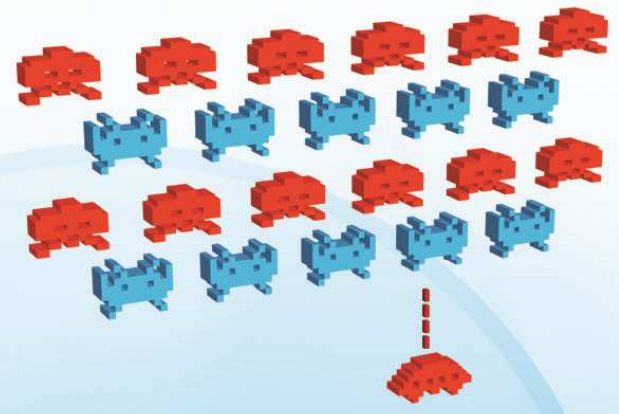


# Skillpod media



**Online, Mobile & Social Game Solutions**

**[www.skillpodmedia.com](http://www.skillpodmedia.com)**



## Fast Facts & Statistics

- The average mobile app achieves less than 1,500 downloads, our average is 600% above that.
- The SkillPod games apps have already been downloaded in 89 countries. 13 new titles in 3 months.
- Top 4 countries for Game App Purchases = Australia, USA, UK & Italy.
- Game Apps sold in 13 app stores across the globe.
- Licensing requests already received from Brazil, China, India and Europe.
- Reach of the SkillPod platform to an audience of 17 Million users, across the globe.
- App store revenues increase on average of 12% month on month.
- App store downloads increase at a rate of 52% month on month (850% increase in past 3 months).
- Mobile ad revenues increasing at a rate of 18% month on month.
- Games platform partner to Europe's largest media group – RTL Group.
- Mature, full featured online social games platform accessed from 163 countries.
- Clients in RSA, UK, Lux, NL, BE, Croatia, India, UAE, USA, China, Portugal.
- On average use 1.1TB for data per month, increasing by 15% month on month.



## Introduction

### What do we do?

- We develop & provide gaming platforms & games services to publishers.

### What do we offer?

- Online games platform, including Facebook.
- Mobile skills games platform.
- Game development, including mobile app store games.

### Who is our market?

- B2B - Our primary market is global publishers.
- D2C – Mobile users sourcing content from mobile App stores.

### How do we make money?

- Setup fees, custom development, usage fee's, revenue share from micro transactions, ad revenues, download sales.

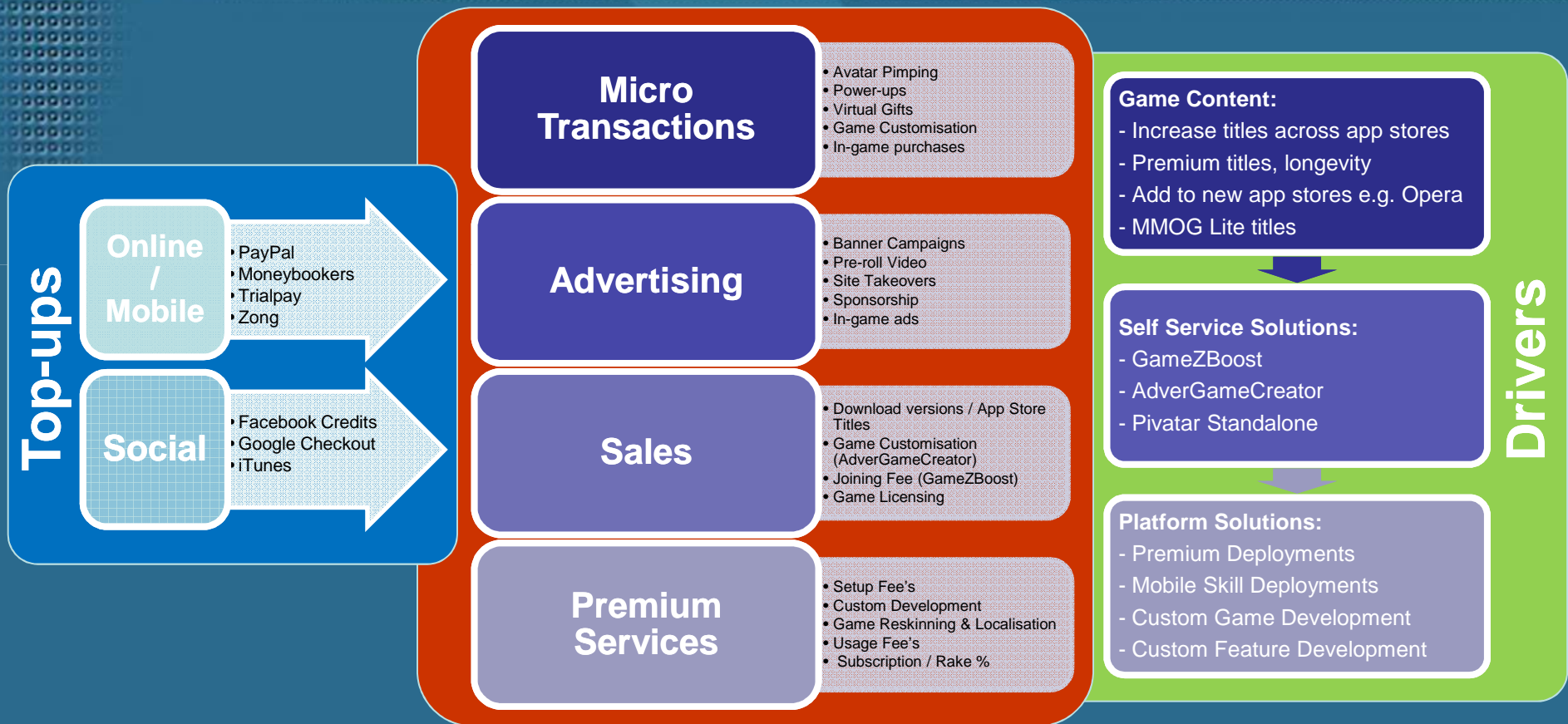
### The future:

- The business is focused on global expansion and positioning of its services through the use of innovative & emerging technologies, incl. LBS, Augmented Reality, Localised Offers. This will be achieved through the development of smart features & game content, which will be heavily focused towards social interaction, personalisation & in-game purchases / transactions, across platforms.



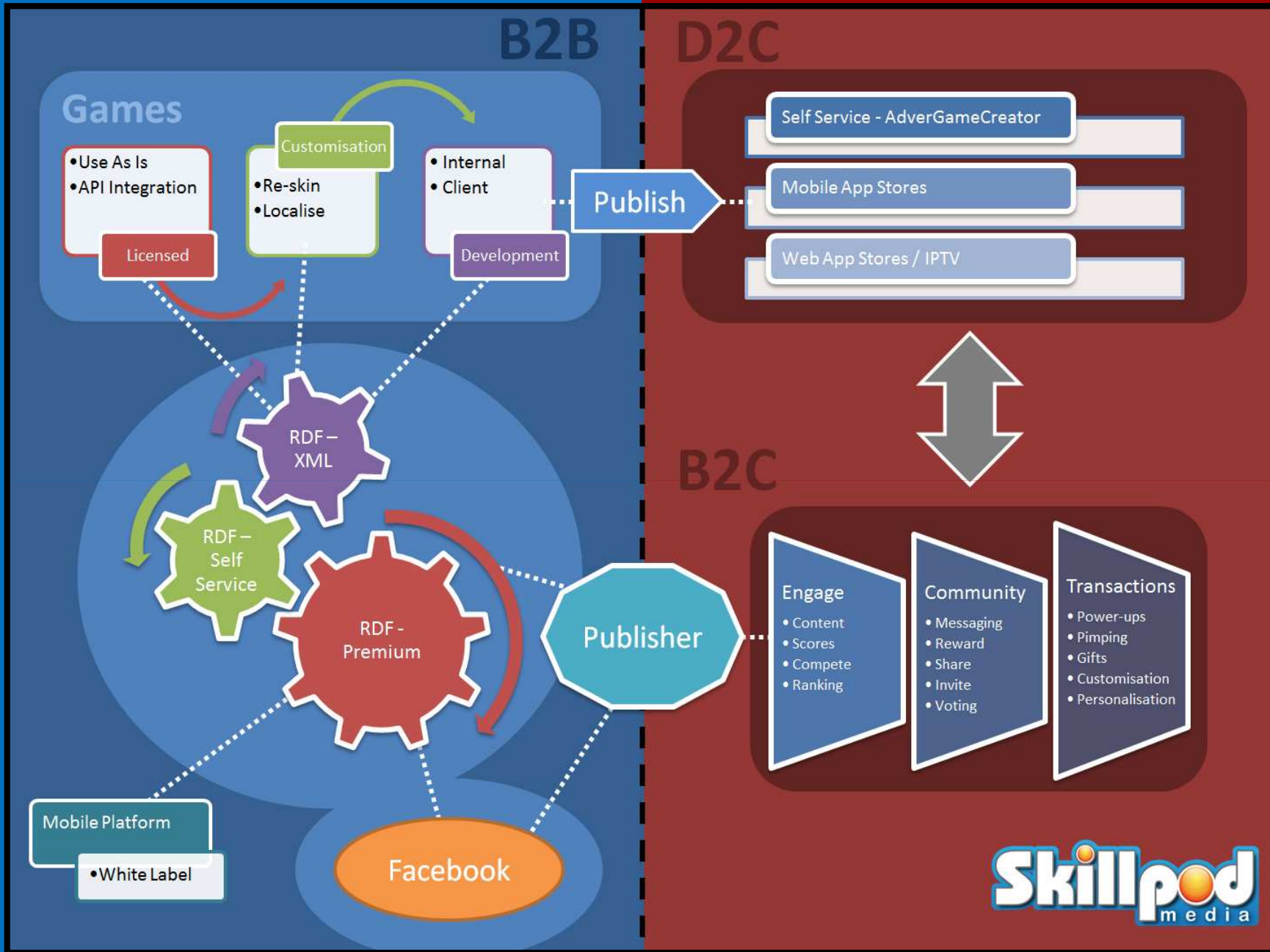
## Company Overview

- SkillPod Media is a fast growing online and mobile gaming company, with an established global client and user base
- Key highlights
  - World class, feature rich, highly interactive, online and mobile games platforms (B2B)
    - Various delivery mechanisms – XML, RDF Premium, Facebook, RDF Self Service
  - Catalogue of online and mobile games – across all genres
    - Source code to 550+ = localise, reskin, translate, convert to mobile, etc
    - 18 mobile titles on Nokia Ovi Store
    - 8 mobile titles on Apple iTunes and Android Market
  - Innovative New Products Pipeline:
    - AdverGameCreator
    - Mobile Skill Games Platform
    - GameZBoost
    - Cross platform content delivery, incl. IPTV
    - Freemium content
- Founded in 2007 by CEO Mark van Diggelen; a skilled team with > 50 years relevant experience; based in Centurion, South Africa
- Major shareholders include Mark van Diggelen (founder, CEO and majority shareholder) and Convergence Partners (a leading strategic, active TMT investor)



*62% of users actively use their Pod accounts*

# Platform Overview



## Premium Online Platform - Key Features

### Features:

- Full game selection & control
- Set featured content
- Facebook Connect & OpenID
- Friends management
- Score logging + leaderboards
- Challenge friends
- Tournaments platform
- Player profile pages:
  - Fav games
  - Top scores
  - Friends
  - Pod transactions
  - Social media features
- Game info pages
- Virtual Currency – Pods
- Rate games & players
- Avatar creation tool
- Integrated chat
- Create custom games



### Publishers:

- Self Service Deployment Features:
  - Select from custom themes
  - Create unique templates
  - Logo and header backgrounds
  - Shuffle Content
  - Translate site content
  - Rapid deployment
  - % of revenue
- XML Feed – Publisher takes control
- Premium Offering – Turnkey solution

### Users:

- Select from pre-defined site templates
- Create own custom template
- Select backgrounds from library
- Import own backgrounds
- Set background properties
- Shuffle certain content items

## Self service game portal platform:

- Targeted at small publishers, with website, Blog, etc
- Self service:
  - Web sign up
  - Quick deployment
  - Backend management
- Full featured solution
- Deployment:
  - Web games portal
  - Wordpress plugin (phase 2)
  - Drupal & Joomla plugin (Phase 2)
  - Incl. Facebook & mobile platform (Phase 2)
- Revenues, long tail effect:
  - Micro transaction top-up purchases
  - Banner advertising
  - Pre-roll video advertising
  - Joining Fee





## Facebook Platform - Key Features



The screenshot displays the Skillpod Facebook page layout. At the top, there's a navigation bar with 'Home', 'Profile', and 'Account'. Below this, the Skillpod logo and a featured game 'DIRT Max 3D' are visible. The main content area is divided into several sections:

- Featured Games:** Includes 'Farm Roads' with a 'Play Now' button and a description: 'Connect the farming community by linking all the isolated roads...'
- My Pivstar:** Shows a user's profile with a 'Pod Balance: 441.00' and options to 'Buy Pods', 'Pending Challenges', 'Challenge a Friend', and 'View Favourite Games'.
- Top Highscore Games:** A grid of various games like 'Rejewelled', 'Crashdown', 'Gem Twist', 'Bankay Marbles', 'Mahjong', 'Mankin', 'Shanghai Dynasty', 'Caribbean Poker', 'Klondike Solitaire', '3D Chess', 'Blackjack Game Online', 'Puzzle', 'Tri Peak Solitaire', and 'Mahjong II'.
- Top New Games:** A grid of newer games like 'Toss the Boss', 'I in 4 Bowling', 'Lunatic Driver (PuP)', 'Cray Taxi Game', 'BumbleB (PuP)', 'Sally and Gummy', 'Game Swap 2', 'Under the sea', 'Blinky (PuP)', 'Game Swap (PuP)', 'Mahjong K9 (PuP)', and 'Playground (PuP)'.
- Recent Scores:** A list of recent game scores for 'Mahjong 2' and 'Blackjack Game Online'.

- Virtual Currency (Pods) Engine
- Purchasing through Facebook Credits
- Avatar Builder
- Featured games and tournaments
- High score boards + Twitter posts
- Post Game Screens
- Game Challenges
- Tournaments and Prize Engine
- Most Popular Games, Top Players, Most Active
- Friends & Messaging
- Post scores to Users Wall
- Detailed Player Profile Pages
- Live Tournament Leaderboards
- Surveys for Advertisers
- Player Grading
- Game and Player Management
- Extensive Reporting
- Full translation of site elements

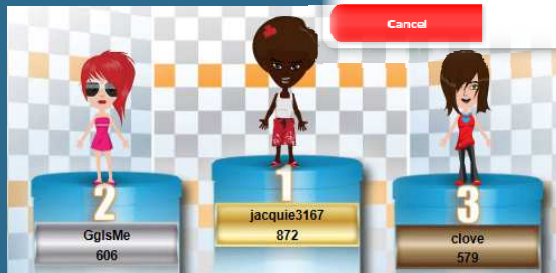
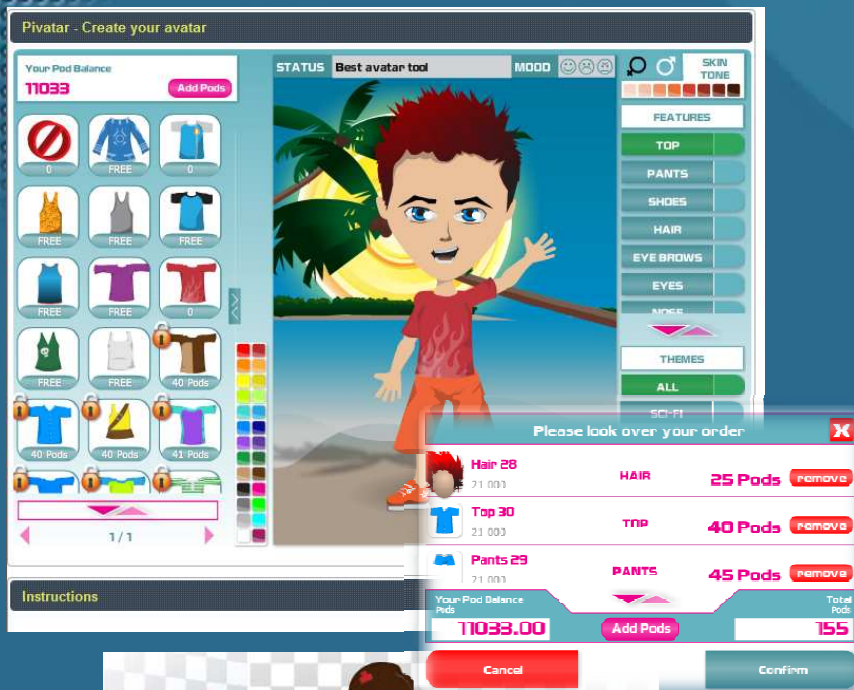


## Mobile Skill Games Platform - Key Features



- Player registration engine and profile management, incl. Facebook
- Featured games and tournaments
- Game and player ratings
- Challenge leader boards
- Game search engine
- How to play guides
- Enhanced game challenges solution
- Community elements
  - Build friends lists, invite Facebook friends
  - Messaging
  - Challenge friends for Pods
  - Detailed player profile pages – public and private
- Payment provider integration
- Extensive Backoffice tools
- Extensive reporting
- Search engine friendly content structure
- Highly flexible template driven content management system

## Avatar Creator (Pivatar) - Key Features



- Select Gender
- Build custom avatar, multiple features
- Full customisation for skin tones
- Full colour customisation for each clothing object
- Full colour customisation of body features
- Free items, paid for items and sponsored items
- Full integration into Pods platform
- Pod top-up purchases
- Set Moods & poses
- Pimp with fashion objects
- Select merchandise from themes
- Change Status, updates to Facebook & Twitter
- Interactive Backgrounds, linked to users PC time
- Status updates from sidebar widget
- Mobile version
- Objects selectable by publisher site
- Use Avatar on Facebook and other sites
- Sponsorship opportunity for advertisers / brands
- Extensive reporting

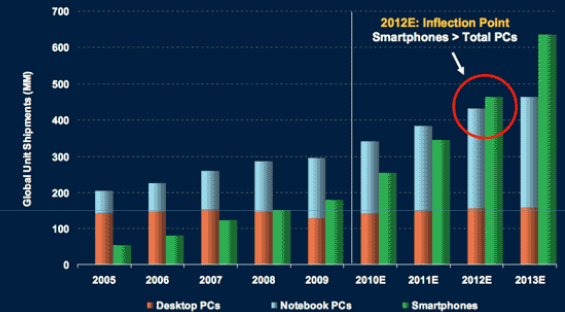


## Market Overview

- Total game devices to exceed 4b by 2012
- Handsets – Daily Activations:
  - Apple 127,000 (100 Million Total)
  - Android 400,000 (100k a day 12 months ago)
  - Nokia 120,000
- 2009 = 220m+ casual gamers, now 500 Million+
- 56 Million people in US play online games
- 41% of online gamers are full-time workers
- 95% play 2 – 3 times per week
- Demographics: 60% Females, aged 25 to 55
- Micro-payments = \$1.6b during 2010 in USA
- Apple paid out \$2 Billion to App Developers
- App Downloads:
  - Android 3 Billion (25% of the time of Apple)
  - Apple 10 Billion
- Paid vs Free:
  - Android 57% Free (ad supported)
  - Apple 25% Free (ad supported)

### Smartphone > PC Shipments Within 2 Years – Implies Very Rapid / Land Grab Evolution of Internet Access

Global Unit Shipments of Desktop PCs + Notebook PCs vs. Smartphones, 2005 – 2013E

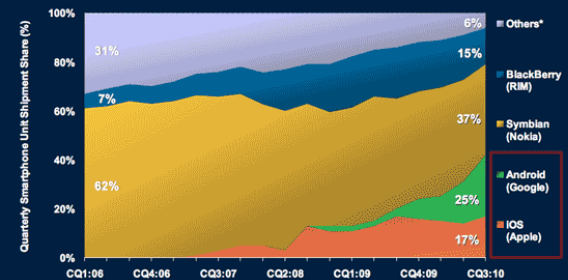


Morgan Stanley

Note: Notebook PCs include Netbooks. Source: Katy Huberty, Ehad Gidhoni, Morgan Stanley Research. Data and Estimates as of 11/10

### Mobile Operating Systems – Attackers (Apple & Google) Driving Market Excitement & Momentum

Global Unit Shipment Share of Smartphones by Operating System, Symbian (Nokia) / BlackBerry (RIM) / IOS (Apple) / Android (Google) / Others, 1Q06 – 3Q10



Morgan Stanley

Note: IOS excludes iPod Touch and iPad shipments as they are not smartphones. \*Others include Windows Mobile, Palm OS & WebOS, Linux and other proprietary smartphone OSes. Call outs on the left side represent market shares in 1Q06; call outs on the right side represent market shares in 3Q10. Source: Gartner



## Gaming Market Activity

In the past year, the emergence of Facebook, Hi5, and Orkut as platforms for social / casual games, and the big ticket acquisitions of social gaming companies ngmoco (\$400M, USA, est. 2008), Playdom (\$763M, USA, est. 2008) and Playfish (\$400M, UK, est. 2007) by DeNA, Disney and Electronics Arts respectively, highlights the significance and potential of social gaming in the global entertainment and digital media industry.

Russia did \$238 million in Social Gaming revenues in 2009, China's publically traded Shanda Games has a current market capitalization of over \$1.5bn, India's Indiagames is undergoing a management buyout valued at \$200Million and In Brazil, Vostu, the top social gaming company was recently valued at \$300M in its third year of operations.