

**GAMELOFT
2015**



March 2015

INTRODUCTION

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- ◆ **ABOUT GAMELOFT**
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ABOUT DIGITAL GAMING





Digital gaming is everywhere

Smartphones & Tablets



Feature phones



TVs & STBs



- A growing installed base : 1.9 billion smartphones (+4% YoY) and 273 million tablets (+8% YoY) are expected to ship in 2015*
- More than 1 billion people will use a tablet in 2015. representing 15% of world population*
- Mobile gaming revenues are expected to reach US\$15bn in 2018. growing at a CAGR of 9.6%**
- Advertisers will spend \$64.5 billions on mobile phones in 2015 (+60% YoY)***

* Source: Gartner – Oct 2014 ** PWC Global Entertainment and Media outlook 2014-2018 ***eMarketer – Jan 2015



A fragmented industry



- Gameloft develops its games on 7000 smartphone & 350 feature phone models in 16 languages and on multiple operating systems (iOS, Android, WP8, etc.)
- Flood of 50\$-100\$ smartphones & tablets: Average smartphone retail price expected at 297\$ in 2014 vs. 345\$ in 2013*

* Source: Consumer Electronic Association – January 2014

ABOUT GAMELOFT



Competitive advantages

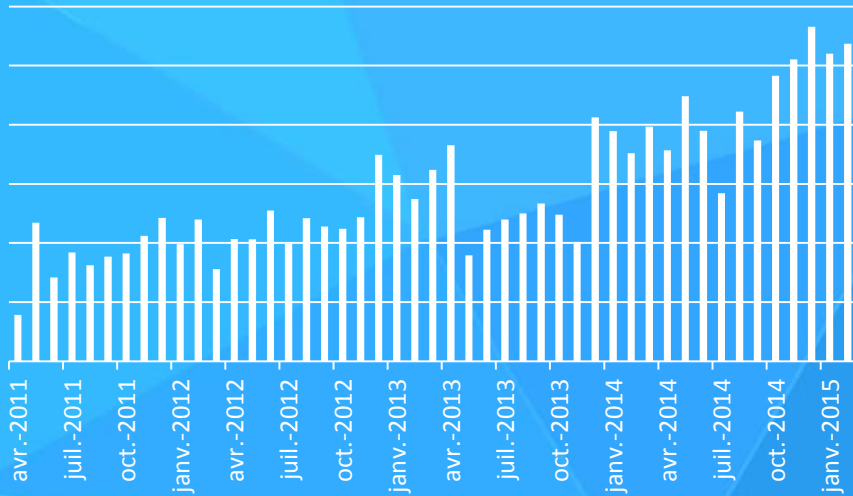


- All Gameloft games are developed in-house. World class product development and deployment on smartphones, feature phones, tablets, smart TVs. Quality comes first.
- Gameloft was the #2 publisher by combined iOS and Google Play games downloads according to the 2014 App Annie Index. 700 million Gameloft games were downloaded in 2014 on the AppStore and Google Play.
- Our 28 studios are spread all over the world in America, Europe and Asia, allowing Gameloft to benefit from cultural diversity and competitive development costs. Gameloft releases ~20 smartphone and tablet games every year thanks to its 5 400 developers.
- Unique portfolio of in-house franchises and third party IPs.
- Unique worldwide network of sales, marketing and PR people.
- Partnerships with all major digital stores and social networks: App Store, Google Play, Amazon, Microsoft Market Place, etc. and direct agreements including billing agreements with over 200 carriers in more than 80 countries.

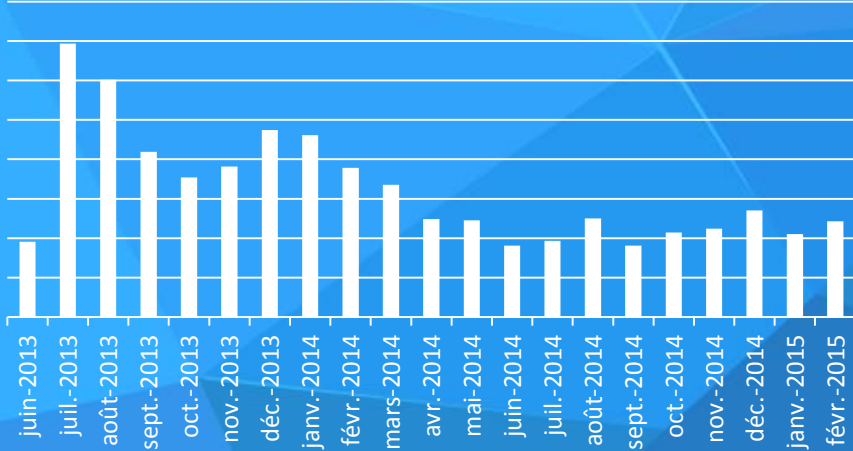


Time extended! (1/2)

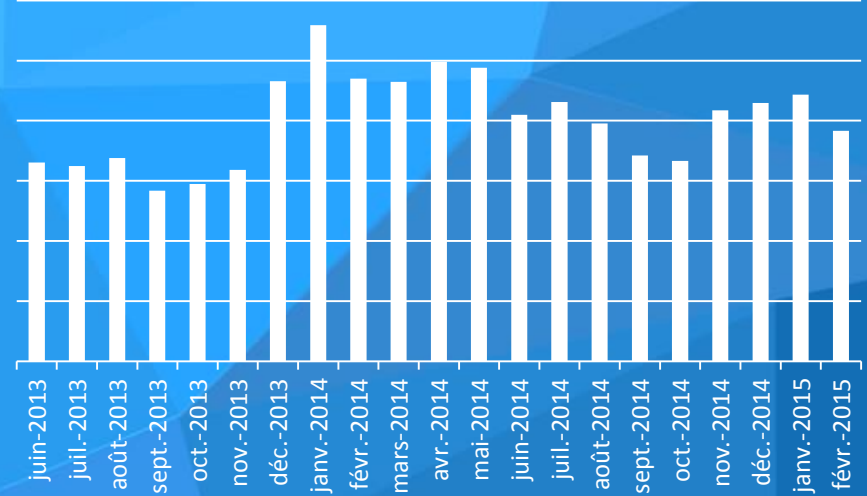
Order & Chaos Online – monthly sales since launch



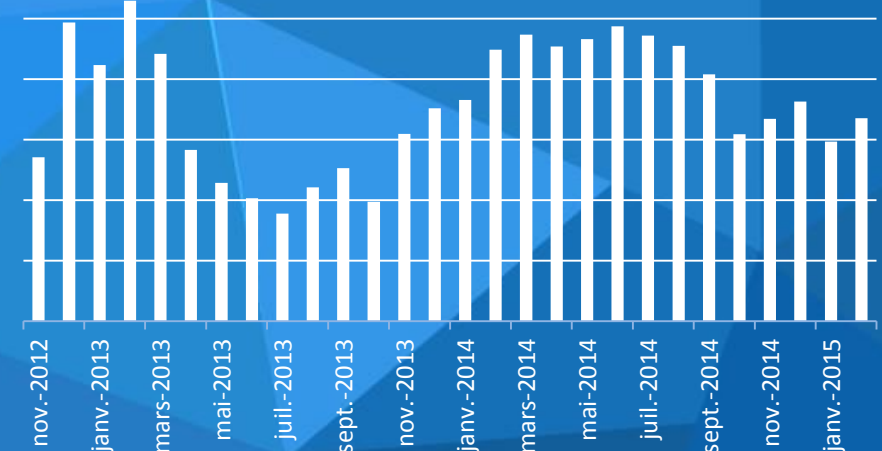
Deppicable Me 2 – monthly sales since launch



Uno & Friends – monthly sales since launch



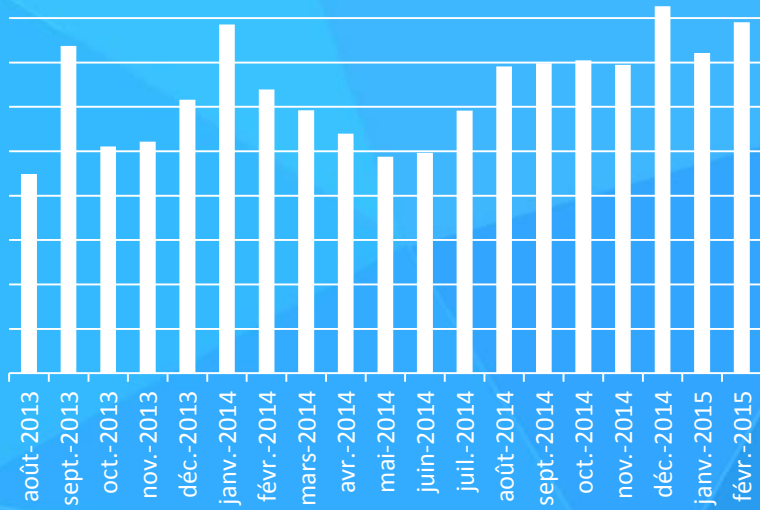
World at Arms – monthly sales since launch



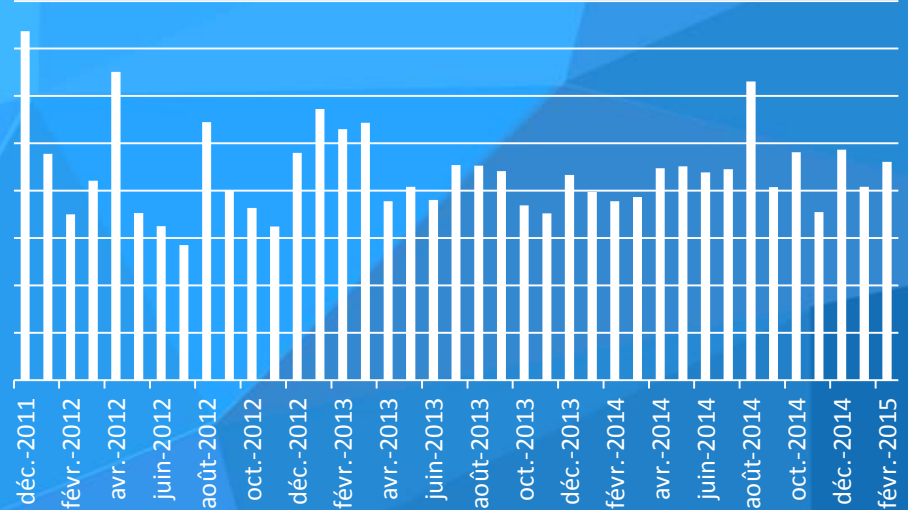


Time extended! (2/2)

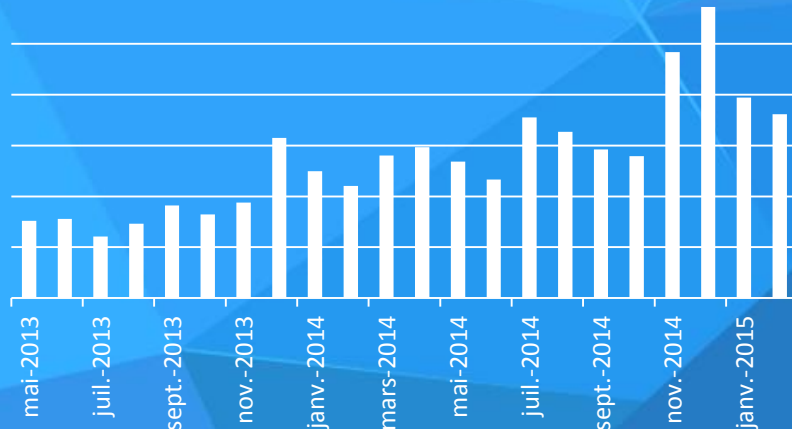
Asphalt 8 – monthly sales since launch



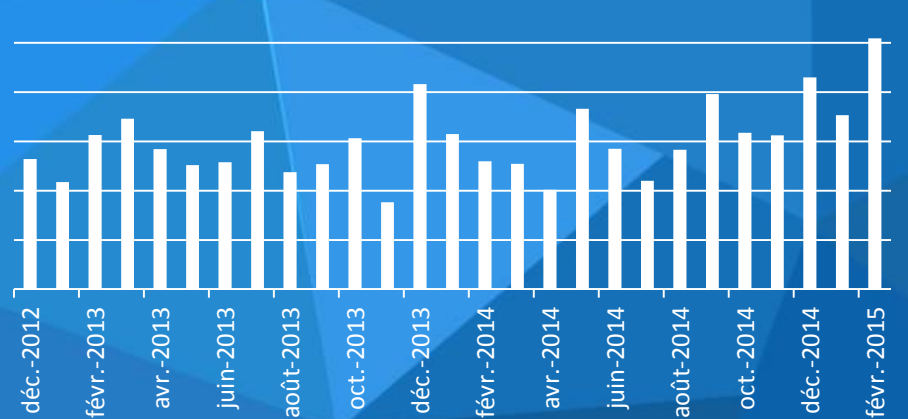
Six Guns – monthly sales since launch



Blitz Brigade – monthly sales since launch



Heroes of Order & Chaos – monthly sales since launch





The #1 game catalogue

In house franchises

WORLD
AT ARMS

ASPHALT
AIRBORNE 8

BLITZ
BRIGADE

GANGSTAR
VEGAS

TOTAL
CONQUEST

DUNGEON
HUNTER

DRAGON
MANIA
Legends

SIX GUNS

ORDER & CHAOS
ONLINE

MODERN
COMBAT 5
BLACKOUT

Third party IPs

DESPICABLE
ME
MINION RUSH

THE AMAZING
SPIDER-MAN 2

BROTHERS
IN ARMS 3
SONS OF WAR

UNO
& FRIENDS

ICE AGE
ADVENTURES

Disney · PIXAR
Cars
FAST AS
LIGHTNING

MARVEL
SPIDER-MAN
UNLIMITED


my LITTLE
PONY

IRON MAN 3
THE OFFICIAL GAME


NFL
NFL
PRO 2014



Massive audience: 2.2 billions installs




124m installs




52m installs



500m installs



110m installs




36m installs




7m installs



18m installs




37m installs




40m installs



13m installs



26m installs



23m installs



43m installs



68m installs



40m installs

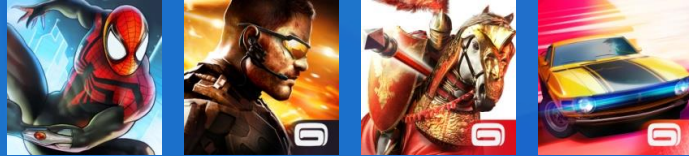


Strong relationship with digital stores

BEST OF 2014



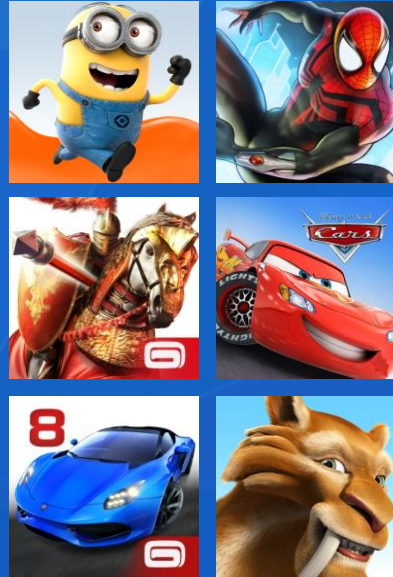
App Store



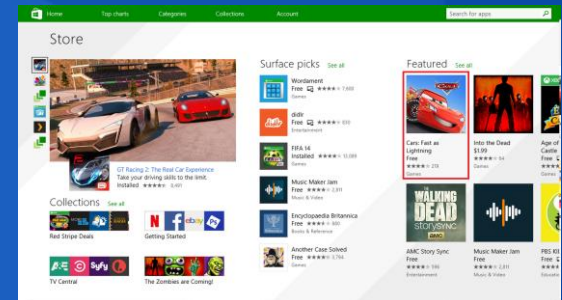
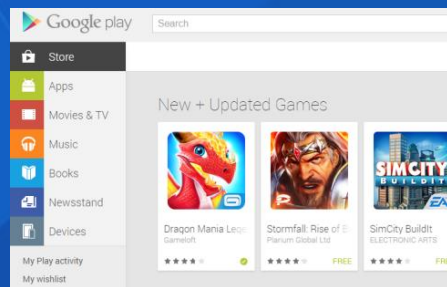
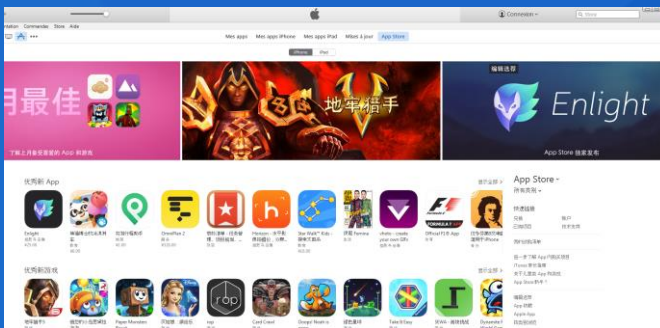
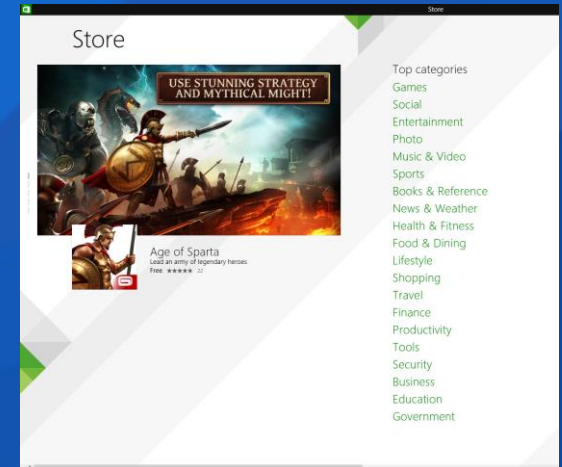
BEST OF 2014



Google play



Windows Phone Store

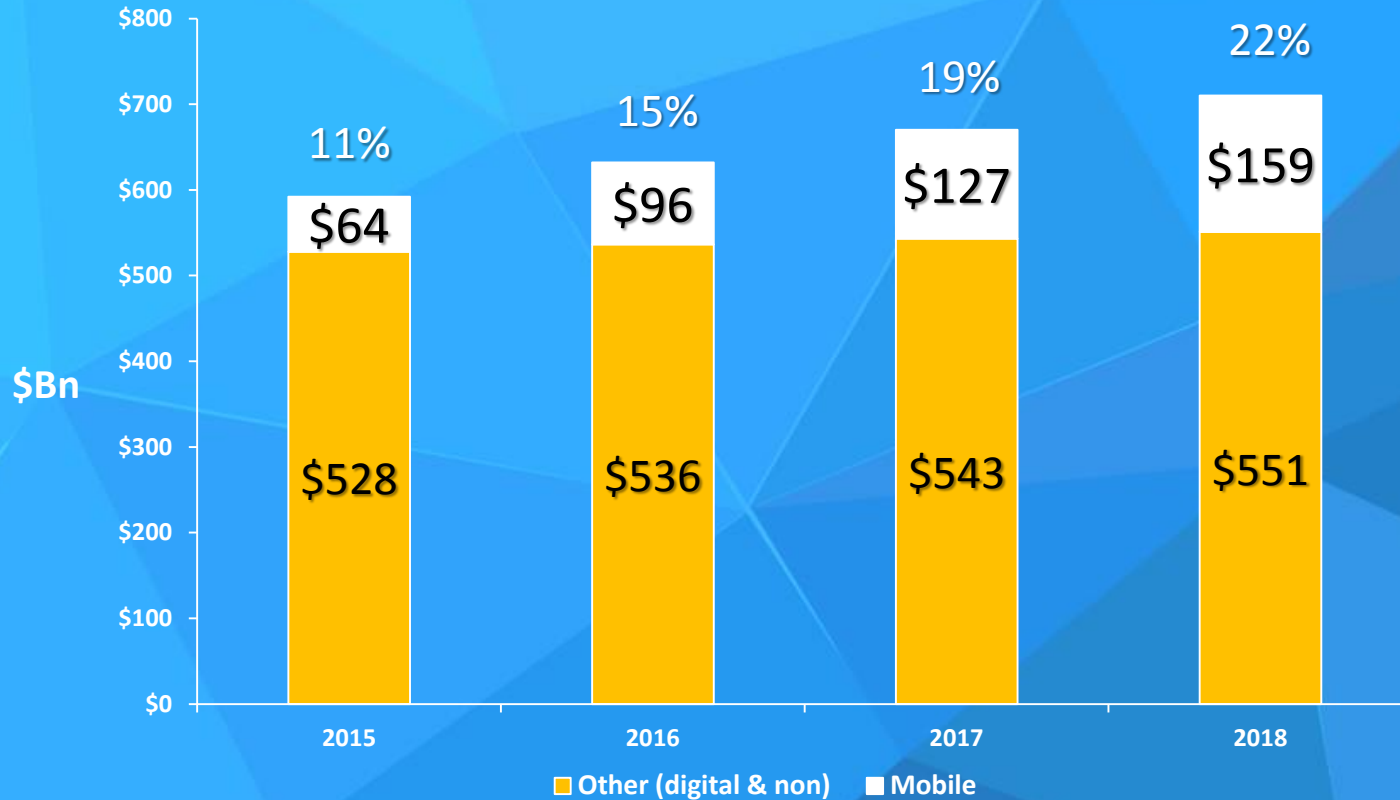


FOCUS ON MOBILE ADVERTISING





The mobile ad opportunity



Millward Brown reported that each day, consumers spend **147 minutes on their smartphones**, **113 minutes watching TV**, **108 minutes on laptops** and **50 minutes on tablets**.

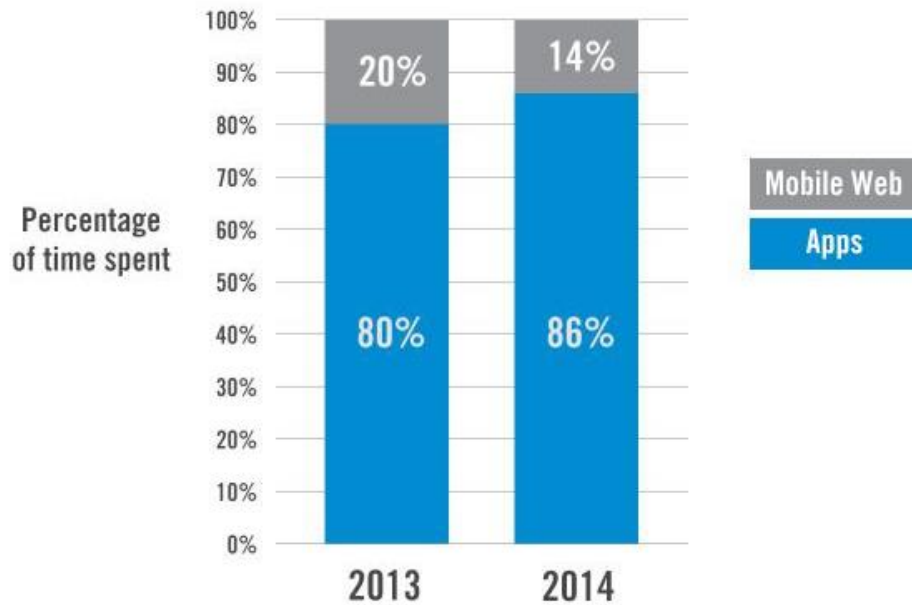


Source:  eMarketer.



Apps rule! And so do games!

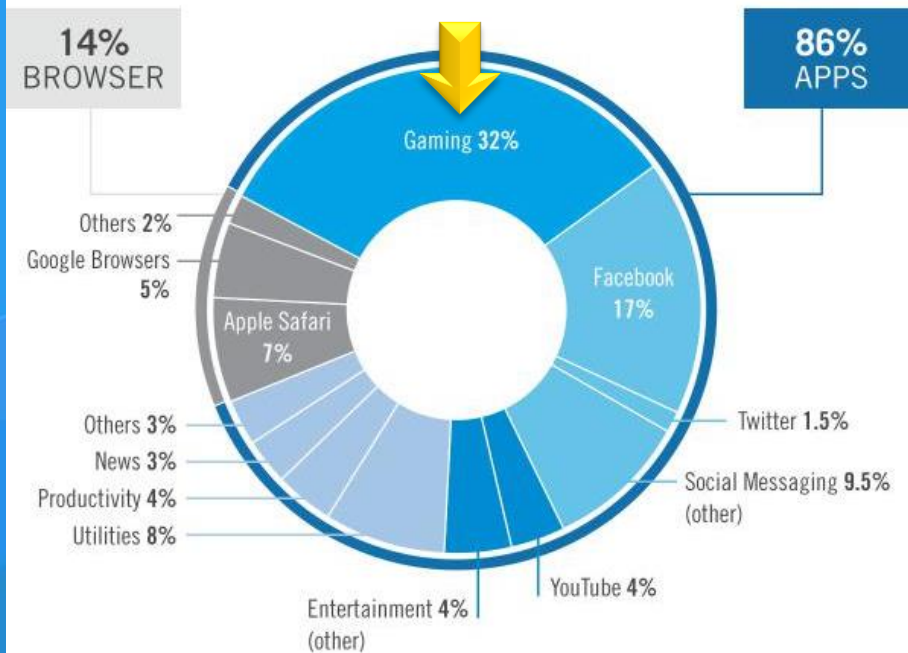
Apps Continue to Dominate the Mobile Web



© FLURRY

Source: Flurry Analytics

Time Spent on iOS and Android Connected Devices



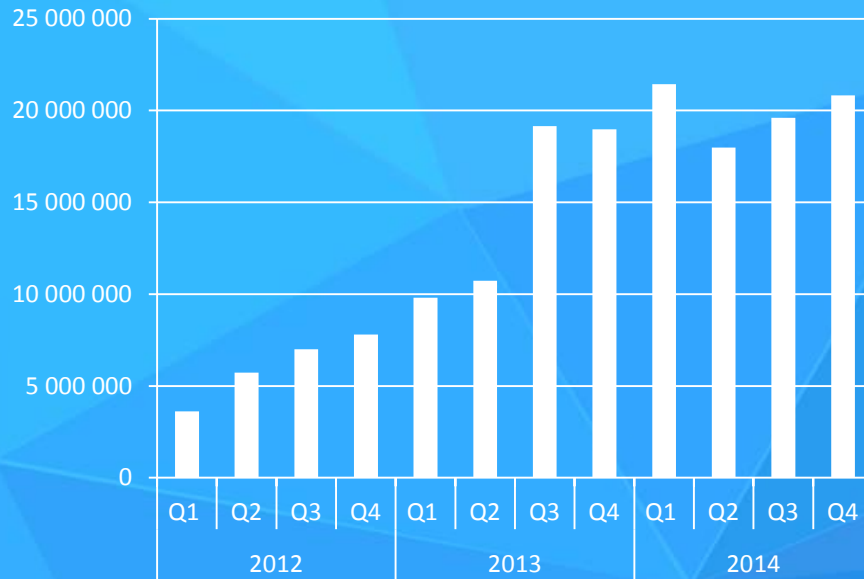
© FLURRY

Source: Flurry Analytics, ComScore, NetMarketShare

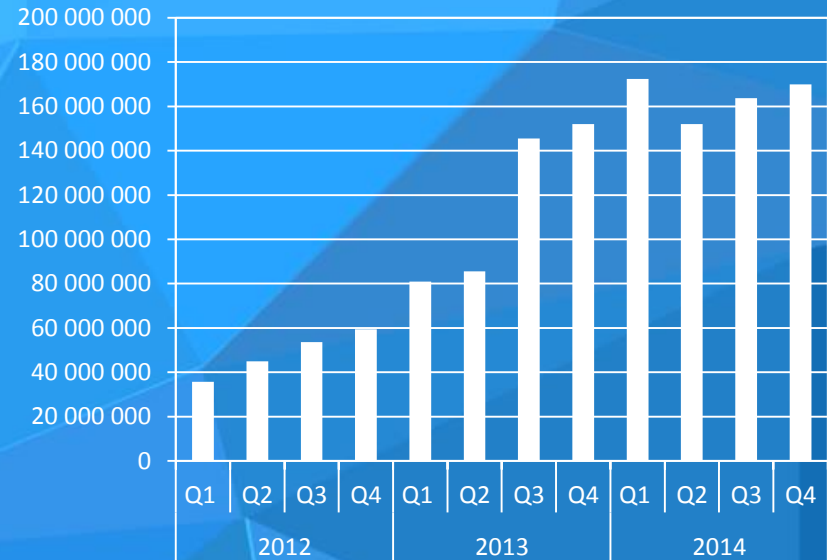


Stable and high volume audience

Daily active users



Monthly active users



- **Self-owned inventory: no risk of inventory supply uncertainty**
- **Huge Audience: 170M MAUs / 21M DAUs providing advertisers the reach and scale they need for delivering impactful activations.**
In 2014. ranked #2 in worldwide IOS and Google Play game downloads
- **Breadth of catalogue: 24 Ad-enabled games and releasing around 20 new titles in 2015**





Brand safety. Pricing clarity. Creativity

- **Listed company**
- **Mobile entertainment pure player**
- **High quality focus**
- **COPPA compliant**
- **Sole destination for accessing Gameloft audience**
- **Direct relationship with advertisers**
= no intermediary black box
- **Pioneer mobile gaming developer with 15 years**
experience creating AAA titles





Ad formats supported



Video (Incentivized/Non Incent.)



Banner (static/animated)



Interstitial (static/animated)



Rich Media



Global reach and scale

Sales & Marketing Teams Around The World



North America

USA
Canada

LatAm

Argentina
Brazil
Chile
Columbia
Mexico

Europe

Denmark
France
Germany
Italy
Russia
Spain
Ukraine
UK

Asia / Oceania

Australia
China
India
Indonesia
Japan
Korea
Malaysia
Philippines
Thailand
Vietnam

Middle East & Africa

Dubai
Morocco
Turkey
South Africa





Some of our references to date



NOKIA



acer

amazon.com



SOUQ.com



THRUSTMASTER



Gillette



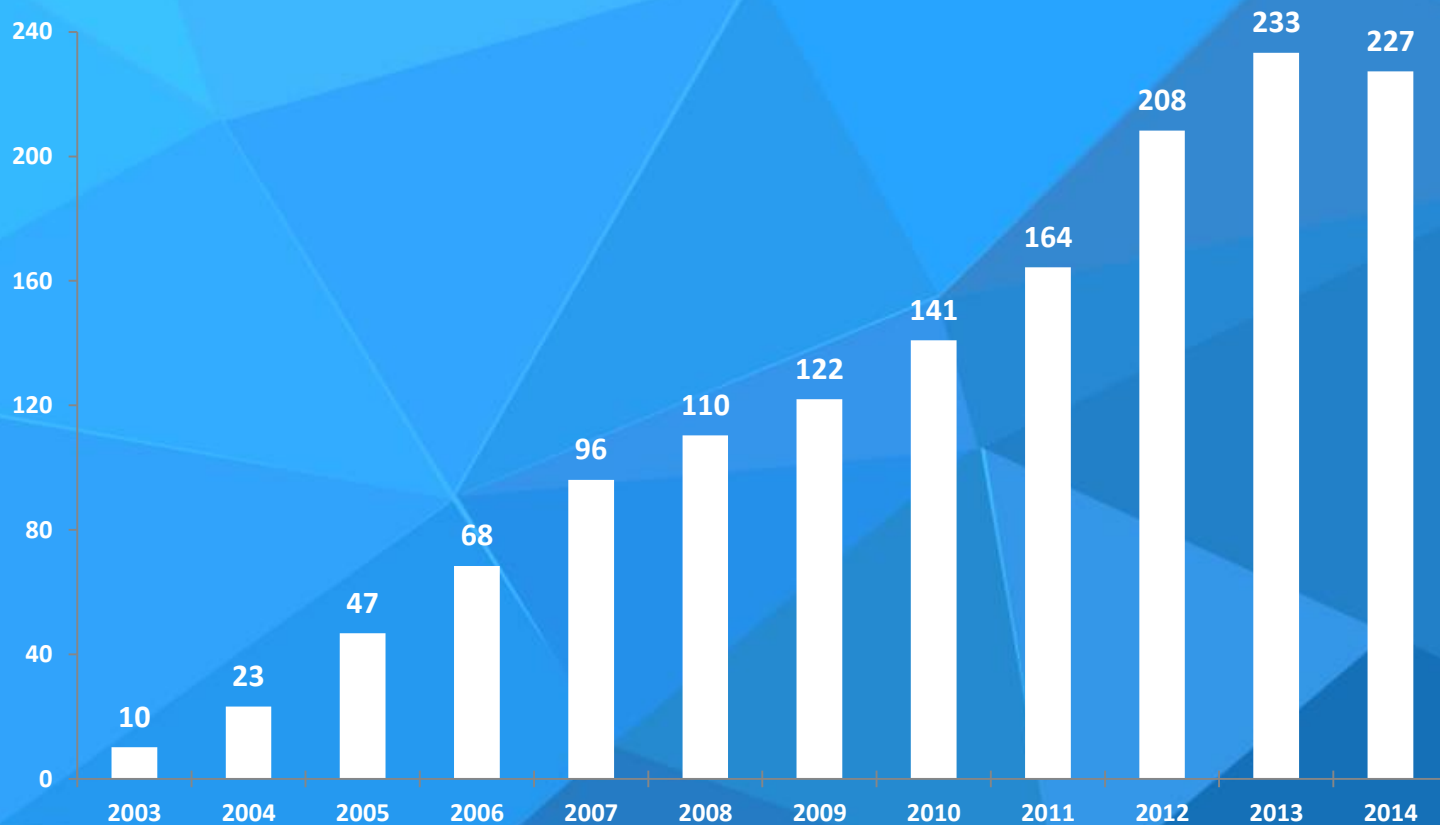
FINANCIALS





Key financial indicators (1/3)

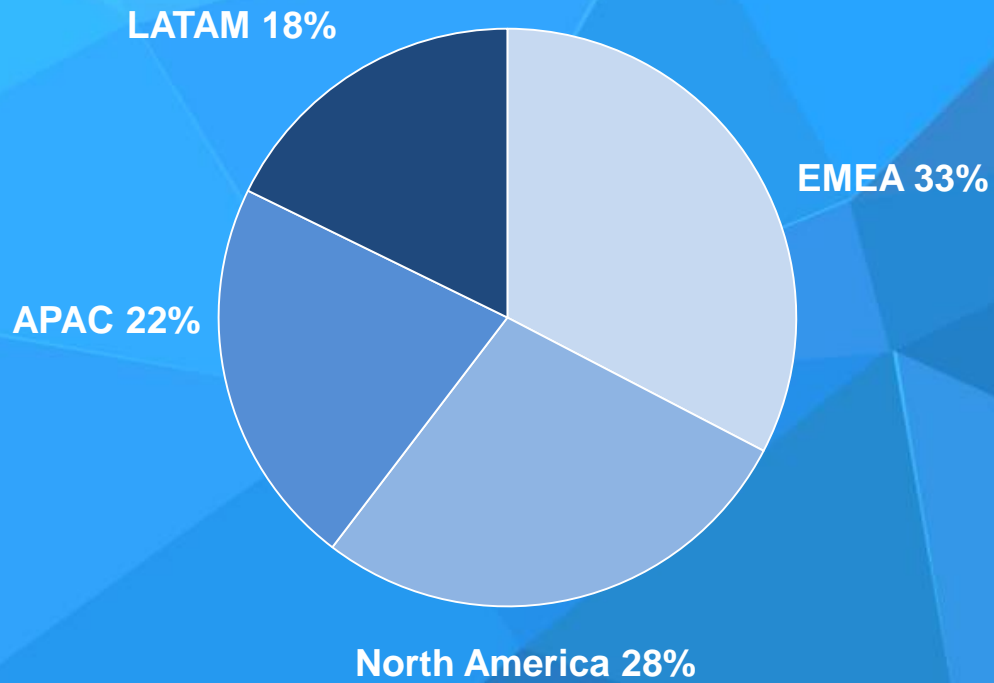
Sales (m€) – CAGR 2003-2014 = 33%





Key financial indicators (2/3)

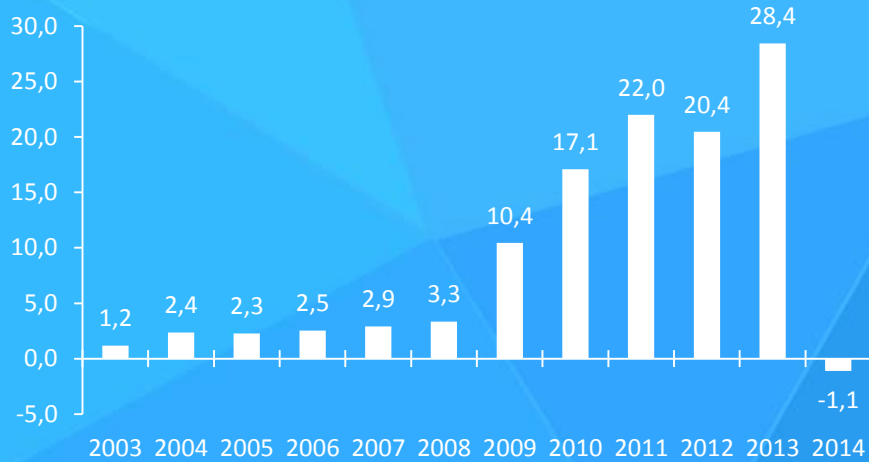
2014 sales per region



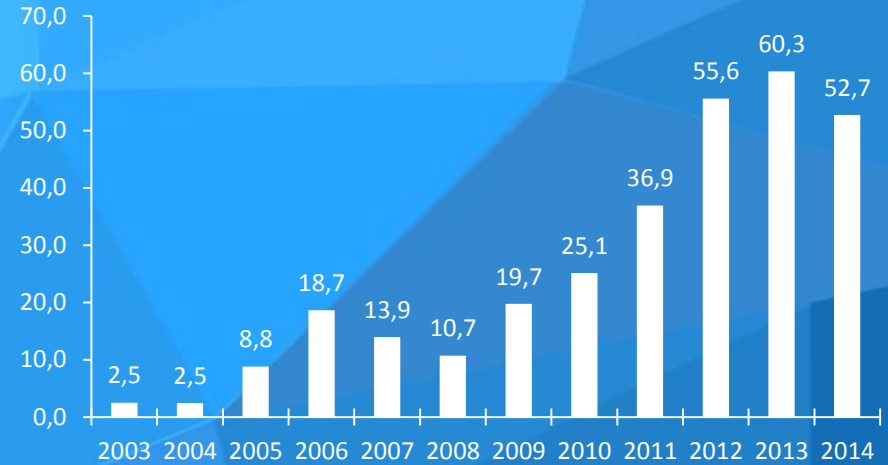


Key financial indicators (3/3)

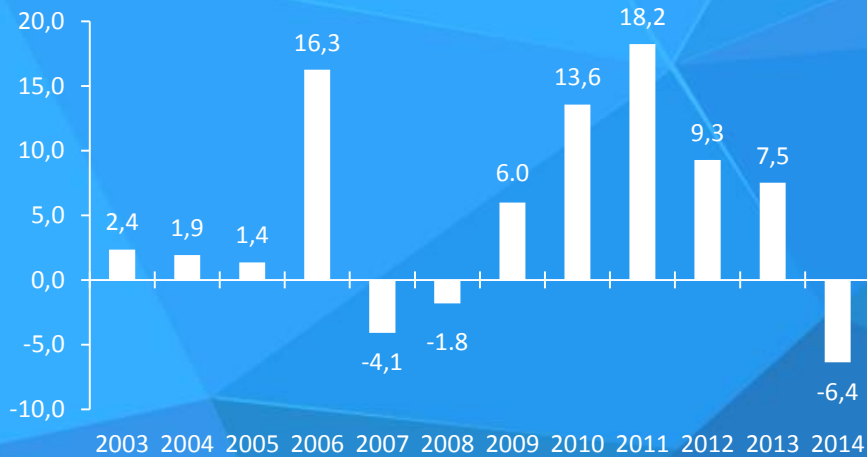
EBIT (m€)



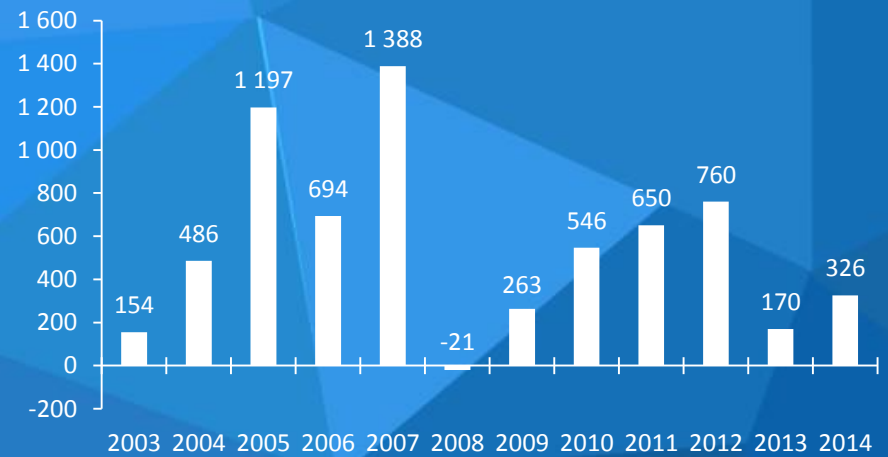
Net Cash (m€)



Net Profit (m€)



Additional headcount





Profit & Loss account

M€	2014	% of sales	2013	% of sales
Sales	227.3	100%	233.3	100%
Cost of sales	-40.1	-18%	-40.5	-17%
Gross margin	187.2	82%	192.8	83%
R&D	-118.5	-52%	-106.8	-46%
Sales & Marketing	-40.9	-18%	-36.1	-15%
Administration	-28.2	-12%	-20.9	-9%
Other expenses	-0.7	0%	-0.4	0%
Current operating income	-1.1	0%	28.4	12%
Stock-based compensation	-3.1	-1%	-3.5	-2%
Other operating revenues & expenses	-0.7	0%	-1.3	-1%
Operating income	-4.9	-2%	23.6	10%
Net financial income	6.7	3%	-7.5	-3%
Net income before tax	1.8	1%	16.1	7%
Income tax	-8.1	-4%	-8.5	-4%
Net income (group share)	-6.4	-3%	7.5	3%



Balance sheet

ASSETS (M€)	31/12/14	31/12/13
Intangible assets	8.5	8.1
Tangible assets	22.9	16.4
Non-current financial assets	5.9	6.7
Tax assets	16.5	11.2
Total non-current assets	53.7	42.5
Client receivables	63.9	62.8
Other receivables	27.3	20.6
Cash	56.3	61.8
Total current assets	147.4	145.2
TOTAL	201.1	187.7
LIABILITIES (M€)		
Capital	95.4	92.8
Reserves	48.7	36.0
Net profit	-6.4	7.5
Shareholders' equity	137.8	136.3
Non-current liabilities	8.6	4.3
Current liabilities	54.7	47.1
TOTAL	201.1	187.7

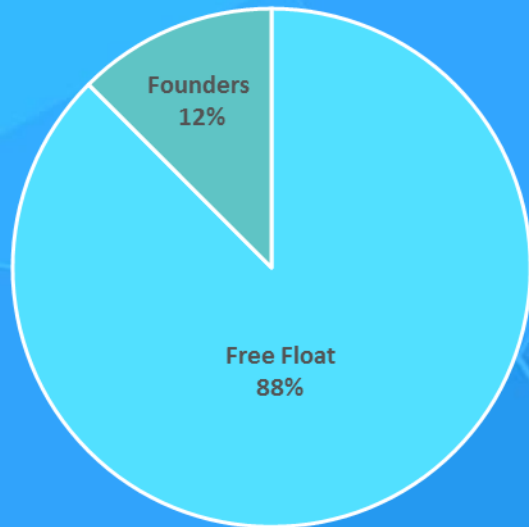


Cash flow statement

M€	2014	2013
Net income	-6.4	7.5
Depreciation, amortization & provisions	18.6	13.6
Stock based compensations	3.1	3.5
Deferred tax and others	-3.3	2.7
Operating cash flow before working capital	12.1	27.4
Change in working capital	-3.4	-1.4
Operating cash flow	8.7	25.9
CAPEX	-17.4	-17.9
License acquisitions	-3.8	-6.1
Others	-0.2	-0.4
Free cash flow	-12.6	1.5
Loan mid-term, long-term	1.4	0
Capital increase in relation to stock options	4.6	10.0
Share buy-back	-1.9	-6.2
Effects of exchange rate changes	0.9	-0.5
Change in net cash	-7.6	4.7



Shareholders information



www.gameloft.com

Stock market Information

Listed on NYSE Euronext Paris

Level 1 ADR traded OTC in the US

Shares outstanding 85.625.097 (as of 31/12/2014)

Sector: Software

Identification Codes

ISIN: FR0000079600

Ordinary shares Mnemo: GFT

ADR ticker: GLOFY

Investor Contact

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Deputy CFO

Email: laure.dhauteville@gameloft.com



This statement may contain financial data evaluated. information on future projects and transactions and on future economic results/performance. Such valuations are provided for estimation purposes only.

They are subject to market risks and uncertainties and may vary significantly with the actual results that shall be published.

The financial data evaluated have been presented to the Board of Directors and have not been audited by the Auditors.

