

Xsolla Specializes in Online Games, Providing In-Game Payment Solutions With Easy Integration & High Conversion

Xsolla provides localized in-game payment solutions for global reach, developing monetization tools for MMO, social, mobile & casual games for over 6 years. Xsolla partners with over 200 payment service providers around the world- all within one platform- with no installation, currency exchange, or chargeback fees.

What Makes Xsolla Unique?

GLOBAL COVERAGE

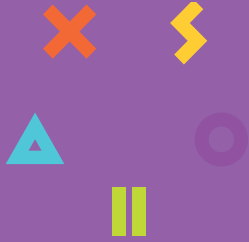
Over 200 Payment Service Providers in Over 74 Countries- Now you can accept credit & pre-paid cards, direct debit, cash/e-cash, mobile payments, payments from kiosks, offers & more! Earn more revenue with Xsolla- we know which payment methods work best in each region. It is our goal is to make sure that players are able to find the payment options that they are most comfortable with in every game that Xsolla supports.

EASY & SECURE PAYMENTS

Players from the U.S., Canada, Europe, Africa, MENA Countries and Asia can choose from a variety of popular (as well as more unique) payment options that are specifically chosen for their region and regional payment characteristics and habits.

POWERFUL ANALYTICS

Xsolla provides game publishers and developers with extended data (analytics) to help them increase their payment conversion. Graphs, charts, and diagrams show publishers everything they need to know about players' payment habits, including average check amount, regions and countries that monetize the best, completed transaction data & more!



EASY INTEGRATION

Copy/Paste Integration,
API White-Label
Integration with Flexible
Parameters, Easy
Payment Plugins

24/7 SUPPORT

Multi-lingual Support
Available 24 Hours/
Day, 7 Days/Week for
Publishers & Users;
Region-Specific
Toll-Free Numbers

POWERFUL ANALYTICS

Increase Payment
Conversion By
Understanding Players'
Payment Habits With
Easy to Understand
Charts & Diagrams

FRAUD PROTECTION

Xsolla Minimizes
Game Publishers'
Risks By Covering ALL
Chargebacks

- Multilevel Fraud Filter
- Payment Frequency Analysis
- Black Lists
- Aggressive Anti-Fraud Team
- Full PCI-Compliance

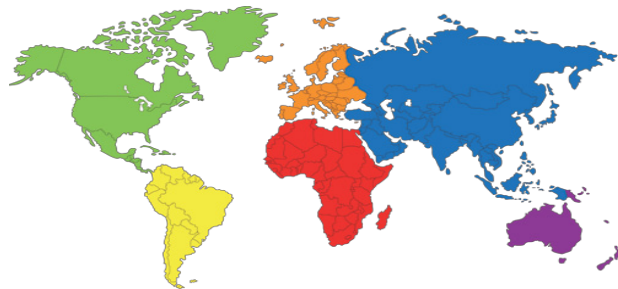
Over 300 Game Publishers Choose Xsolla Because:

We Work Exclusively in the Gaming Industry

- Xsolla specializes in online games, handling all aspects of in-game payments
- We specialize in microtransactions, subscriptions and recurring payments

We Are "Truly" Global

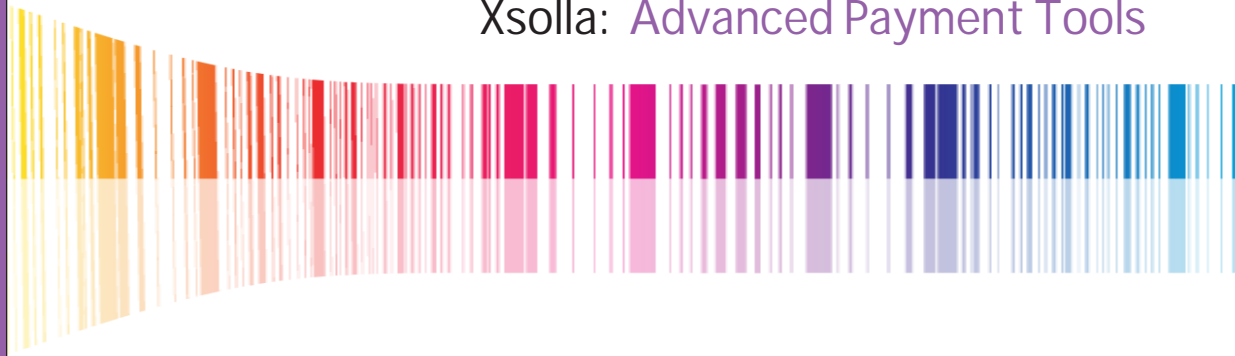
- Xsolla has offices in every corner of the world, and several more opening this year in Latin America and Asia.
- Over 200 payment service providers in all regions of the world, including emerging regions such as Latin America, Russia, Eastern Europe and China.



One Agreement With Xsolla = More Revenue Worldwide

- No matter where in the world you want to take your game, we can help you earn more revenue- with one agreement. Increase your conversion with Xsolla, the leading online game payment solutions provider worldwide.
- Xsolla provides tax and currency management, as well as handling the licensing and legal issues for gaming companies desiring to expand into new territories.

- Xsolla provides a unique interactive localized PayStation that gives you the most popular regional payment methods 'live,' as well as algorithms that will help you to optimize payment solutions- You have full control over the PayStation, and Xsolla will continue to advise you based on analytic data to help you increase conversion.



PayStation™ & Payment Plugins

Increase Conversion & Simplify the Payment Process for Users

PayStation™

Xsolla's PayStation™ solution is a fully customizable payment interface, with all payment options built directly into PayStation- Choose your payment options, colors, skins, fonts, shapes, sizes- everything you need to fully merge with the style of your webpage.

Create a unique PayStation™ for each country, depending upon average sale, cultural differences and regional payment preferences. Depending upon your needs, PayStation™ can be a one-click payment or step-by-step solution. Xsolla keeps all of the users' payment preferences for repeat payments. Integration is easy: simply copy and paste the code into your webpage, and you are ready to begin accepting payments worldwide.

Payment Plugins

Credit Card Plugin- Xsolla's new credit card plugin offers a universal platform for accepting credit cards globally. Our plugin interface looks like a standard credit card submission form, but is better than standard credit card processing. Using Xsolla's SMART algorithm, traffic is automatically routed to the proper gateway and credit card processor based on a number of unique factors, including users' location, load balancing, purchase price, etc.

Xsolla's credit card plugin is easier for the user, significantly increasing conversion, and easier for you, including integration via I-frame, HTML or Pop-Up. A few lines of JavaScript is all you need to get started- our backend manages all transactions and processing. A state-of-the-art interface has been designed for optimal conversion for all cards internationally.

Mobile Payment Plugin- Mobile payments are growing rapidly, with users in certain regions using only their mobile for payments. Xsolla's mobile payment plugin optimizes mobile payments using different carriers and mobile payment types on a per-market basis.

Xsolla is working daily to add new mobile payment solutions in new markets to expand upon our already-existing options. Integration is easy: with just a few lines of JavaScript, the mobile plugin is ready to be installed. Once users enter their mobile number to begin a transaction, our system starts working, based upon the users' mobile carrier, geo location and preferred commission structure. Based upon these factors, we either use SMS, PIN, or a phone call follow-up; the plugin adapts and helps the user complete the mobile payment easily, helping to increase your conversion.

TESTIMONIALS:

"Xsolla understands how to provide people with accessible payment methods, based on customers' needs, region-by-region. Xsolla specializes in online games and offers more payment options than any other payment solution provider. Partnering with Xsolla was an obvious choice for Valve."

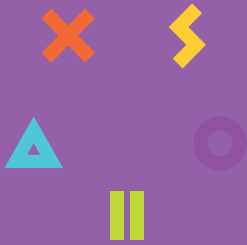
Mark R., Valve Corp.

"Xsolla is a fast-growing company focused on increasing product quality and expanding the range of payment methods. We definitely recommend partnership with Xsolla to all online games and services."

Alexandr K., Alternativa Platform

"Xsolla, for us, has established itself as a reliable and trusted business partner. The friendly Xsolla team is a pleasure to work with and is going the extra mile to accommodate even difficult requests."

Linus M., BIGPOINT



TESTIMONIALS:

"We have been working with 2Pay (Xsolla) over the last two years. Our cooperation has been in every respect successful, beginning with open and straightforward communication, timely fulfillment of integration, and continuous efforts from Xsolla to increase the sales volume."

Seth I., Gameforge

"Our company has been working with Xsolla for several years. We are very satisfied with the results of this cooperation and are always looking forward to exploring new ways to develop new business opportunities initiated by our partner."

Aleksandr N., AmberGames

"Xsolla specializes in providing publishers with payment options in countries all over the world, and we are confident that Xsolla will help S2 Games to increase our revenue by recommending payment options that will suit the needs of our players globally."

Mark D., S2 Games

Xsolla Case Study: Valve Corporation (Steam)

The Challenge:

Valve's Steam platform had been previously available in Russia, selling in U.S. Dollars with standard prices and was not having the success that Valve needed. Valve needed to engage the Russian player and provide a more attractive solution than the current grey or black market, which dominated the sales of PC titles. This meant targeting local, popular and highly-trafficked payment solutions. While cash payments were the logical option, with over 100 cash terminal providers, all with competing and varying levels of integration, the challenge of covering the Russian market was insurmountable.

The Solution:

Xsolla created a compelling solution designed specifically for the Russian market, built around the cash payment system, which is the primary method of payment in Russia. The process began with Valve designing and implementing a Ruble-based store front, and under Xsolla's guidance, it was priced to make it attractive against secondary markets. Next, Valve integrated with Xsolla's cash payment systems' API, allowing Valve to connect to over 400,000 cash payment terminals and kiosks throughout Russia, which included the highly sought-after Qiwi wallet and terminals.

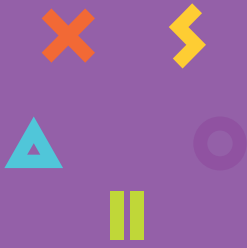
Results:

- During Valve's Holiday sale, Steam logged over 80,000 users making payments averaging almost \$6 USD using cash payment systems
- By using cash payment systems, there were zero chargebacks and zero fraud cases
- While increasing transactions by over 760% during Valve's 30-day buildup period, they also increased the number of users by 537% and maintained a 37.6% retention rate.

Conclusion:

Competing against secondary markets in Eastern Europe can be very difficult. Focusing on correct and competitive pricing, as well as popular payment methods make Eastern Europe an extremely high growth market. By partnering with Xsolla, Valve gained access to not only the largest terminal network system (via a single integration), but also valuable experience in the Russian market. This experience can allow a game publisher to become the primary sales mechanism for its' users in areas that have traditionally been considered to be too difficult to penetrate.

Please Note: Xsolla Is Worldwide- This Case Study Involves Russia, However, We Can Improve Conversion & Increase The Number of Paying Users Anywhere in the World..



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- Black Lists
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Next Step?

Contact Xsolla for a Free Proposal at

(877) 797-6552

or via e-mail at: sales@xsolla.com

We'll set up a Personal Account for you for
your personal tour of our integration process
and analytics!

Please visit www.xsolla.com/directory, your guide to payment options worldwide;
here you can find a detailed listing of payment options by type, currency, region,
country and commission rate

All technical documentation for integration is available at <http://www.xsolla.com/docs>



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