

**onmobile**

**Acquisition of**  **appland**

October 2018

onmobile

# Cautionary statement

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This presentation may contain statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to OnMobile Global Limited’s (OnMobile Global or the Company) future business developments and economic performance.

While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

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# Appland at a glance

## Brief History About Appland

Appland was founded 2011 by Mr. Jonatan Redvik, a former R&D Manager at Ericsson for 15 years. The initial business idea was to provide white-label app stores to any type of device. Three years ago Appland identified a silver bullet solution and expanded quickly. Today they provides services to several well-known telecom operators and global corporates across the world such as Reliance Jio, Ericsson, and Ooredoo.

## What company did OnMobile acquire?

We acquired Appland AB, a mobile entertainment company headquartered in Gothenburg, Sweden.

## What do they do?

They provide the world's best games and kids apps as a white-labeled subscription service to more than 80 carriers in 40 countries.

# Appland at a glance



## INDUSTRY

**Mobile Apps  
Distribution &  
Monetization**

Founded: 2011  
Gothenburg  
Sweden



## OPPORTUNITY/ SOLUTION

**“Netflix for  
Games/Apps”**

Quality games  
clubs with  
monthly  
subscriptions



## GROWTH

**100%+ p.a.**

Revenue projection:  
\$2.4m in 2018  
\$4.3m in 2019  
\$9.6m in 2020



## BUSINESS MODEL

**B2B2C with VAS  
and MNO**

Distribution via VAS  
or Mobile Network  
Operator (MNO)



## MARKET TIMING

**Subscription  
Economy  
Trend**

Disruption of  
traditional app  
monetization in  
progress

# Management Team

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**Jonatan Redvik**

Chief Executive Officer

Former R&D Manager at Ericsson. Responsible for World's First 3G & 4G Implementation.  
Founder of Appland.  
M.Sc.



**Henrik Lewander**

Chief Technology Officer

Former Software Development Lead at Volvo and Ericsson. Co-Founder of Appland with Passion for Technology.  
M.Sc.



**Daniel Nilsson**

Chief Commercial Officer

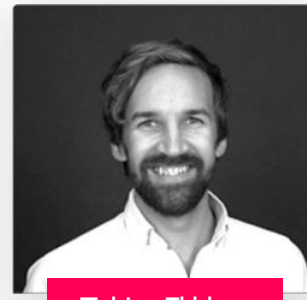
Founder and growth responsible of multiple organizations. Responsible for all sales and marketing at Appland.



**Markus Viikki**

Chief Content Officer

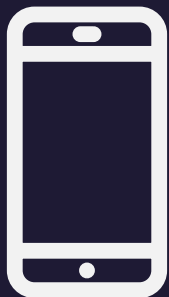
Love Games and ridiculously good at playing them. One of the most knowledgeable in the industry about content.



**Tobias Eklom**

Customer Success Engineer

Appland's customer go-to Growth Hacker expert. Develops tools, processes and creatives to help customers to be even more successful.



# The Apps & Games Subscription Opportunity

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# 82% of Global App Revenues Are Games

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## Consumers love games

Games are played in transit, at lunch, before bed and when people have a moment over



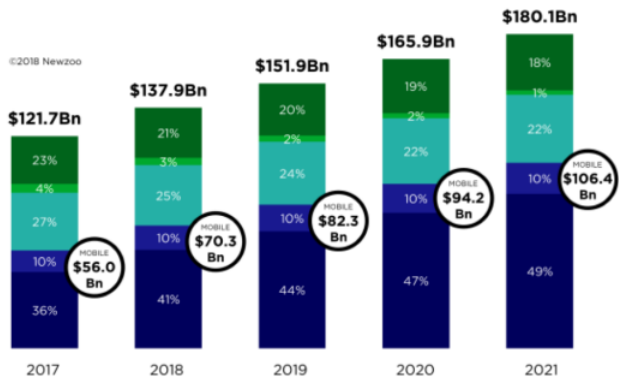
70Bn  
People Spend an Astonishing  
70 BILLION Dollars per Year  
on Mobile Games.

# Global Gaming Market, Trends and Growth



## 2017-2021 GLOBAL GAMES MARKET

FORECAST PER SEGMENT TOWARD 2021



Source: ©Newzoo | April 2018 Quarterly Update | Global Games Market Report  
newzoo.com/globalgamesreport

**+10.3%**

TOTAL MARKET CAGR  
2017-2021



### In 2021

The total games market is expected to be \$180.1 Bn. The **mobile games** market estimated to be **\$106.4 Bn** or **59%** of the global market.

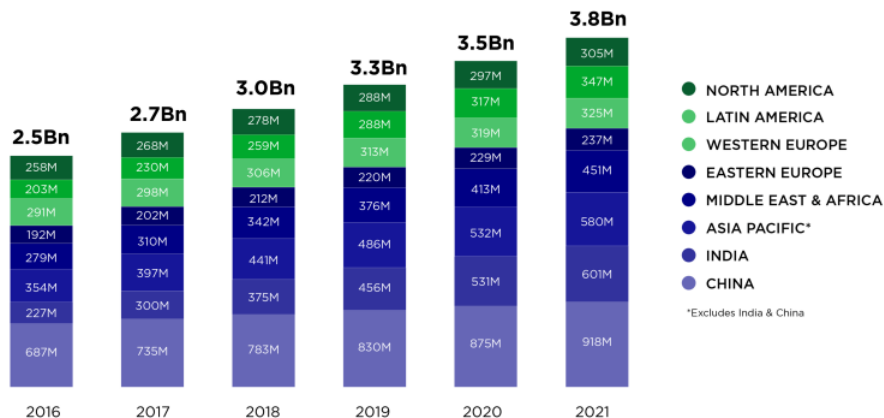
- Boxed/Downloaded PC
- Browser PC
- Console
- Tablet
- Smartphone

# Global Gaming Market, Trends and Growth



## 3.0BN ACTIVE SMARTPHONE USERS GLOBALLY

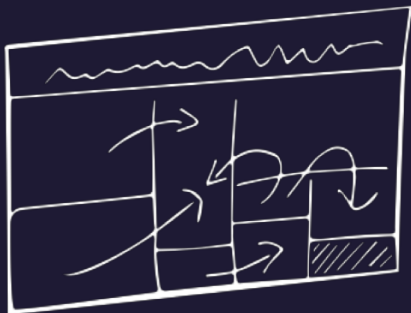
ACTIVE SMARTPHONE USERS PER REGION | 2016-2021



## Smartphone Users

The number of smartphone users globally will reach **3.0 billion** this year, and **3.8 billion by 2021**.

© Copyright Newzoo 2018 | Source: Global Mobile Market Report, Sept 2018  
[newzoo.com/global-mobile-report](http://newzoo.com/global-mobile-report)

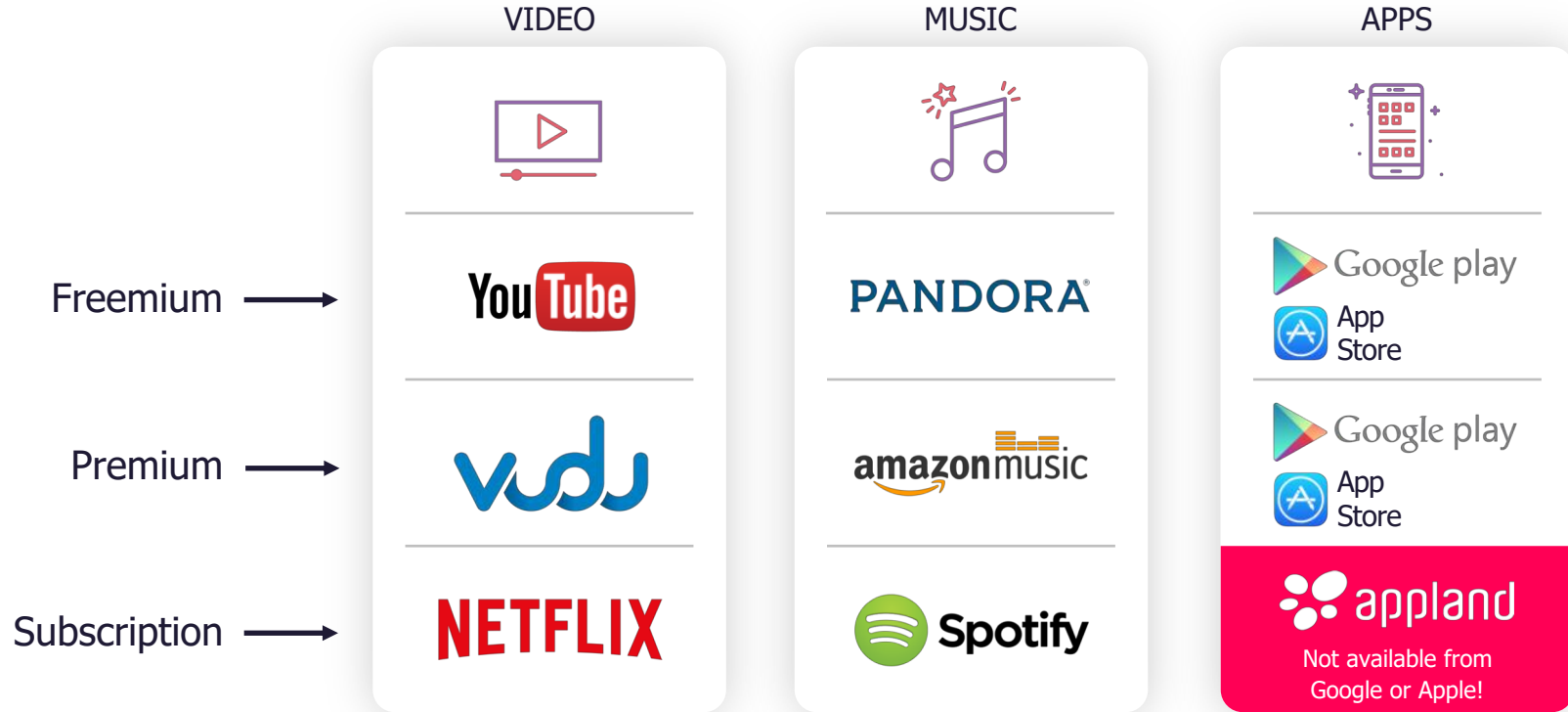


# Appland Offers a New Business Model

Think Spotify and Netflix for Apps

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# Untapped Market: Mobile Games Subscription





## **Appland Products**

**The world's best mobile games and kids apps without annoying ads, in-app purchases, and interruptions. Just pure fun.**

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# Subscription Clubs

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## Appland offers the world's most popular apps and games as a Subscription Service

The Subscription Clubs is just like Netflix and Spotify, but with the best apps and games. Consumers pay a fixed recurring fee and gets unlimited access to the apps and games they love. All negatives are removed such as advertisements, timers, locks, requirements to do in-app purchases, etc.

# Games Club – Value Proposition

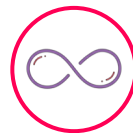
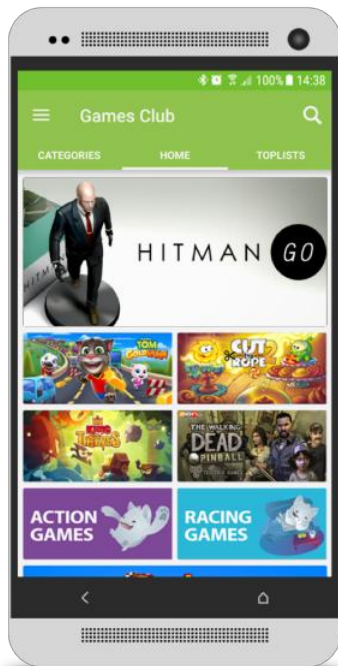
## The Best Games

Full versions. Ads removed,  
free in-app purchases



## New Games Weekly

Discover new amazing titles



## Unlimited Fun

~400 games. All included



## Parental Control

Full control over what kids  
watch, play and experience.

# Kids Club – Value Proposition

## The Best Kids Apps

200 apps chosen by experts,  
loved by kids



## Pure Play

Creativity, collaboration,  
problem solving



## No Tricks

In-app purchases?  
Third-party ads? Nope



## Parental Control

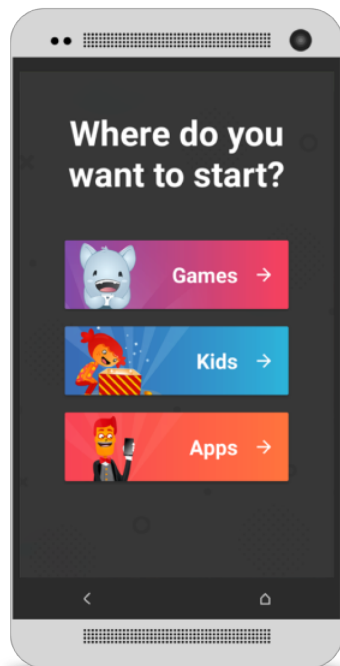
Full control over what kids  
watch, play and experience.

# 3 in 1 Club – Value Proposition

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## The Best Apps

More than 500 Games, utilities, kid's apps. Carefully selected.



## New Apps Weekly

Use as much as you like for a fixed fee and discover new apps weekly.

## Clean Apps & No Tricks

Free in-app purchases. Ads removed, no virus or malware.



## Parental Control

Full control over what kids watch, play and experience.



# Appland Global Presence

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# Some of Appland's Customers

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## OEMs

(Direct / Through Partners):



## OTT

(Always Direct):



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

## MNOs

(Direct / Through Partners and On-Deck / Off-Deck):



# Over 100 Top Publishers

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# Country of Presence

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# Benefits for OnMobile

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# Benefits for OnMobile

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## **Acquire a Leader**

Acquire a leader in the mobile game subscription market to address the high MNO demands for this product



## **Our Customers Wants a Games Offering**

Extend the Appland offering to the to the mobile operators currently served by OnMobile

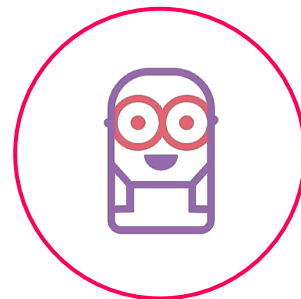
# Benefits for OnMobile

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## Leverage Relationships

Leverage the relationships Appland has with mobile operators to upsell other OnMobile products



## Leverage Content Rights

Leverage Appland's global content rights with some of the top games publishers in the industry

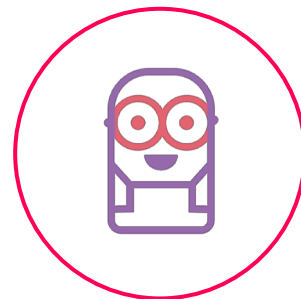
# Benefits for OnMobile

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## **Become Dominant Player**

Become a dominant player in the mobile games market valued at USD 70.3B (2018)



## **Acquire a State-of-the-art Platform**

- Short time to market - automatic setup of clubs and content
- Telco-graded platform (200M+ users)
- 7 years of development and stabilization

For any queries mail us at:

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**[investors@onmobile.com](mailto:investors@onmobile.com)**