

GALAXY LIFE™

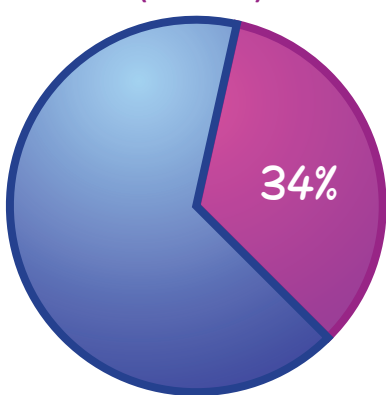
BETA

What happens when Digital Chocolate partners with Spil Games on Galaxy Life?

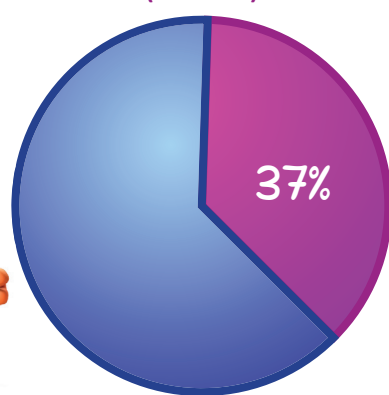
In just 2 ½ months...

1 IN EVERY 3 PLAYERS NOW COMES FROM A SPIL GAMES PLATFORM

Monthly Active Users (MAUs)



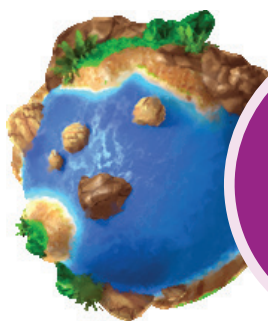
Daily Active Users (DAUs)



Spil Games Platform

Other Social Platforms

REACH EXPLODED



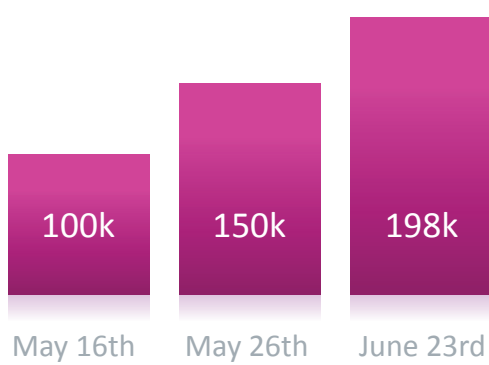
60M

gameplays and counting...



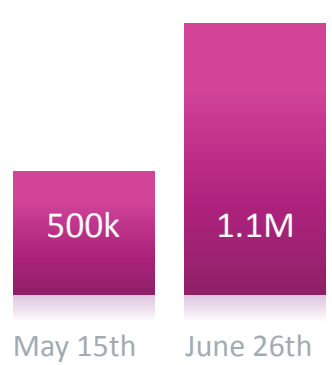
DAUs SKYROCKETED*

Daily Active Users

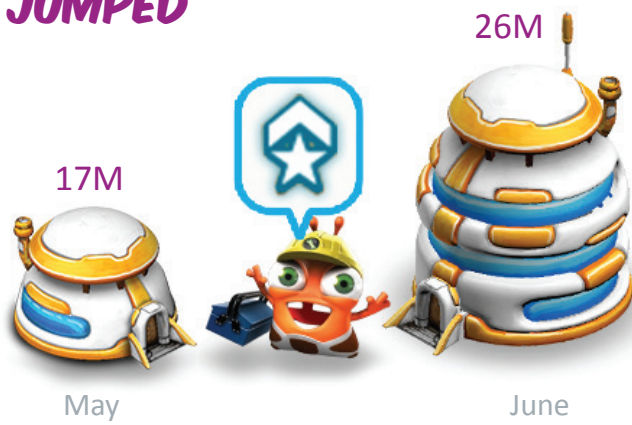


GAMEPLAYS SHOT UP BY 110%

Daily Gameplays



TOTAL GAMEPLAYS JUMPED



MAUs WENT FROM 0 TO 1 MILLION*



LOCALIZATION, CUSTOMER SUPPORT, AND COMMUNITY MANAGEMENT WAS SET UP FOR 11 LANGUAGES



1 marketing campaign
+
1 week
+
\$0
=
60k new DAUs

July 2012 - www.spilgames.com



*On Spil Games platforms