Mobile Gaming

Debunk the myths and untap the potential with next level advertising

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The modern gamer: Who are they?
Defining the gamer

Definition:
A person who plays video games or participates in role-playing games. - www.lexico.com (powered by OXFORD)

When a person declares that they are a gamer, they are simply placing themselves within a community of like-minded individuals.
Myths about mobile in-game advertising

1. Advertising Intrudes on the User Experience.
2. It’s Impossible to Measure Success
3. You Can’t Reach Core Gamers

Mobile gamers Vs Non-Mobile Gamers
28.9% ownership Vs 22.4% ownership
21.6% ownership Vs 6.5% ownership
25.4% ownership Vs 13.7% ownership
25.4% ownership Vs 13.7% ownership

Gamers in Canada transcend age, gender and background

- 20.4M play mobile games
- 23M Canadians Identify as Gamers
- 50/50 Male/Female Split
- 45+ Age of 1/3 of gamers in Canada
- 65% of Canadian adults under the age of 65 play mobile games
- 34 Years Old Avg. Age of Canadian Gamer

2020: A year of substantial growth for gaming

- Of Canadian adults are gaming more (58%)
- Of adult's find that gaming while supporting stay-at-home health restrictions makes them feel better (65%)
- Of Canadian teens are playing more (80%)
- Of Canadian teens find that gaming while supporting stay-at-home health restrictions makes them feel better (78%)
Mobile gaming can no longer be ignored

The future for brands is in-game

- Subscription-based platforms are drying up ad supported environments for advertisers
- 31.38M Canadian smartphone users
- 54% of Canada is specifically gaming on mobile
- Mobile Gaming is second only to TV in reach when compared to all other mediums

10 Hrs
Per week spent on mobile gaming

86 min
Daily time spent playing games on mobile

80%
Canadians view gaming as mainstream entertainment

Key Opportunity: Creating positive brand experiences

- Capture Authentic Attention
- 100% SOV Moment
- Create a Unique/Positive Brand Experience
- Non-Invasive
- Premium Inventory
- High CTRs and Completions
- Proven Effective for Both Upper and Lower Funnel Metrics
APEX: Connecting brands with consumers

- Brand safe inventory
- Viewable inventory
- Accurate demographic targeting
- Target by games, genre, audience, language
- Capture authentic attention
- Create a unique/positive brand experience
- Non-Invasive
- Premium Inventory
- High CTRs and Completions
The intrinsic in-game advertising experience
Frameplay
INTRINSIC IN-GAME ADVERTISING ATTRIBUTION

Get Your Brand Authentically in the Game. Make it Matter.

SCOTT LINZER
SVP, Business Development
Frameplay
GLOBAL GAMES AUDIENCE

The gaming audience is larger than that of Netflix, Disney Plus, HBO, Hulu, and ESPN combined.

Source: SuperData

2.6 BILLION people immersed in virtual worlds not currently seeing ads

3 BILLION hours played worldwide without ads displayed

64% of people play video games

43% Female | 57% Male

33.5 YEARS Average Age

Female: 34 | Male: 33
GAMING: UNRELENTING GLOBAL GROWTH

- 80% Reach of total digital population
- 210M Total unique visitors in gaming category
- +133% Growth in time spent on gaming sites vs. May 2017

MARKETING DOLLARS SPENT IN GAMING UNDER-INDEXED SIGNIFICANTLY

The video game marketplace has significant scale, but inspired advertising is lacking.

While gamers are actively playing their games, current game advertising that requires the game to be paused can’t reach valuable gamers...until now.
In gaming, mobile phones are the #1 device by a long shot.

- Anticipated monthly mobile gamers in the US this year: 159.1M
- Anticipated percentage of all digital gamers who will play on mobile devices this year: 89.5%
- Average amount of time spent playing mobile games daily: 26.7 min

Source: Insider Marketing + eMarketer
LEADING FAST FOOD BRAND SEES DOUBLE-DIGIT POINT LIFT IN RECALL, PURCHASE INTENT, AND FIT AS A SPONSOR OF THE GAMES WITH FRAMEPLAY.

A fast-food brand and their agency worked with Frameplay’s intrinsic in-game advertising solution to advertise within the games without disrupting the play. Comscore’s Brand Lift Study was applied to understand the value of the media inside the game.

The strategy paid off! This leading fast-food brand saw brand attribute lift across the board. More importantly, the brand saw double-digit point lifts in Mobile Ad Recall, Fit as a Game Sponsor, Like the Brand’s Sponsorship of the Games and Purchase Intent.

These results are consistent with completed brand lift studies in leading snack brand and insurance brands!
In-Game advertising: 100% brand friendly

100%
- Brand safe inventory
- Viewable inventory

Stand out
- No real competition in our platform (yet)
- Brand new high traffic games

Targeting
- Accurate demographic targeting
- Target by games, genre, audience, language

Advertiser friendly
- Not affected by ad-block tech or fraudulent bots
- All creative can be tracked and tagged
Competing in the attention economy

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