Easybrain merger
February 3rd, 2021
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Meet the Team

Oleg Grushevich  
CEO

Matvey Timoshenko  
COO

Peter Skoromnyi  
CSO

› Formerly Senior Manager at EY

› Formerly General Director and Co-founder at Apalon

› Formerly Chief Strategy Officer and Co-founder at Apalon
Easybrain Overview

Bringing popular and timeless game concepts to mobile

› Leading puzzle and logic game developer, founded in 2016

› Universal appeal with 15 live titles, including Sudoku.com and Nonogram.com

› 750m+ cumulative installs to date

› Proven ability to launch and operate multiple successful live titles

› 230 employees across two offices in Limassol, Cyprus and Minsk, Belarus

Cumulative installs to date

750m+
Games & IP
The Easybrain Formula

Brain puzzle game concepts played by “gamers” and “non-gamers” alike + Free to download and play + Process-led: everything repeated becomes part of the process. Playbooks in every team + Proprietary in-house systems and tools producing breakthrough predictive analytics and reusable modules + Analytical approach: data-driven decisions across all teams

Resulting in:

> Successful, long-lasting titles

> Leading positions in each niche drive large portion of organic downloads

> High retention, long session time niches, driving effective ad-monetization

A platform for repeatedly generating and operating hit titles
Constantly Growing Portfolio of Timeless Games

- **Puzzle and Logic games** are the core focus of Easybrain
  - Classic puzzle games with wide-ranging timeless appeal
  - Particularly effective at driving organic downloads when each app is a category leader
  - Created universal Easybrain design system, instantly familiar to users as it follows the human interface guidelines of both platforms
- Also explored **Coloring** and **Music app categories** as well as subscription monetization model, quickly creating popular products by leveraging the Easybrain infrastructure

<table>
<thead>
<tr>
<th>App</th>
<th>Release Date</th>
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<tbody>
<tr>
<td>Sudoku.com</td>
<td>Mar 2017</td>
</tr>
<tr>
<td>Jigsaw Puzzles</td>
<td>Dec 2017</td>
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<tr>
<td>Pixel Art</td>
<td>Dec 2017</td>
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<tr>
<td>Drum Pad Machine</td>
<td>Jun 2018</td>
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<tr>
<td>Find the Difference</td>
<td>Feb 2019</td>
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<tr>
<td>Nonogram.com</td>
<td>Mar 2019</td>
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<tr>
<th>App</th>
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</thead>
<tbody>
<tr>
<td>Groovepad</td>
<td>Apr 2019</td>
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<tr>
<td>Blockudoku</td>
<td>Oct 2019</td>
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<tr>
<td>Easy Game</td>
<td>Feb 2020</td>
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<tr>
<td>Killer Sudoku</td>
<td>Aug 2020</td>
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<tr>
<td>Nonogram Color</td>
<td>Sept 2020</td>
</tr>
<tr>
<td>Art Puzzle</td>
<td>Nov 2020</td>
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</table>
Universal Design System

Sudoku.com

Nonogram.com

Blockudoku

Browser version

Universal Design System
Continuous Iteration Driving KPI growth

- A **process-first company**, we follow playbooks to increase player engagement, usage metrics and revenue.

- Driving **increase in LTV** through:
  - **Constant product updates** verified by A/B tests
  - **Regular content releases**
  - **New events**
  - **Game modes**

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**Sudoku.com Case Study**

- **9 months** to build initial version to Easybrain standards
- Follows **universal Easybrain style**
- Over 30 product A/B tests significantly increased LTV
- **Live Ops events**
- Acquired **Sudoku.com domain**
- **No. 1 search ranking** for all major keywords across all major geographies

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A truly live product with years of product developments remaining on roadmap
Improving Live Titles and Expanding the Portfolio

› **Roll-out of Live Ops** proved to be effective in increasing usage and monetization metrics

› **Re-usable modules across titles**, e.g. daily challenges and achievements modules, are **easily replicated** across portfolio

› Continue developing and releasing new fun and engaging games based on “newspaper” gameplay

› Recently launched **Killer Sudoku** and **Nonogram Color** worldwide after successfully passing soft launch

› Healthy pipeline of **Logic and Puzzle titles in production** by R&D team

› Ongoing improvement of the **BI system**, leading to more effective analytics, UA and monetization
Cutting-edge Proprietary Business Intelligence System

- Internally-developed BI system, a central platform for all data needs
- Allows Business, Analytics, UA, Marketing, Product and Monetization teams to take data-driven decisions on a self-serve basis
- Maintained and constantly improved by dedicated team of BI professionals
- Features include:
  - Accurate long-term ad-LTV prediction based on ML
  - UA performance assessment
  - Efficiency of waterfalls
  - Cohort presentation of ARPU, ROAS, events and other data
  - Business, marketing and analytics metrics
  - and much more..
Scaling with Effective and Profitable User Acquisition

› Using **granular LTV prediction and properly allocated organics**, the User Acquisition team can **deploy marketing spend with strong conviction on scaling the userbase**, whilst generating positive ROI.

› **Constantly-tested setup of UA campaigns and publishers and new sources are utilized to maximize margins.**

› **Streamlined roadmap of ideas and actions** to be tested, essential in today’s rapidly changing UA landscape.

› Good productivity of high-end UA and **premium marketing creatives**

› **Solid team of UA professionals** spread across both offices with deep expertise in all major UA networks.
World-Class Ad Monetization

- Focusing on games with high user engagement and long session times provides an **ideal platform for ad monetization**
- Utilize a combination of **banners, interstitials and rewarded ads** at various points in-game
- Granular **user-level ad monetization data** allows Easybrain to make **accurate long-term LTV predictions**
- Manage of monetisation setup through **internally developed module**
- **Constant tests of new networks and ad placements/timing** to increase efficiency
- Implementation of **prebid and postbid requests**
Incoming IDFA Potential Impact

- Assumptions around IDFA changes (accounted in LTV and financial models)
  - Most users will choose not to opt-in for IDFA access
  - Targeting and attribution will be impacted
  - Estimating CPMs to drop significantly in the initial months with some recovery going forward
  - UA spend / install volume will decrease
- Nevertheless, Easybrain business is expected to continue growing due to accumulated sticky audiences, organic and paid search traffic, cross-promotion
- In addition, the following opportunities can lead to accelerated growth:
  - Potential attribution solutions
  - Continuous product improvements
  - Live Ops
  - New products

Source: Company BI system
(1) As of 2020
Offices in Limassol and Minsk

- Offices in Limassol and Minsk are the ideal cost-effective locations to allow Easybrain to hire from a wealth of world-class talent.
- With over 50 employees based in Cyprus, Easybrain is headquartered in Limassol with R&D centre located in Minsk.
- Plan to develop both offices by attracting top talent wherever possible.
Easybrain + Embracer

- Embracer represents a unique opportunity to access shared industry knowledge with other successful entrepreneurs and leaders with strong game development expertise.

- Embracer’s proven track record of organic and inorganic growth makes us even more confident to execute on our ambitious targets for the coming years.

- Attractive combination of decentralized decision-making paired with collaboration opportunities.

- As an ad-monetized puzzle and logic mobile game developer, Easybrain will also bring new facets to the Embracer portfolio.