

Optimizing Games To Their Maximum Potential



THE PROBLEM

Gaming companies are leaving a significant portion of their potential profits on the table **because optimizing games is hard**;

- **Core competence is game development, not optimization**
- **Lack of competitive benchmarking**
- **Insufficient resources to fully optimize the whole portfolio**

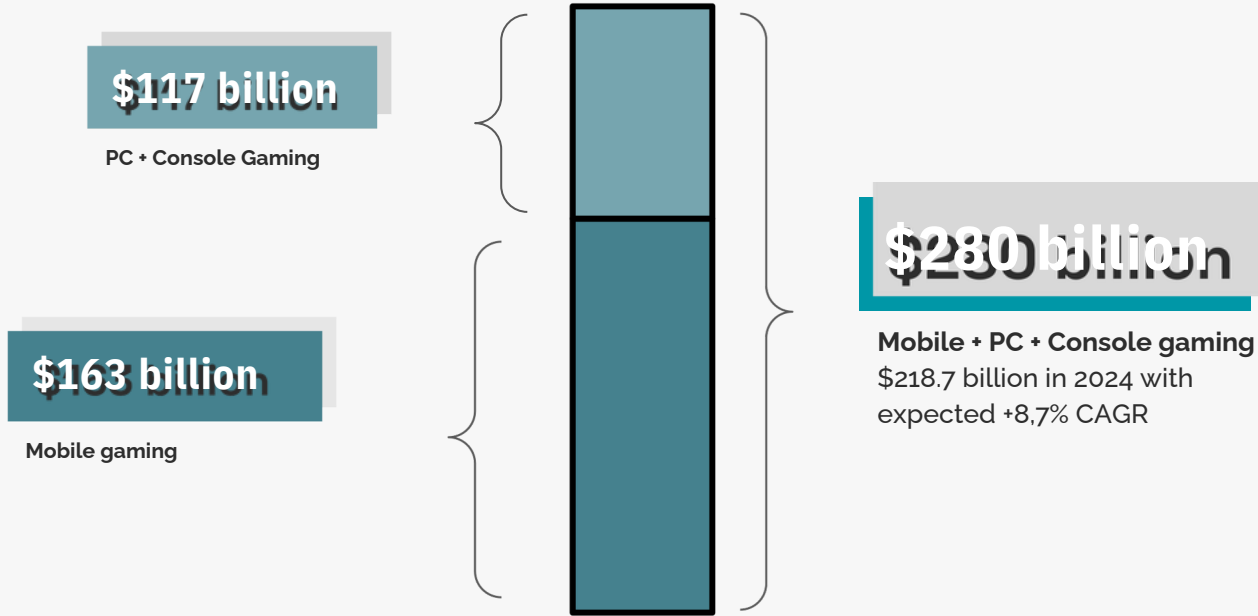


THE SOLUTION

SuperScale is the only platform that helps gaming companies **to fully optimize** their games.

- **Proprietary data platform that is able to assess potential of a game**
- **AI/ML modules providing game optimization insights & extra profits**
- **Innovative M&A strategy: identify & acquire undervalued gaming assets**

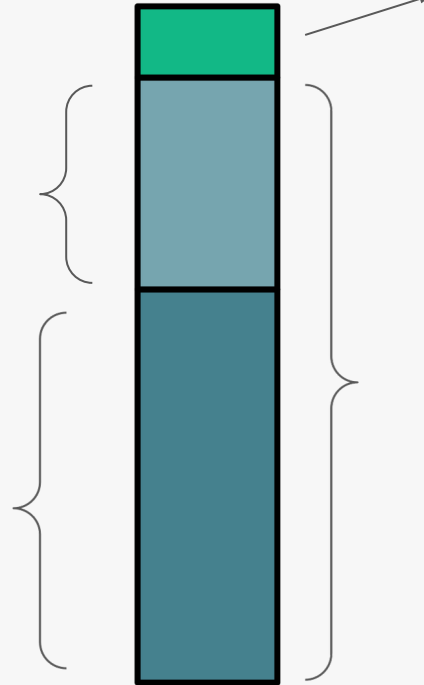
GAMING MARKET SIZE 2027



Source: 2021 Global Games Market Report from Newzoo



GAMING OPTIMIZATION MARKET SIZE 2027



\$28 billion

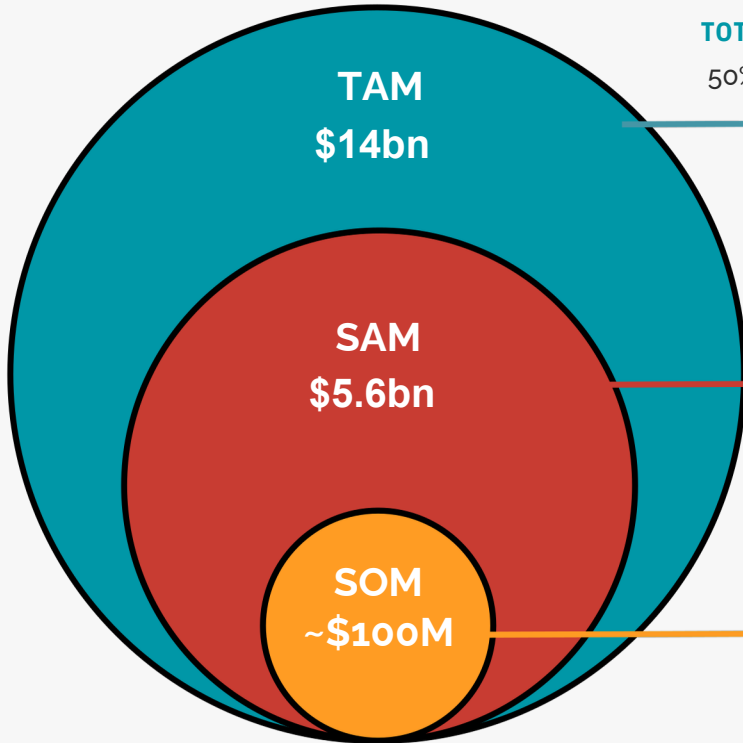
Additional market expansion by
optimizing existing games

\$280 billion

Mobile + PC + Console gaming
\$218.7 billion in 2024 with
expected +8,7% CAGR



GAMING OPTIMIZATION MARKET SIZE 2027 (Top-down)



TOTAL ADDRESSABLE MARKET:

50% success fee of \$28B market

WESTERN TARGETS:

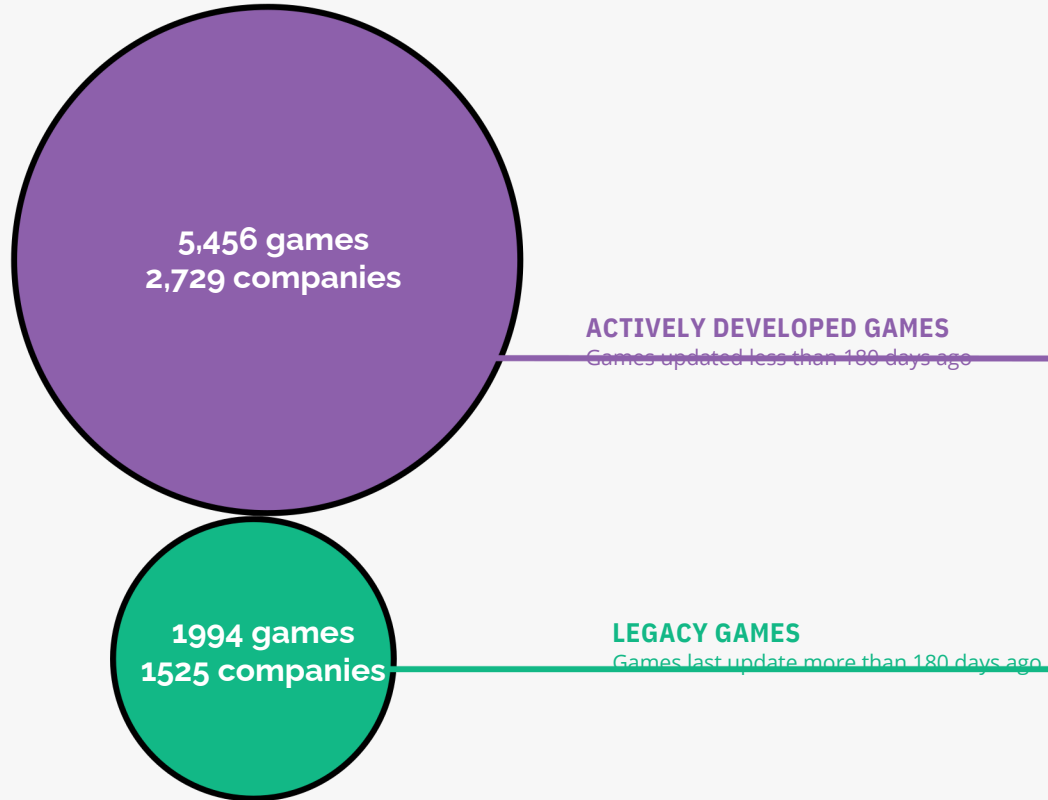
40% of Global Gaming market is between Americas and EMEA

5 YEAR BUSINESS PLAN

SuperScale has a credible plan to grow to over ~\$100M (EUR 88M) revenue in 5 years



CURRENT MOBILE TARGET LIST



*Source: data.ai, January 2023

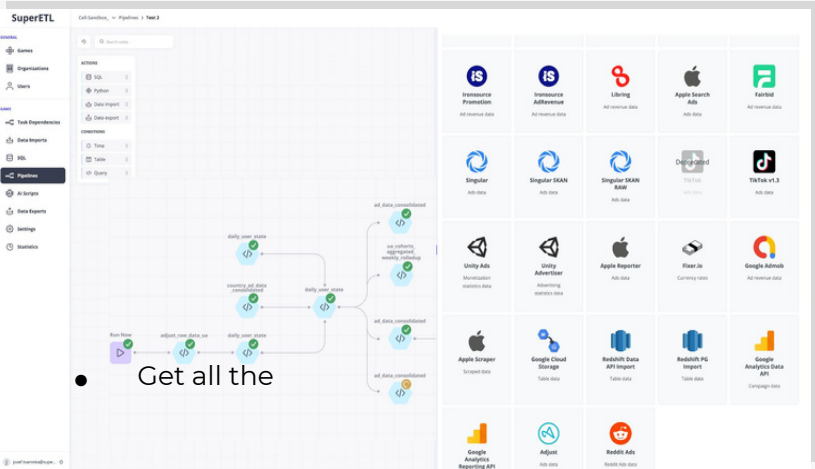
SuperScale Platform



SuperScale Platform

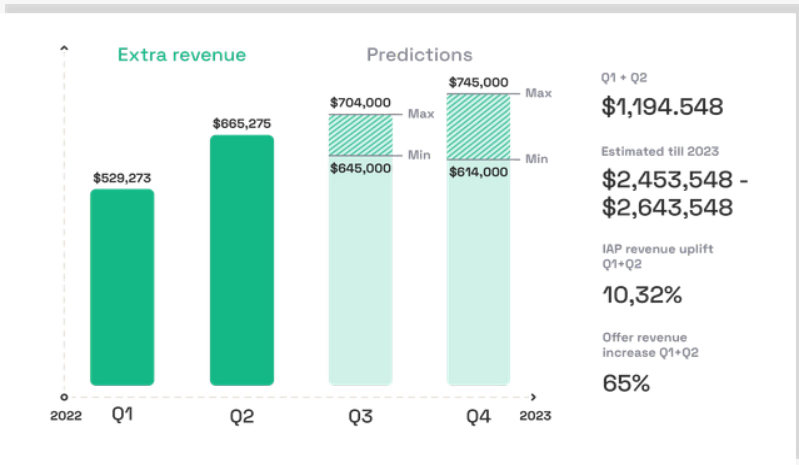
SuperScale Platform predicts & unlocks their true business potential of games.

Data Modules: Data Lake & SuperETL



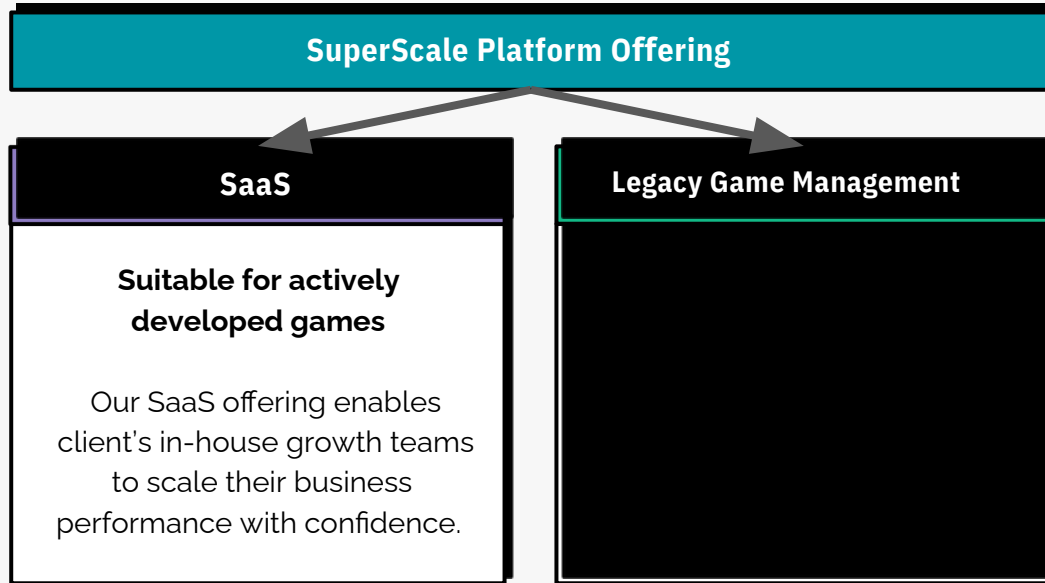
- All the important business data ready to be processed for AI/ML
- Saves 3-5 internal Big Data headcounts & guarantees the data quality

AI Modules: SuperInsights & SuperBrain

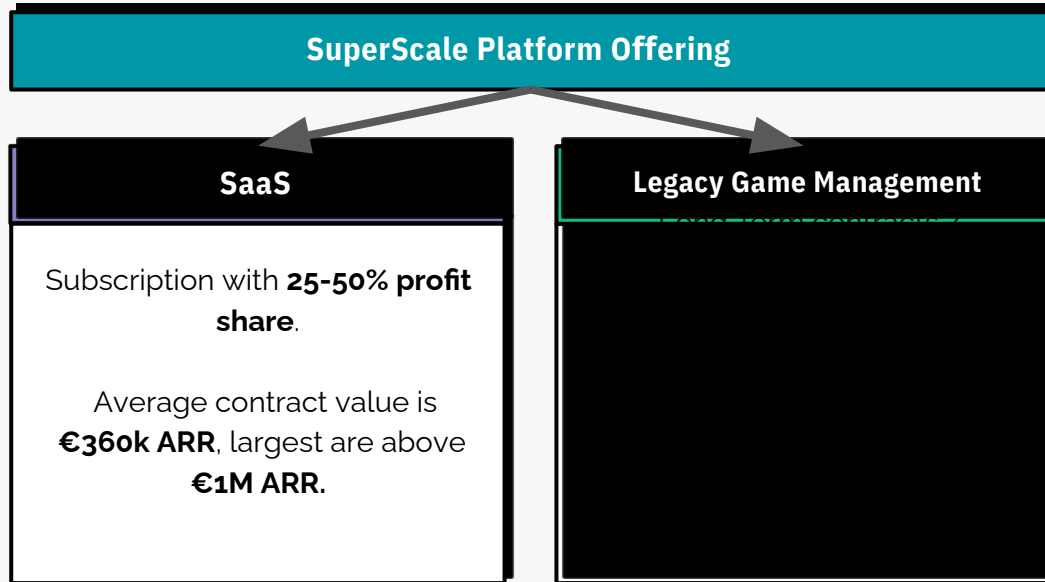


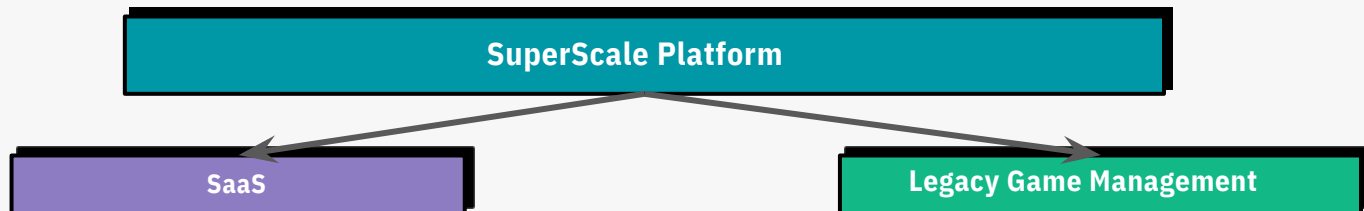
- **Predict & Scale Marketing Spend**
- **Drive revenue growth**
- **Delivers between 10%-300% extra profit**

OFFERING FOR DIFFERENT MARKET SEGMENTS



BUSINESS MODEL





Case Study: EA / Zynga / Fingersoft

+\$21.3 million

Increase in profitable marketing spend

+\$10.2 million

Uplift delivered

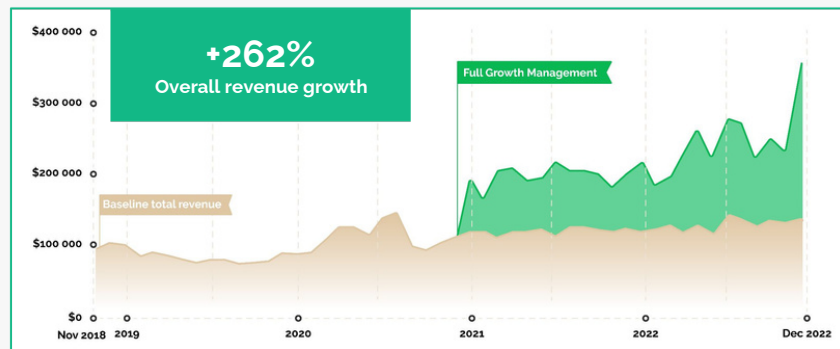
+\$6 million

SuperScale revenue share

Case Study: Nimblebit

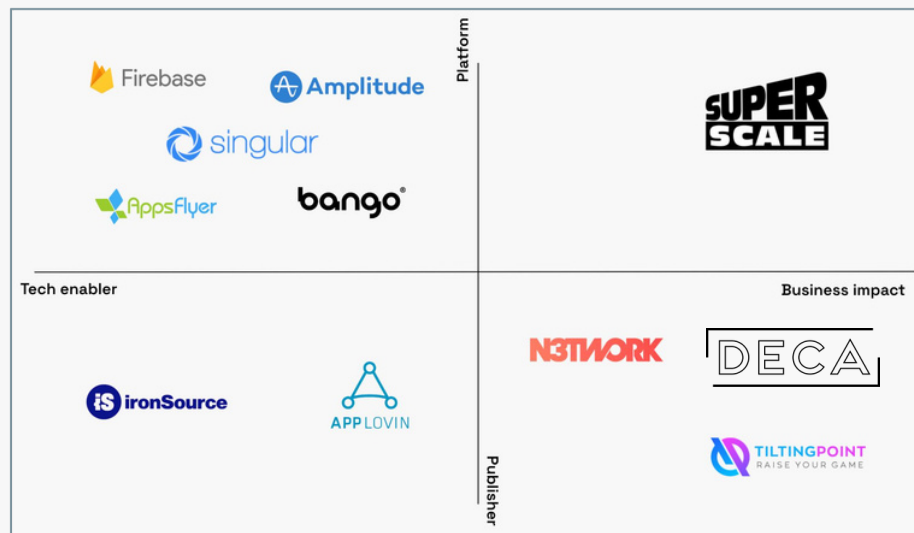
+\$2.2 million uplift delivered

+\$1.5 million SuperScale revenue share



COMPETITIVE LANDSCAPE & POSITIONING

Landscape



Business Plan



5-yr Plan Summary

- **Forecast Revenue by 2027: €87.7m**
SaaS €31.7m (36% of total)
Legacy Game Management: €56.1 (64% of total)
- **Forecast EBIT 2027: €43.9m**

SuperScale in 2027: A fast growing, highly profitable business with diversified revenue streams and a valuable IP portfolio.



CURRENT INVESTMENT ROUND

Raising **€5M** Series A with signed term sheets in **May**.

33%

24%

20%

16%

7%



INVESTMENT ROUND

Investment planned in 1H 2023: €5M

(no further external funding required to achieve targets)

Platform

Goal is to further invest into Platform's capabilities and growth through enterprise sales.

- **Investment into Platform:** €5M over 5yrs (including organic)

M&A + Working Capital

Goal is to build an efficient M&A machine with sufficient working capital to grow the acquired legacy games

- **Investment into LGM:** €2-3M over 2yrs
- **Follow-On Organic Investment:** €10M+ over 3-5yrs (further investment through reinvesting profit)

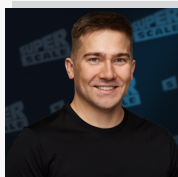


SUMMARY

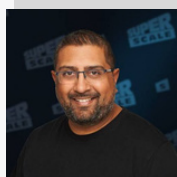
- ✓ We are a **high growth** gaming-tech start-up
- ✓ We are **disrupting** the games publisher, agency and buy-and-build business models
- ✓ We have built a proprietary technology platform **that is able to identify, understand & unlock unrealized profit of games** in challenging data environments **with unparalleled results on the market**
- ✓ Growth of SuperScale has two pillars;
 - SaaS offering for games that are still actively developed
 - Innovative M&A strategy for games that are no longer actively developed (legacy titles)
- ✓ Our aim is to be the leading Game Optimization Platform with c**€88M revenue within next 5 years**
- ✓ Looking to raise **€5M with closing in Q2 2023**



OUR TEAM - GAMING, MARTECH & ANALYTICS



**Ivan
Trancik**
CEO & Founder
(Exponea)



**Paraag
Amin, CFA**
CFO
(dotdigital,
Goldman Sachs)



INTERNATIONAL TEAM

70 people based in the UK and Central Europe split across five teams:

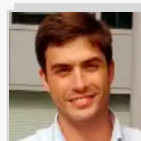
- Platform: Product & R&D: 17
- Professional Services: 15
- Legacy Game Management: 10
- Sales & Marketing: 16
- Finance & People Ops: 12



VETERAN INVESTORS & ADVISORY



**GUILLAUME
LAUTOUR**
Level-Up



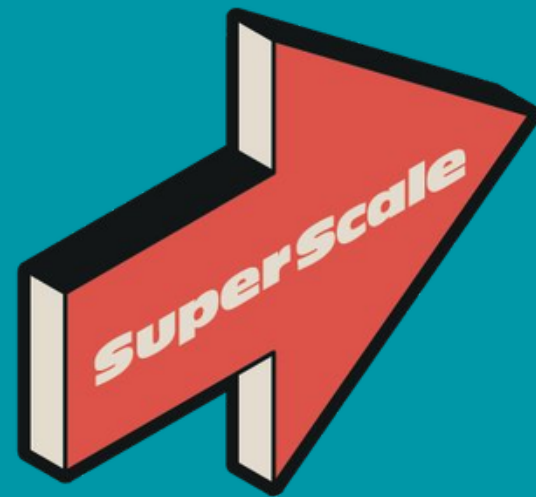
**IGNACIO
MONEREO**
Google
Meta



**BRIAN
CHADWICK**
Spil Games
Devolver



Appendix



Story of SuperScale

2016

=> SuperScale founded
=> First Global TOP #1 Game Launch – Hill Climb Racing 2

2017

=> Word-of-mouth.
=> Approached by Supercell studio Frogmind

2018

=> Partnership with BoomBit Capital group

2019

=> First Profit Scaling
=> partnership with Fingersoft
=> Top 700 Grossing APAC region
-> Top 480 Grossing

2020

=> Partnership with Google Play, EA, LEGO and other enterprise customers in US and APAC region
=> VC Round and Secondary

2021

=> Q4 SuperScale SaaS platform and FGM deployed
=> First Web3 Client
=> First LGM Client

2022

=> First \$1M ARR deals
=> Executive hires, Sales & Mkt Team Built out
=> UK Office

**FINGER
SOFT**

BOOMBIT



Thank you

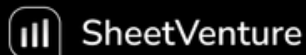
investors@superscale.com

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