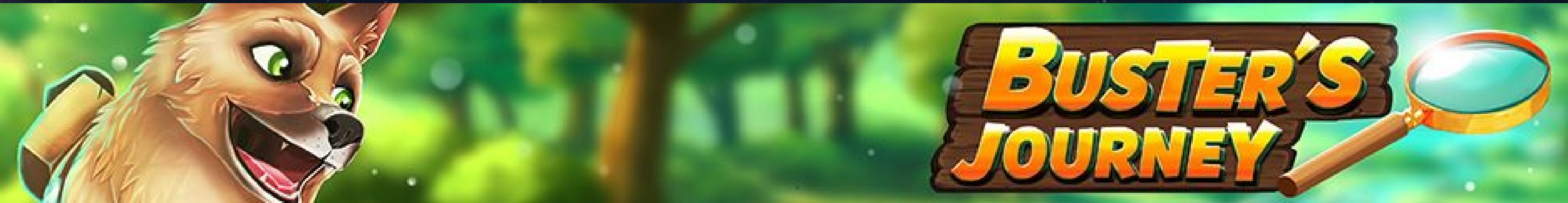
Loyal player-base: **>8 M villages (players), 100,000 monthly active users (MAU)**

Release plan: **Relaunch of Asterix & Friends Q4 2021**

Idle Asterix soft launch Q1 2022

Asterix Heroes 2022





Tableflip Entertainment in Visby is currently focusing on two main projects: the hidden object game *Buster's Journey*, and a fruitful work-for-hire collaboration with German Tradelite GmbH. *Buster's Journey* is developed in collaboration with Tivola, and was launched on Oct 28, 2021.

By its proximity to Uppsala University's game development program at Campus Gotland, Tableflip has good opportunities to engage staff and students and to find talent through internships.



Christmas Update planned for featuring in December 2021

BUILDING THE PIPELINE*

- ▶ 1 Wildshade
- 2 Idle Asterix (working title)
- 3 TBA
- 4 TBA
- 5 Cat Rescue (working title)
- 6 Asterix Heroes (working title)
- 7 New game in the Wildshade universe
- 8 Expanding Wildshade IP to console and PC platforms





RELEASE PLAN

(more titles in the pipeline)

Wildshade (BMVI funded) Released Nov 25 2021



Petventures – Released Sept 28 2021



Asterix & Friends – Remaster Q4 2021



Buster's Journey – Released Oct 28, 2021



Idle Asterix – Soft Launch Q1 2022



My Cat Rescue (BMVI funded) - 2022



Asterix Heroes (BMVI funded) - 2022





GERMAN GOVERNMENT FUNDING



Tivola will receive approximately 250K EUR for **Petventures** through 2021.

My Cat Rescue

Tivola has been awarded 300K EUR in funding for 2022.

New Funding for 2022

Tivola is preparing new applications to expand existing titles across console platforms



gameXcite has received approximately 250K EUR for **Asterix & Friends** through 2021.

New Funding for 2022

Card Collection and Battle Asterix Branded Game

gameXcite has been awarded 309K EUR in funding for 2022.





KEY RELEASE

Wildshade – Release Date Nov 25, 2021

Very positive fan interaction and feedback with more focus on social media
First time that Tivola is building a strong community foundation before a release, with the goal of building a real IP.

Expanding to all platforms in 2022, supporting PC and Consoles

<https://www.tiktok.com/@wildshadegame?>

<https://www.facebook.com/WildshadeGame/>

<https://www.themanequest.com/blog/2021/7/7/exclusive-announcement-wildshade-a-brand-new-fantasy-horse-racing-mobile-game>

<https://www.instagram.com/wildshadegame/>

<https://twitter.com/WildshadeGame>



Wildshade: What's needed for success

Make a good game (=have a good development team and good processes)

- ✓ The reviews are really good and confirm this.

Get a lot of downloads and community appreciation

- ✓ The game has hit a market where there is demand (not so many good casual horse racing games in the market)
- ✓ The game has a substantial community and is getting good downloads

Work on retention

- The game is really good, and has some great retention mechanics in the pipeline which will launch before Christmas (brand new player league system, new tracks, ...)
- Out for a few days, tracking the first KPIs

Work on monetization

- ✓ Monetization is already good, definitely the best Tivola has ever had
- If the loyal players can be retained by providing new content that they enjoy, monetization will increase over time

Scale with User Acquisition

- Tivola has never been able to scale leveraging paid UA before due to low average LTVs –The goal is that Wildshade becomes the first game where this is possible



Petventures: What's needed for success

Make a good game

- ✓ The reviews are good and confirm this. The game itself gets very good player feedback
- ✓ Nominated for the prestigious German Developer Awards for mobile games
- Technical issues are dragging the title down

Get a lot of downloads and community appreciation

- ✓ The game has found a target audience that drives downloads
- ✓ Downloads are acceptable despite the technical issues, above other Tivola launches in the past that have turned into successful games over time

Work on retention

- Player guidance and game flow needs improvement

Work on monetization

- ✓ Monetization systems are deep in Petventures
- The game has a good foundation to keep building on

Scale with User Acquisition

- Future topic

**Petventures is a good game that mandates continued development.
Priority: Improving technical issues and game guidance & flow.**





Buster's Journey: What's needed for success

Make a good game

- ✓ The game has very positive reviews, players like it
- ✓ The quality of the game is high

Get a lot of downloads and community appreciation

- Downloads are low
- A different overall presentation of the game is currently in development, with the goal of creating a better match between marketing assets/presentation with the target audience

Work on retention

- Major Christmas update coming

Work on monetization

- The Christmas update also includes major monetization changes and additional game features

Scale with User Acquisition

- Future goal

Buster's Journey is a good game that mandates continued development.

Priority: Hitting the target audience with better marketing assets to increase downloads.





JUMP GATE

Next Steps



NFTs* as USP

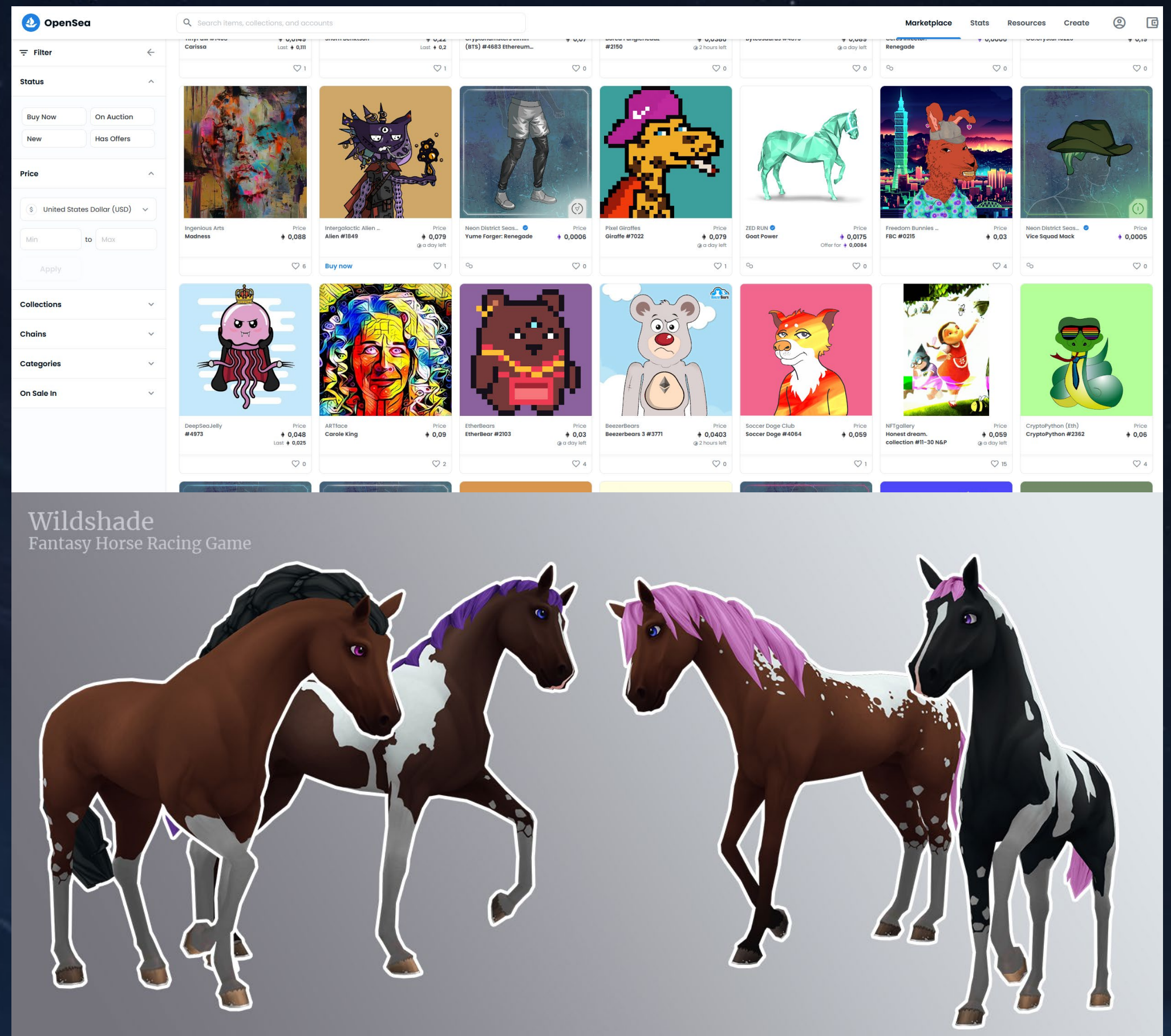
Building an additional revenue stream

Tivola is in a unique position to develop an additional revenue channel, by (for example) allowing the 40M+ current variations of the horses in Wildshade to become tradable as NFTs (almost like a digital version of trading Pokemon cards in School).

NFTs are a bit of a hype but will have a key role in the future. Company valuations in the space reflect the real growth potential. The creating entity of an NFT can participate in every future trade made, thereby participating in the value increase and trade volume of the NFTs traded amongst the player base.

Tivola will spend time on R&D and a first implementation in 2022, enabling player trading of NFTs, while making sure value is added for players.

Once established, this may be highly useful for other studios in the group.



* NFT – Non-fungible-token: A digital (art) asset uniquely packaged in a blockchain token, enabling secure trading



ACQUISITION TARGETS CHECKLIST

- Cash flow positive game companies with organic growth potential
- Strong leadership
- Experienced development teams
- Publishing experience and market reach
- Live Operations experience
- Ability to scale
- Synergy with current portfolio & target groups is a plus

NEXT RELEASE: IDLE ASTERIX

1

Wildshade



2

Idle Asterix (working title)

3

TBA

4

TBA

5

Cat Rescue (working title)

6

Asterix Heroes (working title)

7

New game in the Wildshade universe

8

Expanding Wildshade IP to console and PC platforms





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THANK YOU!