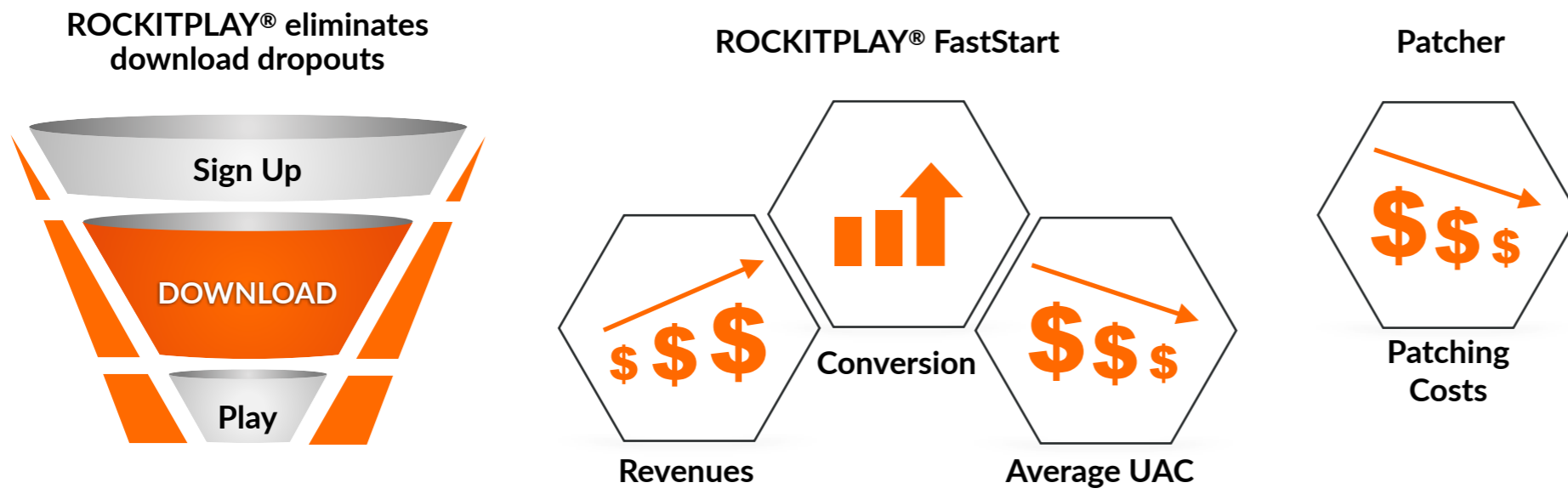


# Maximizing F2P Monetization

## Bring Instant Access to Your Game Store & Save Big on Patches

ROCKITPLAY® FastStart eliminates user dropouts during download by reducing the time from ad click to game start from hours to seconds. Fast Patch cuts delivery costs by up to 50%. Staged download saves up to 60% costs by delivering the full download only to active gamers. **Play more - wait less!**



### SOLUTION

ROCKITPLAY® transforms multi-hour downloads into click-to-play experiences.

- ✓ Runs on any public or private cloud
- ✓ Just like an additional service layer (your FastStart Converter)
- ✓ No source code changes or developers support required

Time-to-Play @100Mbit/s	Game Size	Standard Time-to-Play	ROCKITPLAY Time-to-Play
Cyberpunk 2077 <sup>1</sup>	64 GB	1 h 29 min	5 min
Mafia III <sup>2</sup>	57 GB	1 h 19 min	2 min
The Witcher III <sup>3</sup>	29 GB	41 min	84 sec

Patch Size	Standard Patch Size	ROCKITPLAY Patch Size	Reduction in %
TERA <sup>4</sup>	63 390 MB	40 470 MB	36%
Cyberpunk 2077 <sup>1</sup>	9 700 MB	2 300 MB	76%
Baldur's Gate <sup>5</sup>	209 MB	75 MB	64%

### VALUE

**Value per 1,000,000 installs / gamers for 1 game**

	<b>\$360,000<sup>1</sup></b>	<b>MORE REVENUES</b>	<b>+20%</b>	FastStart eliminates download dropouts increasing active user base & revenues
	<b>\$165,000<sup>2</sup></b>	<b>COST SAVING</b>	<b>-60%</b>	Deliver the full download only to active users, everyone else gets just enough to test
	<b>\$225,000<sup>2</sup></b>	<b>COST SAVING</b>	<b>-50%</b>	The smart block patcher creates up to 50% smaller patches and 50% average cost savings
<b>\$750,000</b>		<b>VALUE</b>	<b>per 1m installs/gamers</b>	

<sup>1</sup> Calculated @ \$3 ARPU  
<sup>2</sup> calculated at 1ct per GB

### TESTING & LAUNCH IN 3 EASY STEPS

Within 48 hours we are able to stand up a FastStart Service for your evaluation!



- Evaluating all ROCKITPLAY® services is fast and simple with **no integration required**
- Includes a demo launcher so you can be up and running global tests in days

### BUSINESS MODEL

- No setup fees or upfront costs
- Flexible pricing plans tailored to your business are available



### The FastStart Experts

- Up to **200 x** faster game start
- Up to **50 %** lower patching costs
- Just **48 h** to get your test setup

### PROVEN TECHNOLOGY

#### Machine Learning

ROCKITPLAY® learns from analyzing gameplay loading profiles to re-sequence a data stream.

#### Automated Behavior Profiling

Highly automated behavior profiling algorithms ensure rapid creation of stable, compact game runtimes.

#### Intelligent Prefetch Technology

Algorithms developed from high performance computing for optimized data sequencing.

### IP

Patented Technology  
Microsoft Certified Drivers

### CONTACT INFORMATION

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