PlaySide™

# PLAYSIDE STUDIOS (PLY.ASX)

Business Update (Q4 FY21 Quarterly Activity)

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## AUSTRALIA'S LARGEST GAME DEVELOPER

# WELCOME TO PLAYSIDE

**A fast-growing global gaming company with a 9 year track record of strong revenue generation**

- 50+ titles released & strong pipeline of new games.
- Contracts with top-five Hollywood studios and leading global social influencers.
- In-house, end-to-end gaming skills including design, development, marketing & user acquisition (90+ staff)

## LEADING THE CHARGE

# PLAYSIDE DIRECTORS

### CRIS NICOLLI

**Chairman**

Mr Nicolli has an extensive career as an influential leader and highly successful businessman in the technology sector. He was the Group Managing Director and CEO of ASX-listed IT services company UXC Limited. He is currently a Non-Executive Director of ASX/NZX listed Vista Group, Empired (EPD), and Chairman of ReadCloud (RCL).

### GERRY SAKKAS

**Managing Director / CEO**

Entrepreneurial and driven Chief Executive / founder of PlaySide, with 15 years of creative leading industry expertise, launching numerous Mobile, Console, VR/AR and PC titles in domestic and international marketplaces. Has previously worked for EA Games' Melbourne console studio.

### AARON PASIAS

**Non-Executive Director**

Co-founder with over 15 years of experience in financial markets and property industries. Aaron has been responsible for the financial stewardship of PlaySide, working closely with the board to ensure the studio is meeting its financial objectives.

### MARK GOULOPOULOS

**Non-Executive Director**

One of the founders of PlaySide and has over 20 years' experience in finance and investment banking. He has led financing rounds for both ASX listed and pre-IPO businesses across various industries. Leads and sets corporate strategy for PlaySide

### HANS TEN CATE

**Non-Executive Director**

Currently COO of Tilt Five. With 20 years in experience at Sony and then EA Games. Hans has served as an Executive on franchises such as The Sims, and The Simpsons. Hans then moved to an Executive role for tech startup MaxPlay, where he was pivotal to their $20m Series A funding round.

## LEADING THE CHARGE

# PLAYSIDE MANAGEMENT

**PAUL FOURACRE**

Chief Operating Officer

Paul has more than 25 years experience working in the IT&T industry primarily at IBM. Paul has deep knowledge across sales, marketing, operations, finance, technology, project management and acquisitions gained from a number of operational leadership roles.

**DARREN BRIGGS**

Chief Financial Officer

Darren commenced his career working with international accounting firm Deloitte where he worked in both Australia and the USA for ten years. More recently he worked for over 12 years at the ASX listed retailer The Reject Shop, the majority of those years as both CFO and Company Secretary.

**TJ MUNUSAMY**

EVP of Business Development

Oversees internal operations at PlaySide and heads up all business development activities for the studio. With 10+ years in the games industry he has a background in sales, development and production.

**DANNY ARMSTRONG**

General Manager

Over 12 years experience with 50+ titles across mobile, console and VR. Previously worked with 2K Games, THQ and Frontier. Danny oversees the development of our titles, while also guiding the user acquisition strategies and monetisation for PlaySide's own titles.

PRESS PLAY

# OUR ACHIEVEMENTS

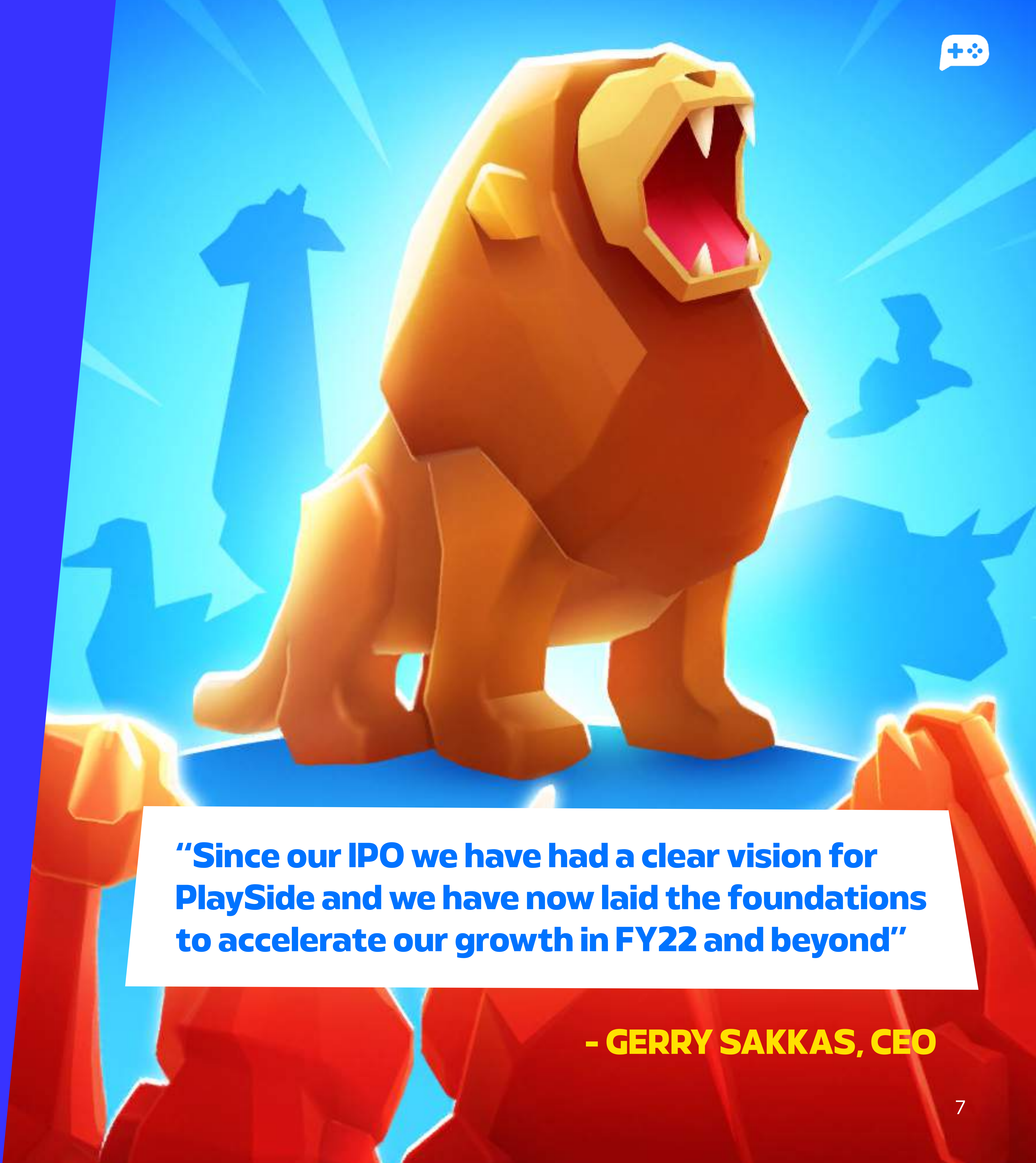
## A top ranking, global gaming company with relationships with the largest global brands

- Proven global success with multiple mobile titles achieving top chart positions.
- FY21 Revenue of $10.88M an increase of 55% YoY.
- Exceptional pipeline of seven new games launching in FY22 & 1 larger console title launching in FY23
- Leader in the AR & VR space. Multiple #1 Products.

# Q4 FY21 HIGHLIGHTS

## PLAYSIDE REPORTS STRONG Q4 REVENUE OF $3.13M (↑ 33% pcp) AND RECORD FY21 REVENUE OF $10.88M (↑ 55% yoy)

- *Animal Warfare* surpassed 11 million downloads and is now PlaySide's most downloaded title.
- License agreement signed with Paramount Pictures to develop and publish a PlaySide owned mobile game based on the iconic feature film *The Godfather*
- Work For Hire contract signed with Facebook for development on the Facebook Horizon VR platform.



**"Since our IPO we have had a clear vision for PlaySide and we have now laid the foundations to accelerate our growth in FY22 and beyond"**

**- GERRY SAKKAS, CEO**

# GAME ON

The global games industry is one of the largest industries in the world. **Larger than Movies, TV and Music combined!**

## 2020 GLOBAL GAME STATS

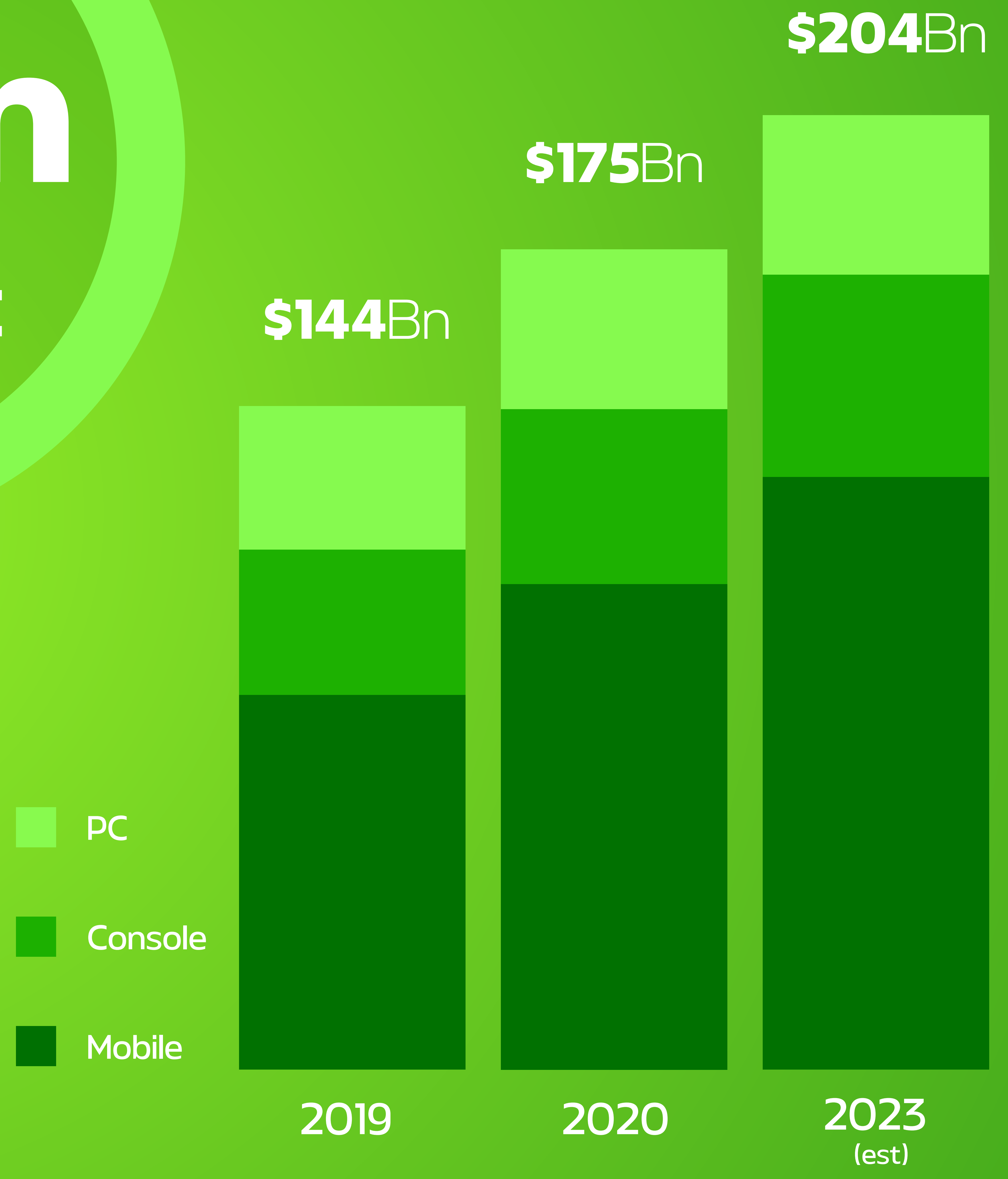
# GAME ON

By the end of **2020**, the global gaming market was worth **$175 billion**, with **57%** of that, **$100 billion**, coming directly from mobile games.

**2.8bn**
**GAMERS WORLDWIDE**

**21.6%**
**GROWTH IN 2020**

**INDUSTRY WILL EXCEED $200Bn in 2023**



OUR CORE PILLARS
OUR CORE PILLARS

# OUR CORE PILLARS

## 01

### ORIGINAL IP

- Over 45 million downloads
- Over 20 original titles launched
- 10 #1 chart positions
- Developing new console title for PS5 & Xbox
- Developing new PC / Steam title

## 02

### LICENSING

- Relationships with Top 5 Movie Studios
- "Legally Blonde" Licensing Agreement signed with MGM
- "The Godfather" Licensing Agreement signed with Paramount Pictures.

OUR CORE PILLARS
OUR CORE PILLARS

# OUR CORE PILLARS

03

## WORK FOR HIRE

- Our clients include the top movie studios in the world
- Average contract length is 8-12 months
- Fixed price development contracts
- Ongoing "live ops" support contracts increasingly popular

04

## INFLUENCER PARTNERSHIP

- Multiple large YouTube partners with millions of subscribers
- Influencers are constantly searching for more ways to monetise their audience
- Flexible pricing ratio between fixed price development fees and revenue share

05

## ESPORTS

- Esports is the next big thing in gaming
- Fortnite has generated over $4bn for Epic Games due to a strong Esports strategy
- PlaySide has an initial interest in Esports via its strategic 27% stake in BIG Esports

# OUR COMPETITIVE ADVANTAGE

## WHAT KEEPS US AHEAD OF THE GAME

### USER ACQUISITION

Enhanced user acquisition at lower costs. In house team, purpose built with complete autonomy. Acknowledged as industry leaders.

### BRAND RELATIONSHIPS

PlaySide is already trusted by key global brands. Relationships and trust a key barrier to entry. This gives us access to hottest franchises and IP.

### INFLUENCER PARTNERSHIPS

Partnerships with large YouTube influencers to create and market titles. Provides immediate and direct access to 100s of millions of customers.

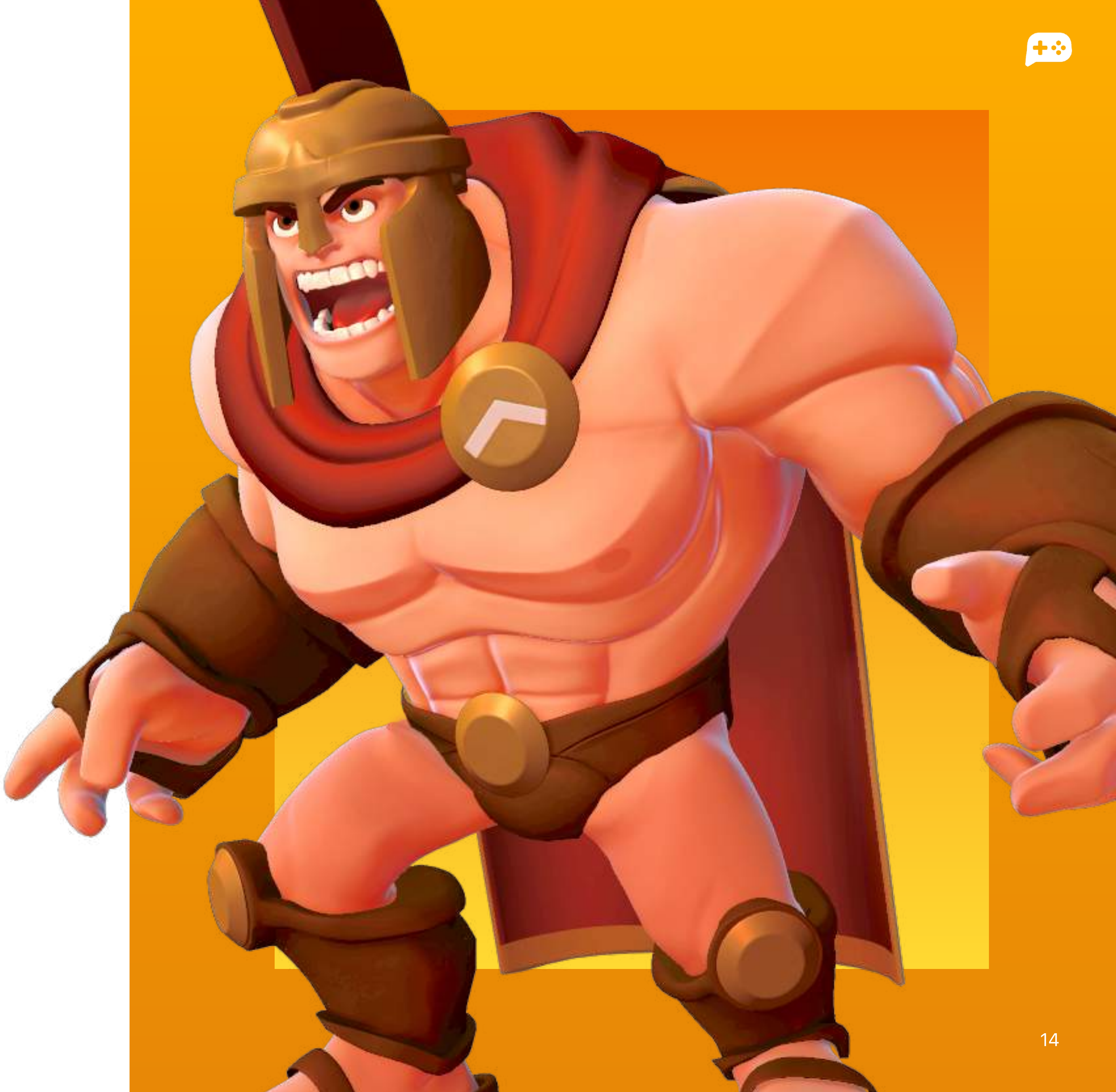
# ORIGINAL IP

## OUR OWN BRANDS

# ORIGINAL IP

**PlaySide's core focus is in creating our own brands. We have launched over 20 of our own mobile games.**

- ✖ Over 45 million downloads
- ✖ Over 20 original titles launched
- ✖ 10 #1 chart positions
- ✖ 5 titles sold to large Chinese publishers
- ✖ Developing new console title for PS5 & Xbox
- ✖ Developing new PC / Steam title



# AGE OF DARKNESS
# FINAL STAND

**Our first PC Title *Age of Darkness: Final Stand* is set to launch on the *Steam* store in September 2021.**

- ***Age of Darkness: Final Stand*** presents a modern, darker version of the survival RTS genre that will challenge new players, and strategy experts alike.
- Trailer Launched 21/07, more than 35 global agencies have featured ***Age of Darkness: Final Stand***. The public response to the trailer has been exceptional, it has received an overwhelmingly positive response from the gaming community so far. (Watch Trailer Here).
- PlaySide developed, SwarmTech helps ***Age of Darkness*** render 70,000 units on screen at once.

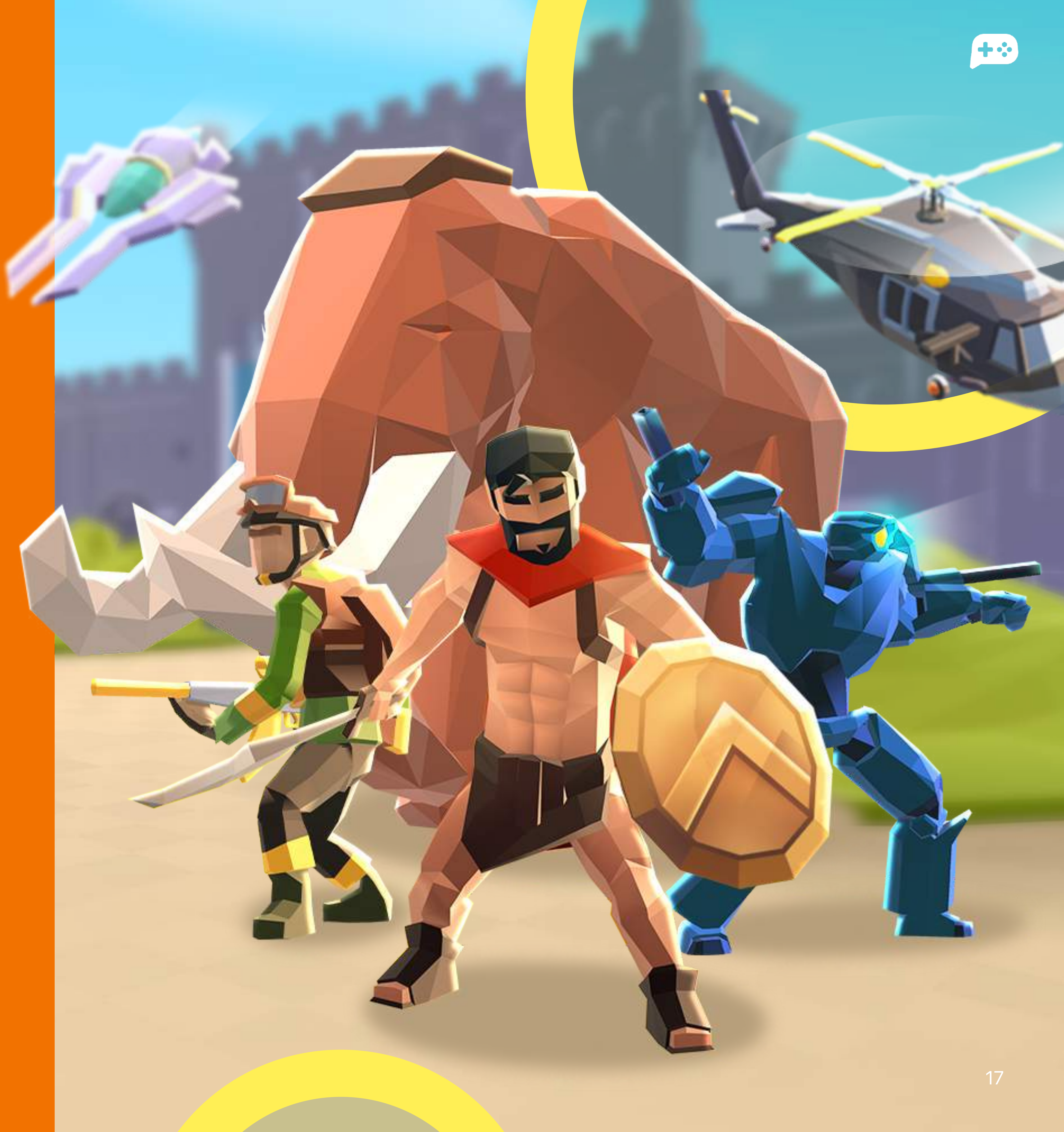

*"Using SwarmTech, the game can render over 70,000 enemy units on the screen at once, leading to massive, hectic battles that should* ***outshine a lot of other RTS titles*** *on the market."*

\- KitGuru

# BATTLE SIMULATOR: WARFARE

**PlaySide launched its next mobile casual title *Battle Simulator: Warfare* late in Q4 FY21. This is the third title which is based on the phenomenally successful WARKit toolkit**

- Overwhelmingly positive response from customers, scoring an average rating of 4.7 out of 5
- Early gameplay metrics are extremely positive for the title with Average Revenue Per Daily Active User (ARPDAU) 95% higher and Purchaser Percentage 67% higher than ***Animal Warfare***



# WORK FOR HIRE

### HOLLYWOOD'S GO-TO STUDIO

# WORK FOR HIRE

## PlaySide has relationships with some of the largest brands in the world, developing titles with each studio

- Partnered with Disney, Warner Bros, Nickelodeon, Paramount & many more. Our partners trust us with their IP as we have a reputation for delivering strong AAA content.
- Producing exceptionally high quality contract work provides PlaySide the opportunity to license Legally Blonde from MGM and The Godfather from Paramount Pictures to create our own games with these brands.


nickelodeon
RISE OF THE
TEENAGE MUTANT NINJA
TURTLES
NINJA RUN
Disney · PIXAR
Cars
LIGHTNING
LEAGUE
JUMANJI
EPIC RUN
HATCHTOPIA
LIFE
THE LEGO
BATMAN
MOVIE

# LICENSING

## MGM LICENSE

# LEGALLY BLONDE

**PlaySide has an exclusive license with MGM to develop and publish a "Legally Blonde" themed mobile game**

- ✖ PlaySide to develop and publish a first-of-its-kind mobile game based on the studio's feature film.
- ✖ Development is currently in "Alpha" with a soft launch planned for late Q2FY22 and a global launch Q3FY22.
- ✖ PlaySide has built a puzzle based toolkit that can be used to create multiple puzzle products in the future.


PARAMOUNT LICENSE

# THE GODFATHER

## PlaySide has an exclusive license with Paramount to develop and publish "The Godfather" themed mobile game

- An immersive mobile game experience that allows players to tell their own Godfather story.
- Combining idle mechanics with the powerful characters and locations of the Godfather films.
- Development is currently in "Pre-Production" with a soft launch planned for Q3FY22 and a global launch Q4FY22.

# INFLUENCER PARTNERSHIPS

### THE NEXT GENERATION

# OUR INFLUENCER PARTNERSHIPS

- Massive potential for user acquisition and growth with larger YouTubers & Celebrities.
- Together we are creating multiple games with **Lazarbeam** (18m Followers), **Fresh** (7m) the **Norris Nuts** (10m) and Hollywood Actor **Thomas Middleditch**.
- PlaySide continues to identify potential partners with large audiences and believes this will be an attractive growth pillar over the medium term.

**PEOPLE WATCHED OVER 100 BILLION HOURS OF GAMING CONTENT ON YOUTUBE IN 2020**

**48% OF MILLENNIALS** (AGED 26-35 YEARS) **SPEND 10+ HOURS A WEEK CONSUMING ONLINE CONTENT**


WORLD
OF PETS

### THE NEXT BIG THING IN GAMING

# BIG ESPORTS

**Games such as Fortnite have transformed the gaming landscape offering players a way to use their skills to earn millions of dollars.**

- PlaySide's investment in BIG Esports (27%) provides insights into current and future trends. This allows us to consider incorporating aspects of Esports into future titles.
- BIG also provides marketing for large consumer brands looking to get into the gaming space. This provides us with the link to connect brands to our own, or partnered titles.

# FINANCIALS

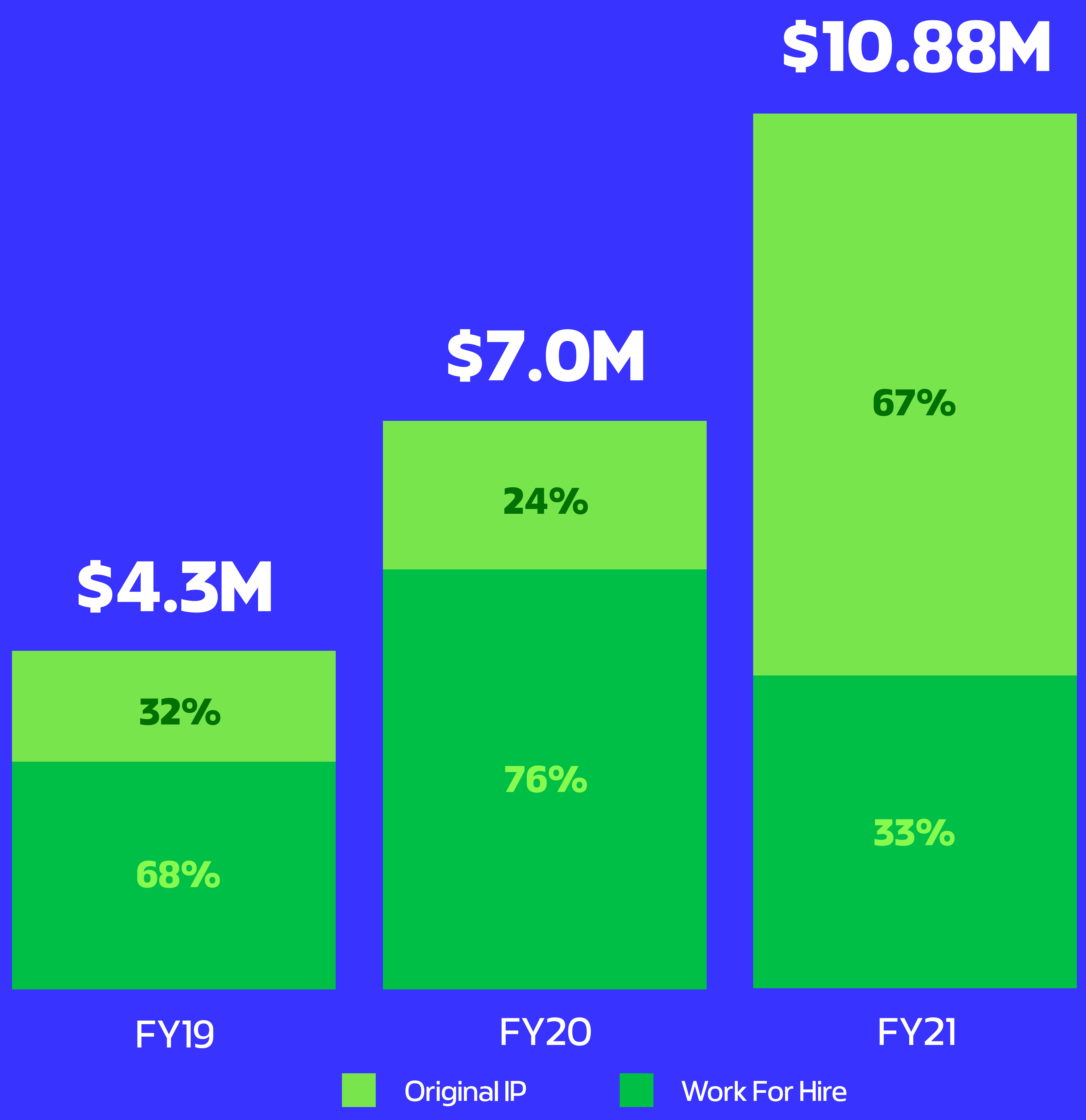
### FY 2021 UNAUDITED

# REVENUE $10.88m

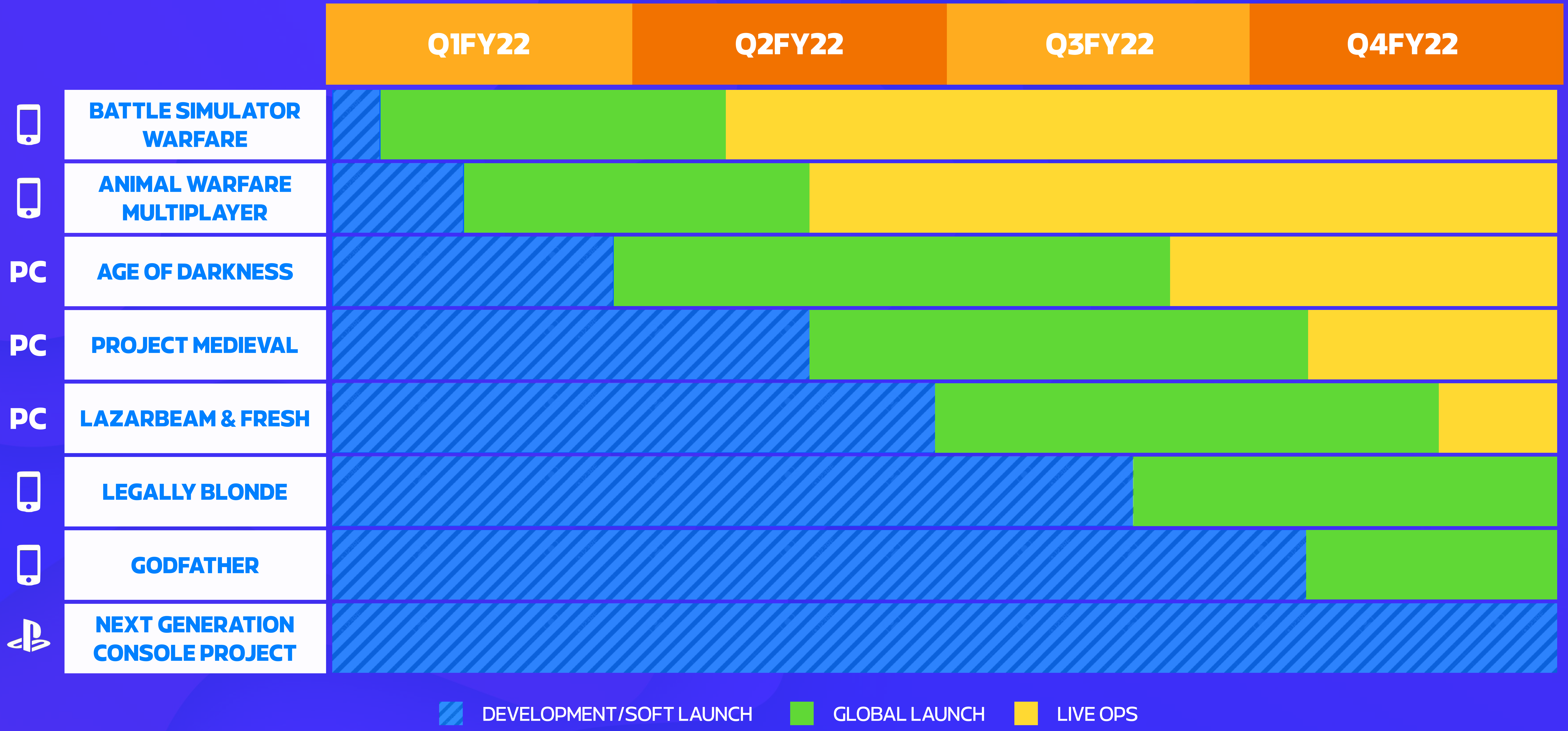
**Original IP of $7.3M accounted for 67% of our revenue in FY21, a growth rate of 407% from FY20.**

- Primary objective since listing has been to grow the Original IP and Licensing divisions.
- There are now 7 original IP titles in development, each significantly larger than those launched in FY19 & FY20.
- Includes the licenses to 2 major titles (Legally Blonde & The Godfather) that will launch during FY22.

*Revenue not including R&D and Government Grants.



# FY22 ROADMAP

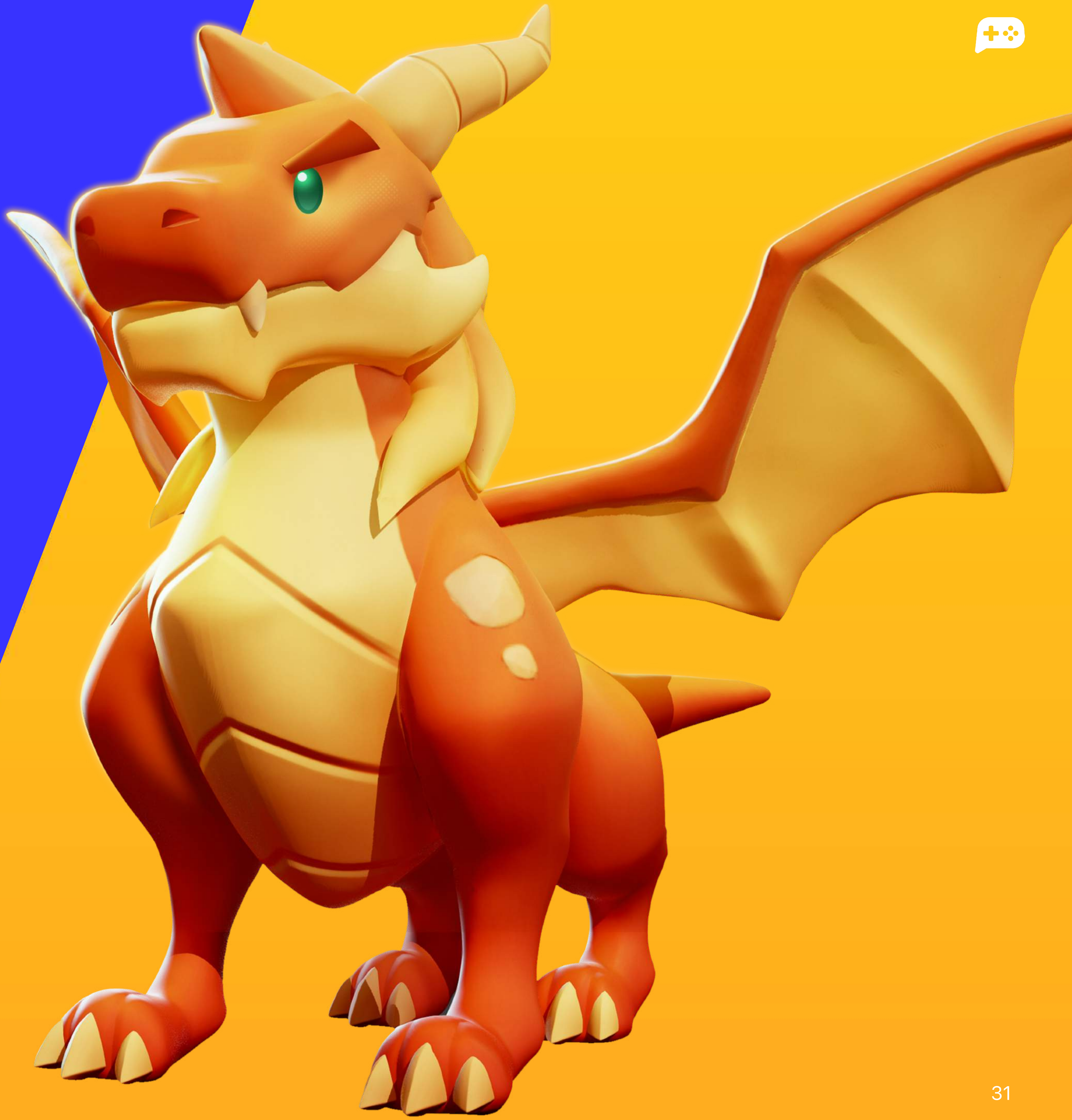


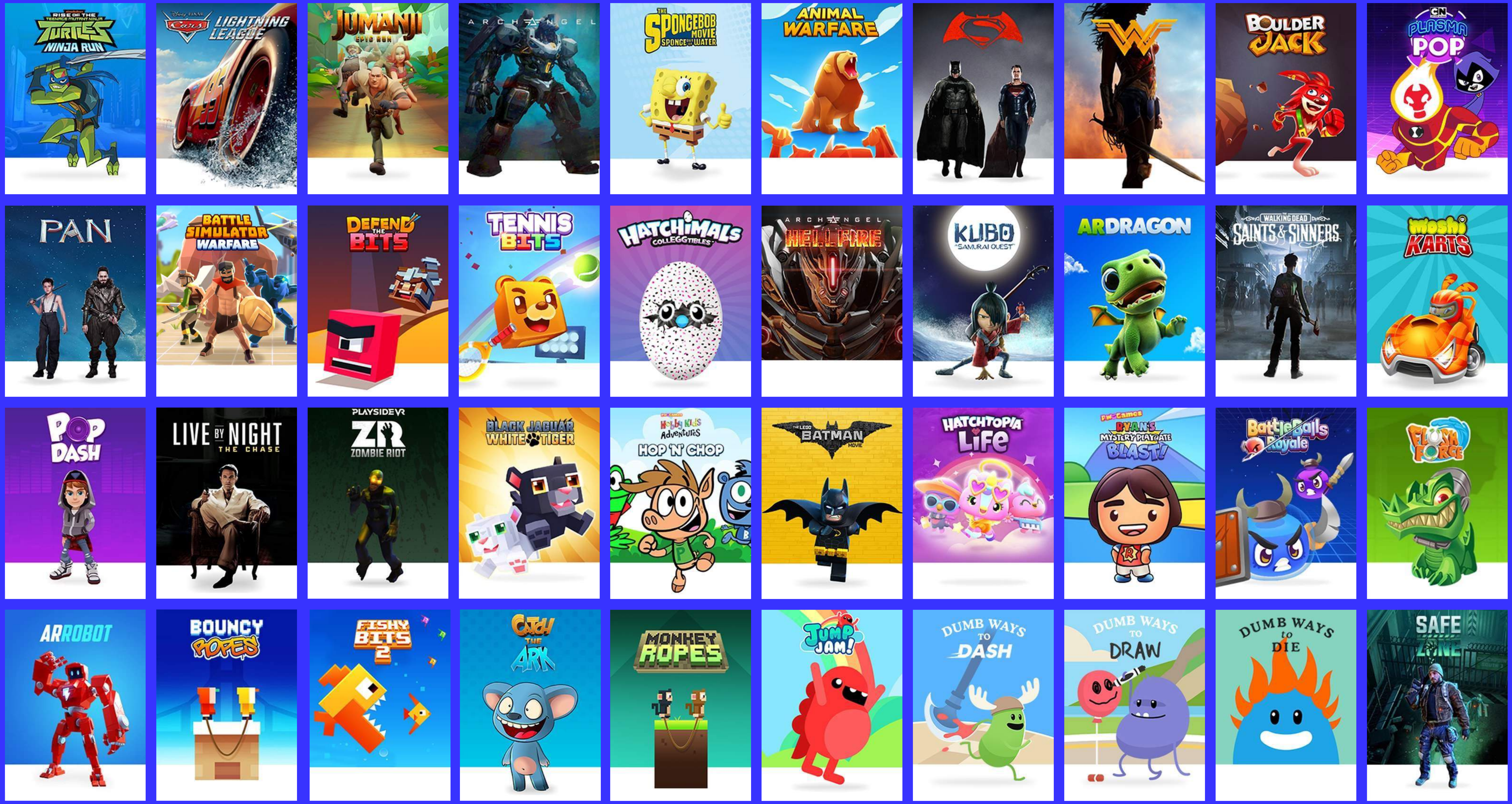
GAME OVER

# SUMMARY

## A fast-growing global gaming company with a 9 year track record of strong revenue generation

- 50+ titles released & strong pipeline of new games.
- Contracts with top-five Hollywood studios and leading global social influencers.
- In-house, end-to-end gaming skills including design, development, marketing & user acquisition (90+ staff)
- Proven global success with most titles achieving top chart positions.





RISE OF THE TEENAGE MUTANT NINJA TURTLES NINJA RUN
Cars LIGHTNING LEAGUE
JUMANJI EPIC RUN
ARCHANGEL
THE SPONGEBOB MOVIE SPONGE OUT OF WATER
ANIMAL WARFARE
BOULDER JACK
CN PLASMA POP
PAN
BATTLE SIMULATOR WARFARE
DEFEND THE BITS
TENNIS BITS
HATCHIMALS COLLEGGTIBLES
ARCHANGEL HELLFIRE
KUBO "SAMURAI QUEST"
ARDRAGON
THE WALKING DEAD SAINTS & SINNERS
moshi KARTS
POP DASH
LIVE BY NIGHT THE CHASE
PLAYSIDEVR ZR ZOMBIE RIOT
BLACK JAGUAR WHITE TIGER
Hobby Kids Adventures HOP 'N' CHOP
THE LEGO BATMAN MOVIE
HATCHTOPIA LIFE
RYAN'S MYSTERY PLAYDATE BLAST!
BattleBalls Royale
FLASH FORCE
ARROBOT
BOUNCY ROPES
FISHY BITS 2
CATCH THE ARK
MONKEY ROPES
JUMP JAM!
DUMB WAYS TO DASH
DUMB WAYS TO DRAW
DUMB WAYS to DIE
SAFE ZONE