

# GLOBAL GAMING BRAND MY.GAMES



# WELCOME TO MY.GAMES!

MY.GAMES - an international online entertainment provider, developing and publishing modern games for PC, consoles, and mobile, part of the largest Russian IT holding Mail.ru Group.

- 1** MY.GAMES is a global gaming brand developing, licensing, and publishing games for PC, consoles, and mobile devices for over 15 years.
- 2** Through our investment division MY.GAMES Venture Capital (MGVC), **we invest in video game studios**, with over 35 partner studios in division's portfolio.
- 3** **We have successfully** brought many popular gaming franchises to market, including Warface, War Robots, Hustle Castle, and many others.
- 4** **Our offices** are located in the US, Europe, Russia, and Asia, bringing together thousands of gaming industry professionals with diverse cultural backgrounds and origin countries.
- 5** For 10 years, MY.GAMES has been growing considerably **faster** than the market thanks to the diversified portfolio and continuous business expansion into new territories.

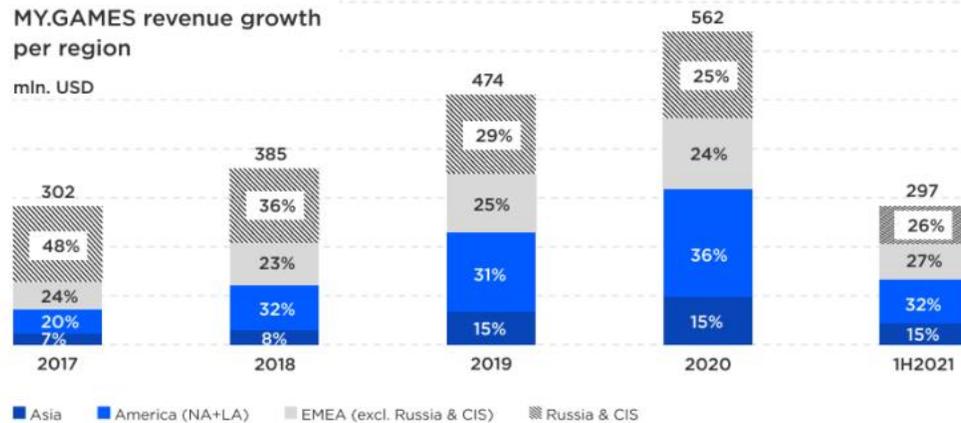


MY.GAMES is currently among the top-50 leading gaming companies globally and has diverse expertise in various gaming market segments.



We create and publish games worldwide for all modern platforms

MY.GAMES revenue growth per region  
mln. USD



## IN TOP-10

mobile publishers in Europe as per the number of successful projects

## TOP-3

international markets

USA, Germany, UK



# 74%

international market revenue in Q2 2021  
(outside Russia & CIS)

# 840+ mln

registered users

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## Key operations

### Development



14 internal studios  
150+ games launched

### Licensing



80+ games in operation  
60+ games licensed

### Publishing

### Investments

MGVC (investment division)



8 consolidations  
40+ studios received the initial investment

## B2C and B2B gaming projects

Gaming Media Project

Gaming Platform

Gaming Services

## Services available for all MY.GAMES studios

Management, expertise exchange

Interaction with platforms

HR /Legal / Finance

Publishing and technical support

Analytics and technology

Marketing and communications

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\* SOURCE: INTERNAL DATA, SINCE 2013

## INVESTMENT FOCUS

The investment division was launched in 2017, handling investments in talented game development teams.



Stages: from a working prototype to launch



Platforms: mobile (preferred), PC, consoles



North America, China, Europe

## STRATEGIC GOALS



Access to new talents



Access to all project metrics at any development and publishing stage



Scaling the company's game portfolio with the consolidation of proven products

## DEALS THROUGHOUT THE DIVISION'S OPERATION

**1000** processed applications

**400** signed NDA and released analytics

**80** investment committees

**40+** signed and closed deals

## MGVC PORTFOLIO EXAMPLES



## MGVC GAME EXAMPLES



# MY.GAMES – A COLLABORATION OF DEVELOPERS

14

internal development and operation studios

35+

MGVC partner studios

FREE ACCESS

to the expertise and project data

- **MY.GAMES today – a collaboration** of partner studios, each with a unique genre focus under the guidance of talented studio leads.
- **Each studio largely independently** determines its product strategy and chooses which games it wants to create. We are open to everyone who loves creating games and shares our values.



Unified product ecosystem



Single internal infrastructure



Common goals



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Our strategic goal is to enter the world's top-25 gaming companies while creating products that others would look up to.

We believe it's possible to achieve this goal by developing our partner environment within our company, where everyone is focused on strengthening each other and opening up new growth opportunities.

## WE BET ON:



### **Creative independence**

when developing and defining product strategy for each studio



### **Constant expertise exchange**

within the MY.GAMES teams and free access to the data accumulated over the years



### **Constant growth**

through regular experimentation in development, operation, marketing and other gaming business areas



### **Mutual help and support**

in achieving the set goals, celebrating victories and analyzing failures together