



SWAPSTER

THE VIRTUAL ITEM EXCHANGE

100% SAFE 100% LEGAL 100% YOUR CONTROL

DEUTSCHE BÖRSE GROUP
OPEN DAY 2015



LET'S LOOK AT OUR INDUSTRY



eSports



Impact on Society



Dota 2 Championship

THE VIRTUAL ITEMS MARKET IS HIGHLY ATTRACTIVE

\$91.5b

The **global games market** is estimated to amount to \$92.5 billion in 2015, with a year-on-year growth of 9 per cent.

>\$52b

The **virtual items market** is estimated to surpass \$52 billion in 2016, with a CAGR of >6 per cent and a monetisation rate of 2–5 per cent.

2.4b

The number of **active gamer accounts** worldwide will amount to 2.4 billion in 2020.

\$6b

The **black market for virtual items** is estimated to amount to \$5 billion in 2015.

WE CHANGE THE GAME FOR THE
WORLD OF GAMES



VIRTUAL ITEMS & FREEMIUM GAMES



Free to play/freemium

Basic services/products (e.g. games) provided **free of charge** while more advanced features **virtual items must be paid for**.



Virtual items

Virtual goods or currencies that serve customers/gamers to individually customise/design or **influence their game environment**.



Why they are bought

They are bought to advance further in the game, to **enhance game experience** and to build and **create individual value**.

HOW TO TRANSLATE THIS INTO TECHNICAL NUMBERS

70b

In 2020 there will be **70 billion connected devices** worldwide.

73

We will have created **73 zetabytes of data** by 2020.

138

Online-gaming will account for **138 petabyte** of the global traffic in 2019 (1 PB= 1000 terabyte).

THE GAMING INDUSTRY IS SHIFTING



Publishers face many challenges

Evolving markets: greater fragmentation

Data: KYC remains a black-box

Monetisation: from subscription to freemium and virtual items



Gamers demand greater changes

Gamer experience: demand for customisation increases

Data: gamers do not benefit from data

Monetisation: no legal way to monetise their hobby



Market solutions so far

Industry attempts: solutions limited to own platform environment

Black market attempts: no control for publishers

HOW OUR SOLUTION WORKS



Trading

We organise the global on-exchange market for virtual items.



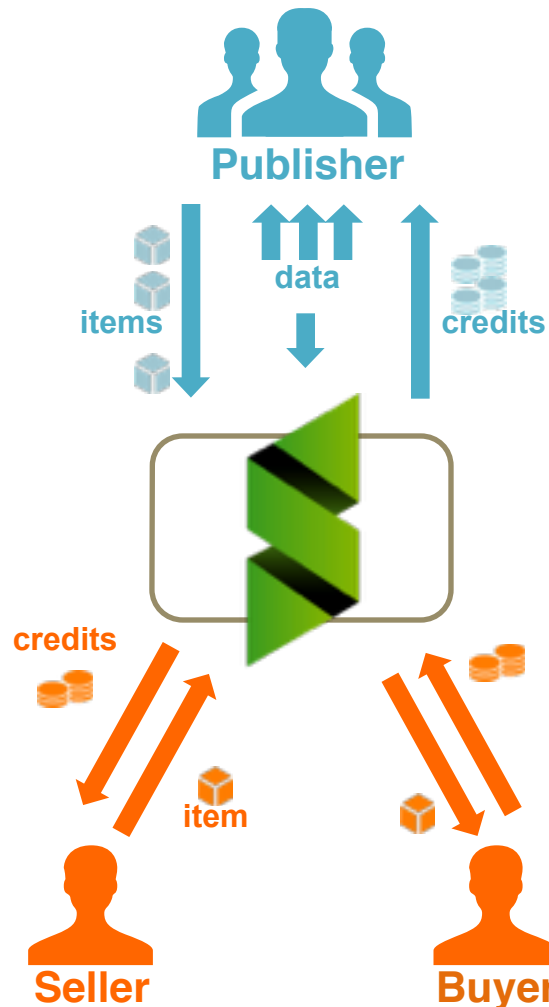
Data

We provide cross-platform data flows from our KYC data pool.



Supervision

We apply proven market rules and regulations with standards for information flow and transparency.



Solution Portfolio

Swapster is a neutrally organised on-exchange market.

We offer legal trading between players of in-game items from the games that are linked to the Swapster market.

We give the publishers full control of which items can be traded and we provide different levels of market integration.

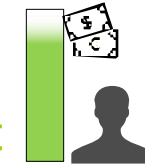
We offer cross-game and cross-platform in-depth KYC through an enhanced data model and give the gamers the chance to monetise themselves.

We ensure secure trading and fraud protection of an orderly market through implementing standards for information flow, transparency, rules and market regulations.

HOW OUR SOLUTION IMPACTS THE GAMES INDUSTRY



Increasing monetisation up to 10 per cent through trading (currently 2–5 per cent)



monetised gamer



reactivated value



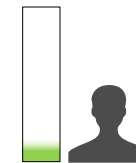
lowering CAC



Lowering CAC with effective targeting and ensuring customer lock-in



Eliminating the black market effectively and ensuring secure trading



non-monetised gamer

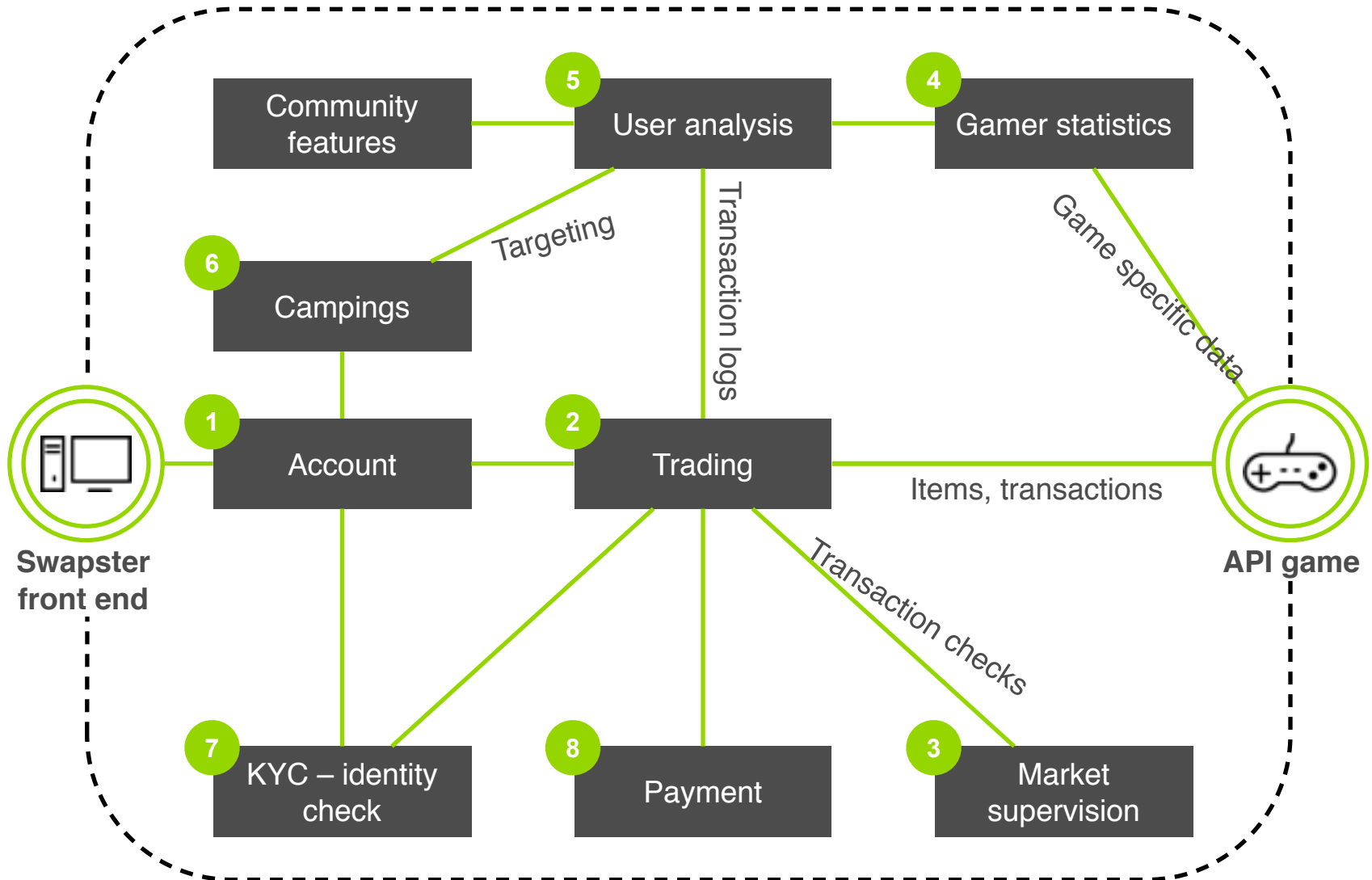


dormant value

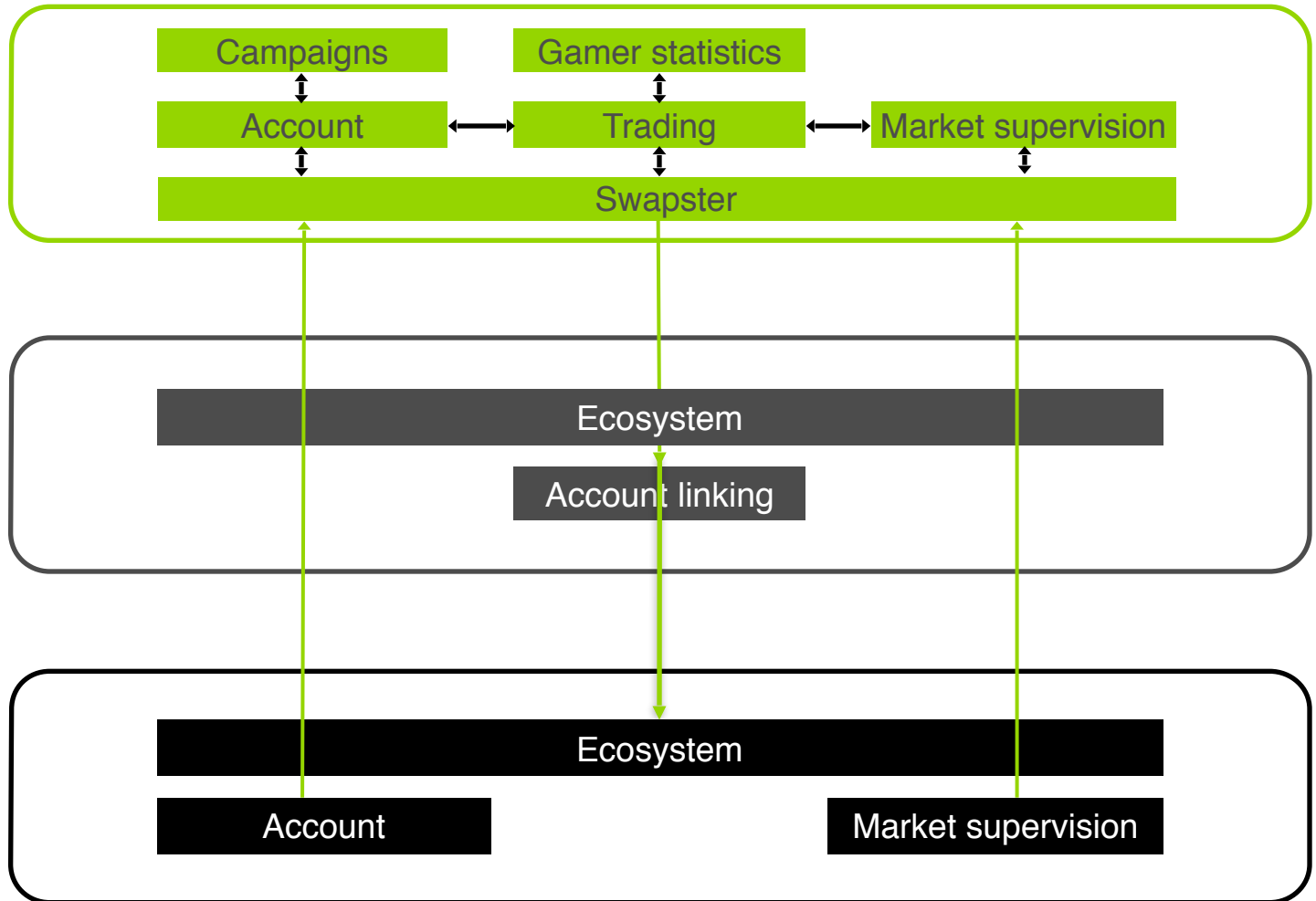


increasing CAC

THE IT BEHIND SWAPSTER: PLATFORM COMPONENTS



THE IT BEHIND SWAPSTER: PUBLISHER INTEGRATION



HOW SWAPSTER LOOKS LIKE (1/3)



HOW SWAPSTER LOOKS LIKE (2/3)



HOW SWAPSTER LOOKS LIKE (3/3)



THANK YOU!



WE CHANGE THE GAME
FOR THE WORLD OF GAMES

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