Facts and Figures

Brief History

The Company

Founded 2002
Number of Employees 800

Key Titles
DarkOrbit, Seafight, Farmerama, Battlestar Galactica Online, The Mummy Online

Locations
Hamburg (GER), Berlin (GER), San Francisco (USA), Malta, Sao Paulo (BRA)

The Figures

70 active games, 30 languages
200 million users
250,000+ new registrations per day

1 Billion+ daily transactions

Winner
Mashable Best Online Game 2010
International Business Award 2010
Deloitte Rising Stars 2009
Best Gaming Website USA 2009
MTV Games Award 2009
...over **250,000** babies are born every day in the world. Bigpoint adds more than **250,000** new players every day too...
Bigpoint as a company is growing

Employees

2004  2005  2006  2007  2008  2009  2010  2011
1     3     12    42    95    163   210   40

Registrations

1  →  95  →  315  →  900
Online Games

Outlook

online gaming is a $14bn business today
and will be a $20bn business by 2013
BIGPOINT’s UNIQUE SELLING PROPOSITION

SUCCESS FACTORS

1 DISTRIBUTION NETWORK

- PERFORMANCE BASED MARKETING
- HIGH PROFESSIONAL LEVEL (SEO, SEM, DRTV)
- 1000 MEDIA PARTNER (e.g. Yahoo, MTV, TF1, Mail.ru)

2 DIVERSITY OF GAMES

- OVER 65 ONLINE GAMES
- DIVERSE PORTFOLIO (Core, Triple A and Casual Games)
- DIVERSE PLATFORMS (social, mobile, browser)

3 BUSINESS MODELL F2P

- SPEED UP GAME SUCCESS
- ROUSE CONSUMER NEEDS
- CREATE DEMAND
- HIGH CONVERSION
- SUCCESSFULL
- CUSTOMER LIFE CYCLE
- EXTENDED MATURITY
- EFFECTIVE STRATEGIES
- PRODUCT LIFE CYCLE

ATTRACTIVE CONTENT, SUCCESSFUL MONETIZATION & HIGH-PROFILE DISTRIBUTION NETWORK
Over 1,000 distribution partners worldwide

General Partnerships

TV Partnerships
### BIGPOINT’s Game Portfolio

**Diversity and high quality offer millions of players fun & entertainment**

<table>
<thead>
<tr>
<th>Core Games</th>
<th>„AAA“ Games</th>
<th>Casual Games</th>
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<tbody>
<tr>
<td><img src="image1" alt="BBF" /></td>
<td><img src="image2" alt="Galactica Online" /></td>
<td><img src="image3" alt="Farmerama" /></td>
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<td><img src="image4" alt="Seafight" /></td>
<td><img src="image5" alt="Mummy" /></td>
<td><img src="image6" alt="Skyrama" /></td>
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<td><img src="image7" alt="Deepolis" /></td>
<td><img src="image8" alt="Drakensang Online" /></td>
<td><img src="image9" alt="RamaCity" /></td>
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- **More than 50 MILLION** users have registered for **DARKORBIT** since it went online in 2006 and has millions of active monthly users.

- **SEAFIGHT**. More than **50 SEA CHARTS** with different environments. Over **100 SHIP DESIGNS** and **30,000 GUILDS** to cruise the seas.

- **BATTLESTAR GALACTICA ONLINE** was the **MOST SUCCESSFUL** launch of a game in Bigpoint history with over **1 MILLION** player after **4 WEEKS**.

- In just under one year, **30 MILLION** users moved to the country to start their own online farms at **FARMERAMA**.
F2P Business MODEL

If bus fare cost an additional 10¢ - Immediately...

...You would pay for it, right?
How the business model works

**PROOF OF SUCCESS**

- microtransactions are worth $9bn already
- and enable Bigpoint to deliver a higher ARPPU than World of Warcraft
Platforms
Browser, Social Networks, Mobile Devices

HIGHER CUSTOMER LIFETIME VALUE THROUGH CROSS-PLATFORM
BIGPOINT DEVELOPS GAMES FOR ALL 3 MAJOR PLATFORMS
BIGPOINT HAS DIFFERENT APPROACHES AND STRATEGIES FOR EACH PLATFORM

SOCIAL
- Casual games segment booms
- SOCIAL LAYER integration
- Concentrating on publishing games on popular SOCIAL NETWORKS
  - Facebook
  - Google+

MOBILE
- Mobile games are a mid-term GROWTH DRIVER
- Concentrating on publishing games on
  - Android
  - iPhone, iPad

BROWSER
- Bigpoint accomplished to build a strong INFRASTRUCTURE to deal with millions of players simultaneously
- Spectacular 3D GAMES in the browser are possible thanks to our in-house Nebula 3 engine and close cooperation with Unity Technologies.
Games ARE entertainment
In the beginning

I think there is a world market for maybe five computers

Thomas Watson, Chairman of IBM, 1943
In the beginning

We were **completely unique & creative**
It’s a social world

- **World of Warcraft** launched November 23, 2004
- **Facebook** founded 2004
- **Wikipedia** with the First Words „Hello World“ typed by Jimmy Wales – 2004
- **The First Youtube Video** “Me at the Zoo” – April 23, 2005
- **Zynga** was founded by Mark Pincus in July 2007
- **Playfish** founded 2007
- **Twitter** founded 2006
Online games combine social media with games – and cross the barrier of gender and age limitations.

We do games for people and not only for gamers.
Demographics will change further

26% of Americans over the age of 50 play video games.
4,600,000,000 Mobile phone subscriptions

New platforms are changing the gaming landscape

53 percent of US mobile gamers are female
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