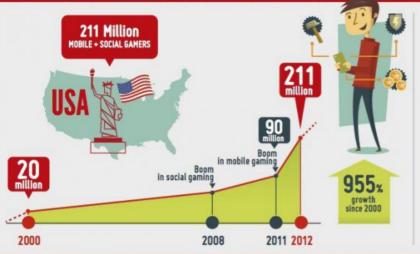
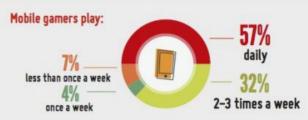
MOBILE GAMING ON THE RISE



GAMING CONTINUES ITS REMARKABLE GROWTH





37%

of iPhone of gamers play owners play daily more than one hour a day

54%

21%

of time spent of app sessions on tablets is on smartphone for gaming are games

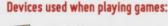
45%

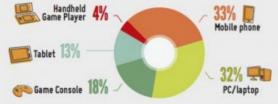
MOBILE IS MORE POPULAR THAN TV

Mobile share of time beats TV:

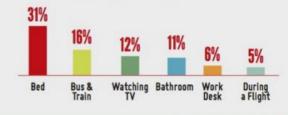
The average mobile web user consumes 7.2 hours of media daily.



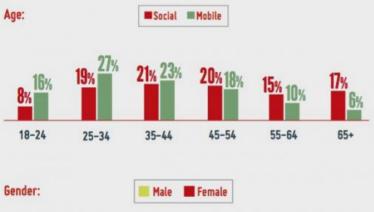




Place where people play mobile games:



WHO ARE SOCIAL & MOBILE GAMERS?





Top Games:

TEXAS HOLDEM POKER Zynga Facebook 34 million MAU

75% male 51% older than 26y

MONOPOLY (HOTELS) Electronic Arts iOS/Android 50+ million installs 51% female 68% over 24y



WORDS WITH FRIENDS Zynga

iOS/Android 53+ million installs 63% female

FARMVILLE 2

36 million MAU

69% female

80% over 25y

Zynga

Facebook

70% over 24y

CANDY CRUSH SAGA

66% over 26y

King.com iOS/Android 50+ million installs 72% female

Rovio iOS/Android 50+ million installs 50% male 60% over 25v

ANGRY BIRDS STAR WARS





SponsorPay is the leading value-exchange advertising platform providing high-quality brand engagement for advertisers and driving user acquisition as well as content monetization for publishers of mobile and social apps.



Our innovative BrandEngage™ solution offers user-initiated interaction with videos and post-view actions that increase brand engagement by up to 80%.

We work with leading publishers Zynga, EA, Ubisoft & OutFit7 as well as renowned advertisers such as Coca-Cola, Samsung and Warner Brothers. Our products are available across all popular platforms including iOS, Android and Facebook.