



# RealArcade

## The Global Leader in Casual Games



### At a Glance

- Real is a leading publisher, developer and distributor of casual games, the fastest growing category of PC games.
- Real's games business extends from North America to Latin America, Europe and China.
- Real's network includes two leading D2C US portals and the number one D2C portal in both Europe and Latin America.
- Over the past four years, Real's Casual Gaming family has grown to include GameHouse, Mr.Goodliving, Zylom, Atrativa and Game Trust. Real's gaming portals combined average more than 750,000 downloads daily.
- Worldwide, including distribution partners, Real's gaming network reaches more than 40 million unique users a month.
- Drawing upon RealArcade's most successful casual PC titles, RealArcade Mobile has developed more than 40 made-for-mobile games and currently supports more than 800 wireless handsets.
- During 2007, RealArcade began delivering on-the-go casual gaming by releasing one of the company's biggest hits, Super Collapse! 3, on popular handheld gaming platforms.

### Real's Casual Games Family

- **RealArcade:** A top casual games destination in North America, offering something to suit every casual gamer with more than 550 million games downloaded to date.
- **GameHouse:** Award-winning US games studio that develops and offers its games, along with titles from other industry-leading developers, to three million unique users per month.
- **Zylom:** The single largest, most popular and fully localized reach to the European casual games audience, Zylom develops and localizes games in seven languages.
- **Atrativa:** The leading Brazilian distributor of casual games, Atrativa represents the most popular Latin American casual games portal.
- **Mr.Goodliving:** An award-winning mobile games studio based in Helsinki, Finland, Mr.Goodliving develops the mobile games distributed by RealArcade Mobile.
- **Game Trust:** A fully integrated casual games infrastructure company with a development team in Denmark, Game Trust provides community and commerce capabilities for casual gaming platforms.



## Real as Developer

- Real's Zylom and GameHouse studios have over 100 people dedicated to developing and publishing games and will create 15-20 unique titles this year, following recent hits like Little Shop of Treasures and Delicious.
- RealArcade Mobile draws upon the top RealArcade casual game titles and converts a selection of them to a made-for-mobile format, generating hits like 2007's Cake Mania Mobile.
- Real has proven to be the developer of choice for major toy brands looking to enter the casual gaming space, partnering with household names like Hasbro and Mattel.

## Real as Publisher

- Real will publish 50+ PC and Mac titles created by other developers this year, following such recent hits as Mysteryville, Burger Rush and Mortimer Beckett and the Secrets of Spooky Manor.
- As a leading first and second party global publisher, Real offers game developers the opportunity to tap into its network of Web sites and global distribution partners.
- Developers choose Real because the company consistently provides the biggest checks due to Real's expansive reach and expertise in games marketing.
- RealArcade Mobile provides games for leading wireless carriers including AT&T, Verizon, Sprint and T-Mobile.

## Real as Distributor

- Real delivers the most popular variety of marquee titles and more exclusive titles than any other casual games company.
- With the RealArcade game service, GameHouse.com, Zylom.com and Atrativa.com.br, Real has established itself as the leader in the casual games market.
- Real's distribution and syndication network includes partners such as Lifetime, Cablevision, Yahoo!, MSN, Time Warner Cable, Web.de, T-Online, Ilse, RTL and AOL.

## Real as Innovator

- Real has established successful and unique revenue and subscription models.
- Real pioneered the in-game streaming video ad model for casual games and offered more than 50 downloadable ad-enabled titles at the end of 2007. To date, Real has served in-game advertising campaigns to over 40 advertisers and has generated over 10 million ad-enabled game downloads.
- Advertisement video completion and click-through rates for Real's in-game ads consistently beat industry averages.
- With its proprietary EMERGE development platform, RealArcade Mobile can port mobile games to new wireless handsets faster than any other company in the mobile games space.

