



Appland Acquired by OnMobile

October 2018

Press Contact

Daniel Nilsson

+46707-403684 / daniel.nilsson@applandinc.com

Cautionary statement

This presentation may contain statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to OnMobile Global Limited’s (OnMobile Global or the Company) future business developments and economic performance.

While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

OnMobile Global and Appland AB undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.

Appland at a glance

Brief History About Appland

Appland was founded 2011 by Mr. Jonatan Redvik, a former R&D Manager at Ericsson for 15 years. The initial business idea was to provide white-label app stores to any type of device. Three years ago Appland identified a silver bullet solution and expanded quickly. Today they provide services to several well-known telecom operators and global corporates across the world such as Reliance Jio, Ericsson, and Ooredoo.

What services is Appland providing?

They provide the world's best games and kids apps as a white-labeled subscription service to more than 80 carriers in 40 countries.

Appland at a glance



INDUSTRY

**Mobile Apps
Distribution &
Monetization**

Founded: 2011
Gothenburg
Sweden



OPPORTUNITY

**SOLUTION
“Netflix for
Games/Apps”**

Quality games
clubs with
monthly
subscriptions



GROWTH

100%+ p.a.

Revenue projection:
\$2.4m in 2018
\$4.3m in 2019
\$9.6m in 2020



BUSINESS

**MODEL
B2B2C with VAS
and MNO**

Distribution via VAS
or Mobile Network
Operator (MNO)

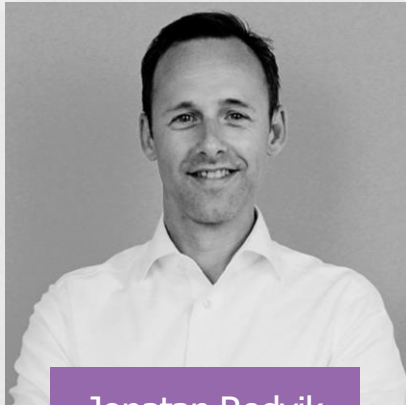


MARKE
T

**TIMING
Subscription
Economy
Trend**

Disruption of
traditional app
monetization in
progress

Management Team



Jonatan Redvik

Chief Executive Officer

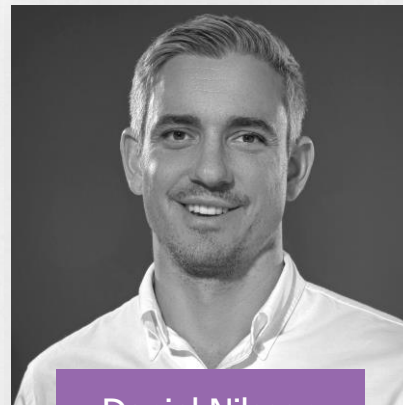
Former R&D Manager at Ericsson. Responsible for World's First 3G & 4G Implementation.
Founder of Appland.
M.Sc.



Henrik Lewander

Chief Technology Officer

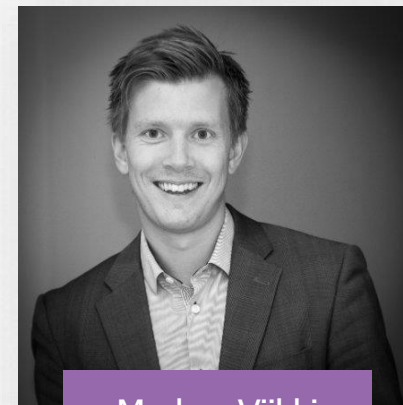
Former Software Development Lead at Volvo and Ericsson. Co-Founder of Appland with a Passion for Technology.
M.Sc.



Daniel Nilsson

Chief Commercial Officer

Founder and responsible for growth of multiple organizations. Responsible for all sales and marketing at Appland.



Markus Viikki

Chief Content Officer

Love Games and ridiculously good at playing them. One of the most knowledgeable in the industry about content.



Tobias Ekblom

Customer Success Engineer

Appland's customer go-to Growth Hacker expert. Develops tools, processes and creatives to help customers to be even more successful.

The Apps & Games Subscription Opportunity

82% of Global App Revenues Are Games

Consumers love games

Games are played in transit, at lunch, before bed and when people have free moment in their day



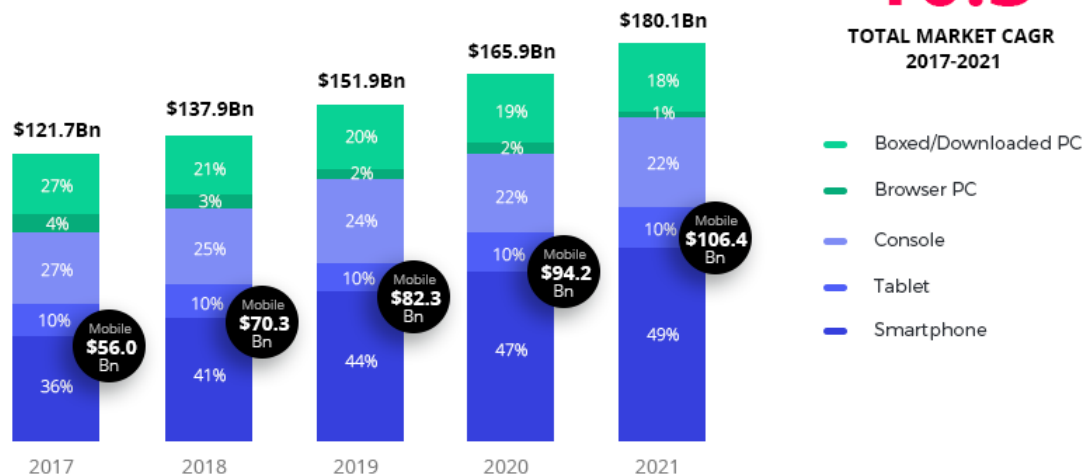
70Bn

People Spend an Astonishing
70 BILLION Dollars per Year
on Mobile Games.

Global Gaming Market, Trends and Growth

2017-2021 GLOBAL GAMES MARKET

FORECAST PER SEGMENT TOWARD 2021



In 2021

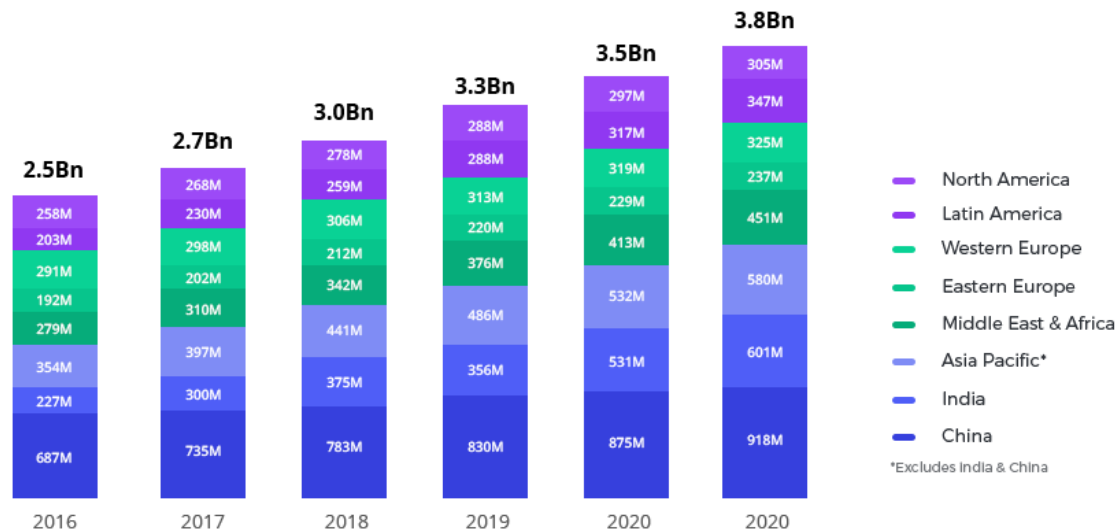
The total games market is expected to be \$180.1 Bn*. The **mobile games** market is estimated to be **\$106.4 Bn** or **59%** of the global market.

*Statistics from Newzoo Global Mobile report
www.newzoo.com

Global Gaming Market, Trends and Growth

3.0BN ACTIVE SMARTPHONE USERS GLOBALLY

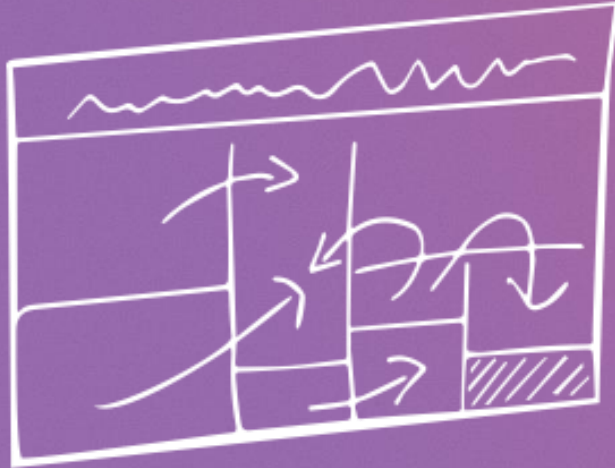
ACTIVE SMARTPHONE USERS PER REGION | 2016-2021



Smartphone Users

The number of smartphone users globally will reach **3.0 billion*** this year, and **3.8 billion by 2021.**

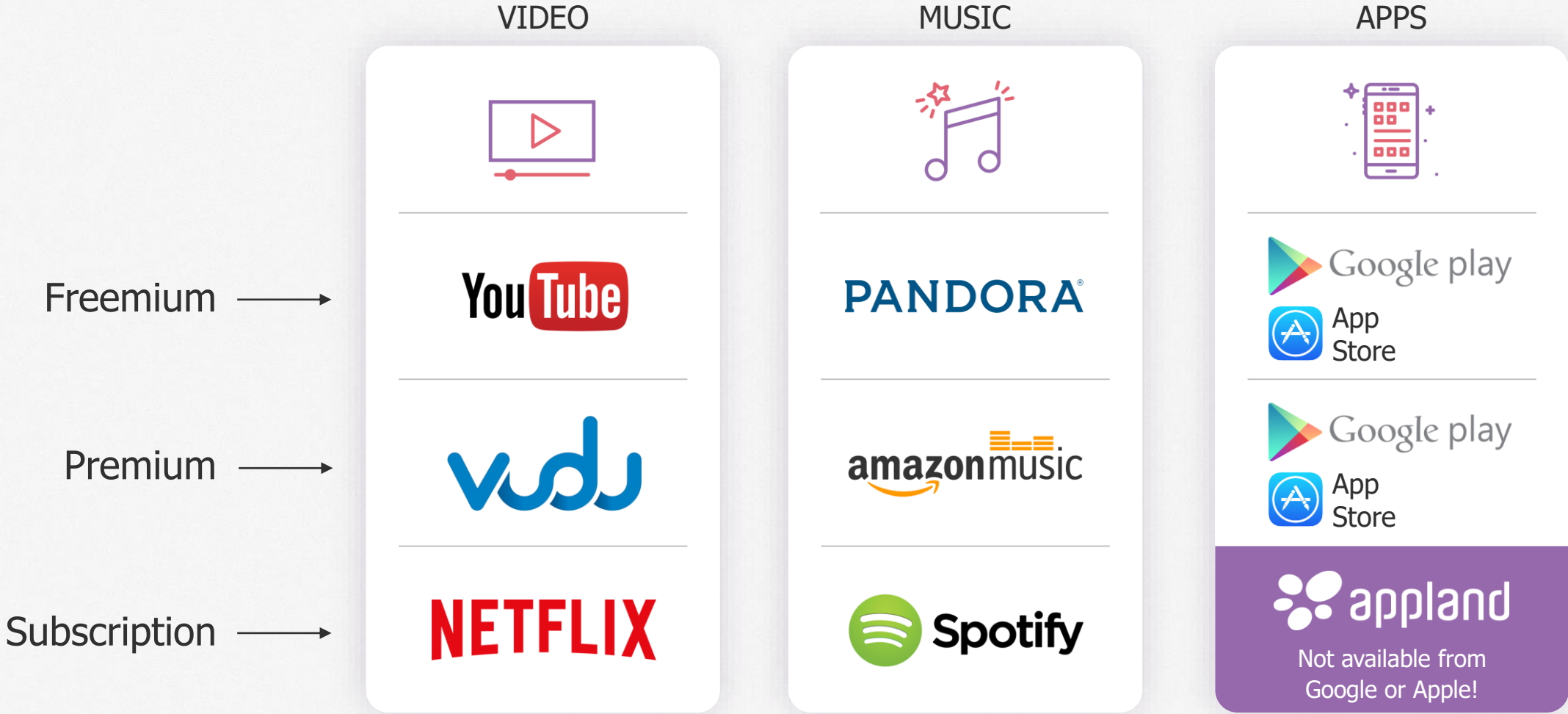
*Statistics from Newzoo Global Mobile report
www.newzoo.com



Appland Offers a New Business Model

Think Spotify and Netflix for Apps

Untapped Market: Mobile Games Subscription

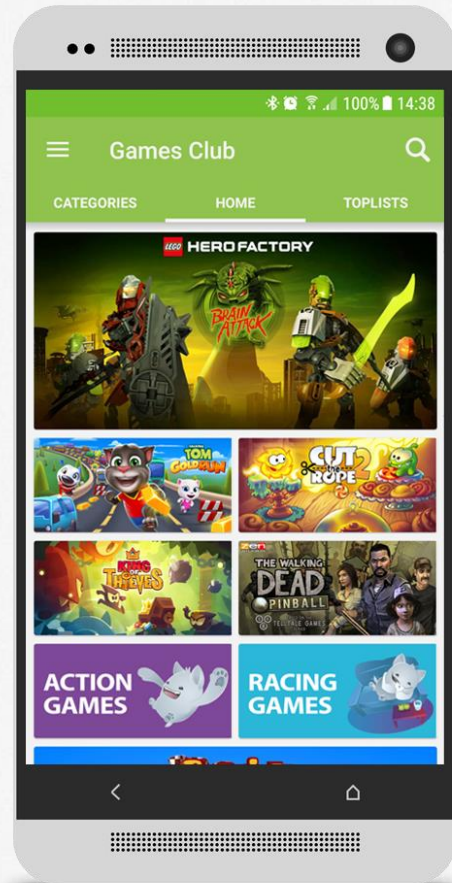




Appland Products

The world's best mobile games and kids apps without annoying ads, in-app purchases, and interruptions. Just pure fun.

Subscription Clubs



Appland offers the world's most popular apps and games as a Subscription Service

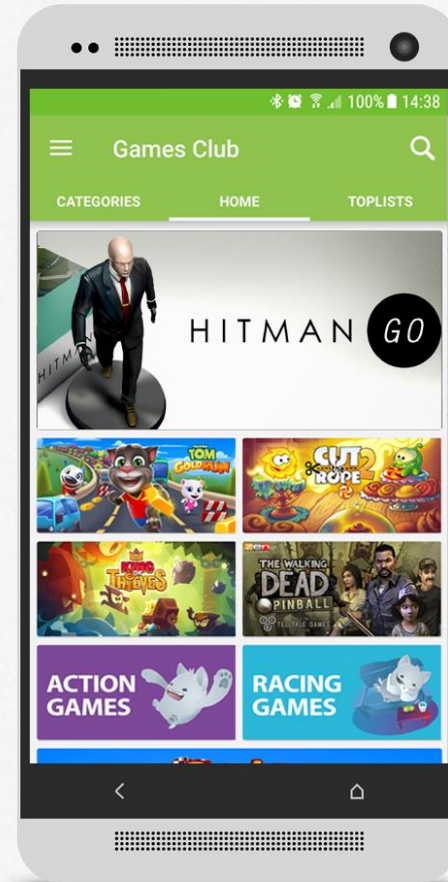
The Subscription Clubs are just like Netflix and Spotify, but with the best apps and games. Consumers pay a fixed recurring fee and get unlimited access to the apps and games they love. All the negatives are removed including advertisements, timers, locks, requirements to do in-app purchases, etc.

Games Club – Value Proposition

The Best Games
Full versions. Ads removed,
free in-app purchases



New Games Weekly
Discover new amazing titles



Unlimited Fun
~400 games. All included



Parental Control
Full control over what kids
watch, play and experience

Kids Club – Value Proposition

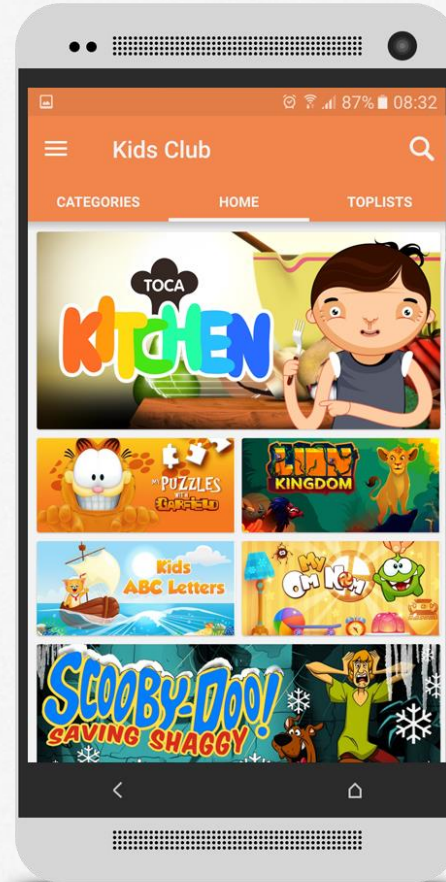
The Best Kids Apps

200 apps chosen by experts,
loved by kids



Pure Play

Creativity, collaboration,
problem solving



No Tricks

In-app purchases?
Third-party ads? Nope



Parental Control

Full control over what kids
watch, play and experience.

3 in 1 Club – Value Proposition

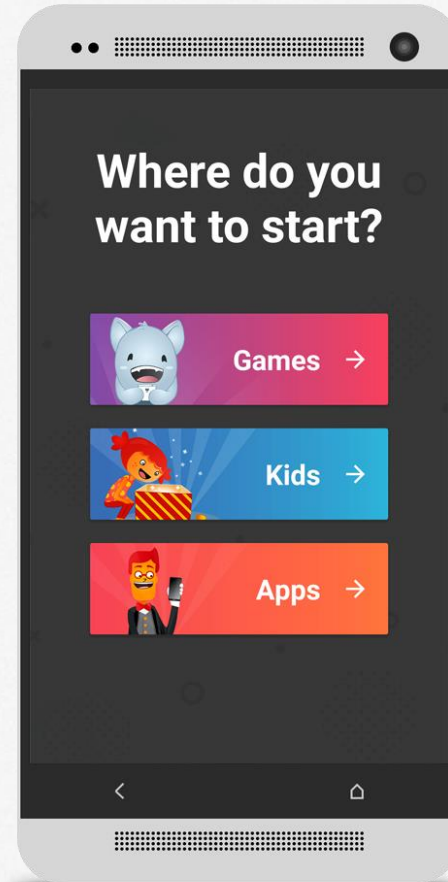
The Best Apps

More than 500 carefully-selected games, utilities and kid's apps.



Clean Apps & No Tricks

Free in-app purchases. Ads removed, no virus or malware.



New Apps Weekly

Use as much as you like for a fixed fee and discover new apps weekly.



Parental Control

Full control over what kids watch, play and experience.



Appland Global Presence

Some of Appland's Customers

OEMs

(Direct / Through Partners):



OTT

(Always Direct):



MNOs

(Direct / Through Partners and On-Deck / Off-Deck):



Over 100 Top Publishers



Countries of presence





Benefits for Appland and OnMobile

Benefits for Appland and OnMobile



OnMobile Acquires a Leader

OnMobile acquires a leader in the mobile game subscription market to address the high MNO demands for this product



Consumers Want a Games Offering

Extend the Appland offering to the mobile operators currently served by OnMobile.

Benefits for Appland and OnMobile



Leverage Relationships

Leverage the relationships Appland and OnMobile have with mobile operators to upsell other OnMobile products.



Leverage Content Rights

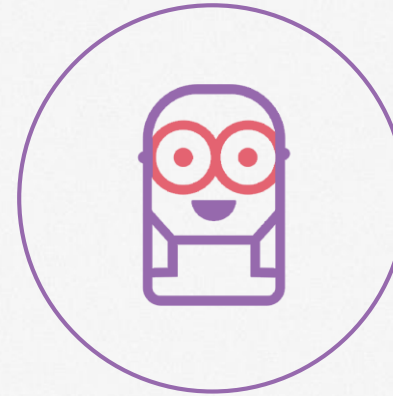
Leverage Appland's global content rights with some of the top games publishers in the industry.

Benefits for Appland and OnMobile



Become Dominant Player

Appland and OnMobile can together become a dominant player in the mobile games market valued at USD 70.3B (2017)



State-of-the-art Platform

- Short time to market - automatic setup of clubs and content
- Telco-graded platform (200M+ users)
- 7 years of development and stabilization



Thank You!

Press Contact

Daniel Nilsson

+46707-403684 / daniel.nilsson@applandinc.com

[applandinc.com](https://www.applandinc.com)

info@applandinc.com