

GAMELOFT **2015 Sales**



January 2016

INTRODUCTION

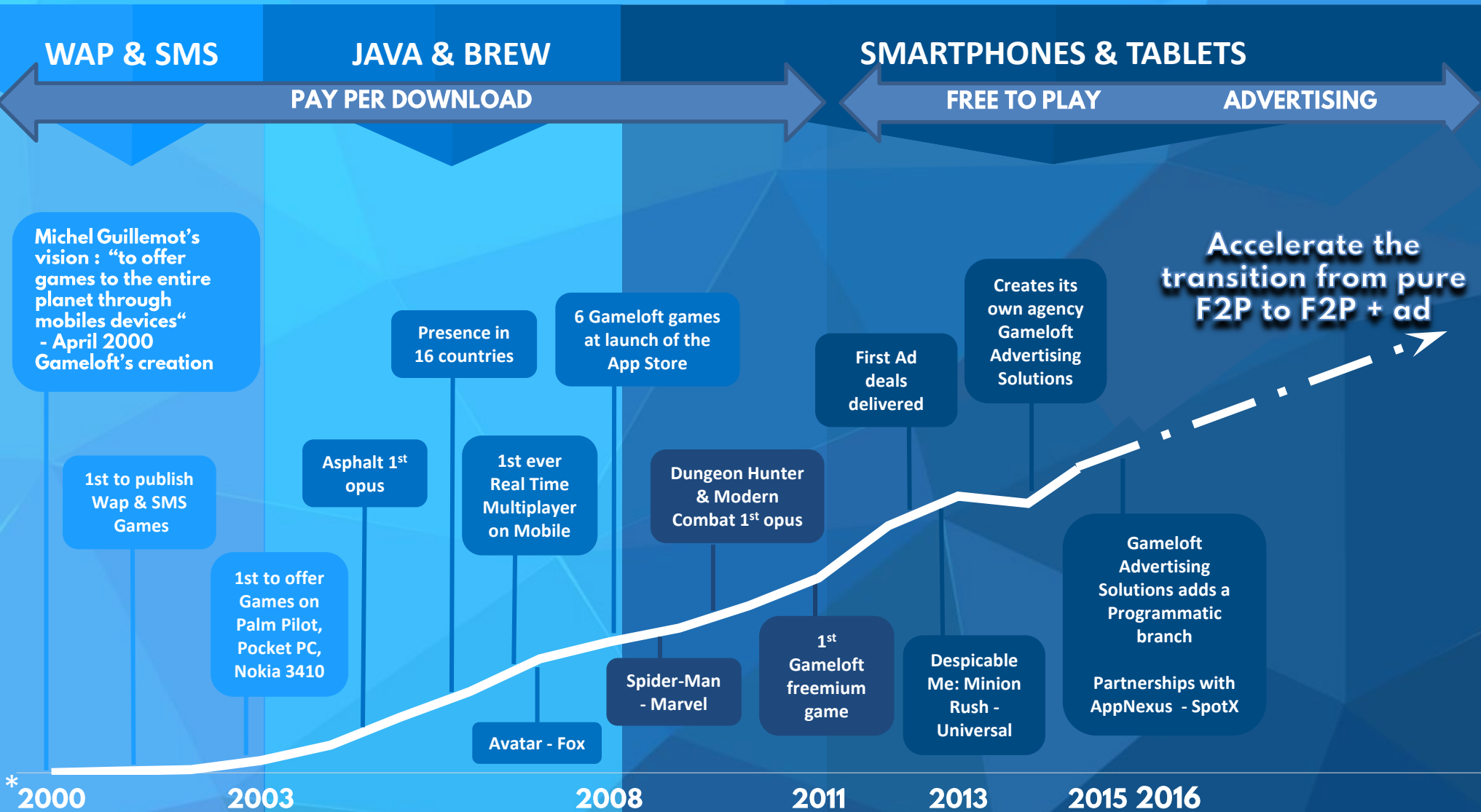
- ◆ **ABOUT GAMELOFT**
- ◆ **FOCUS ON GAMELOFT ADVERTISING SOLUTIONS**
- ◆ **TAKE AWAYS**
- ◆ **FINANCIALS**

ABOUT GAMELOFT





Gameloft's history at a glance



* Gameloft's sales from 2000 to 2014



Today's competitive advantages

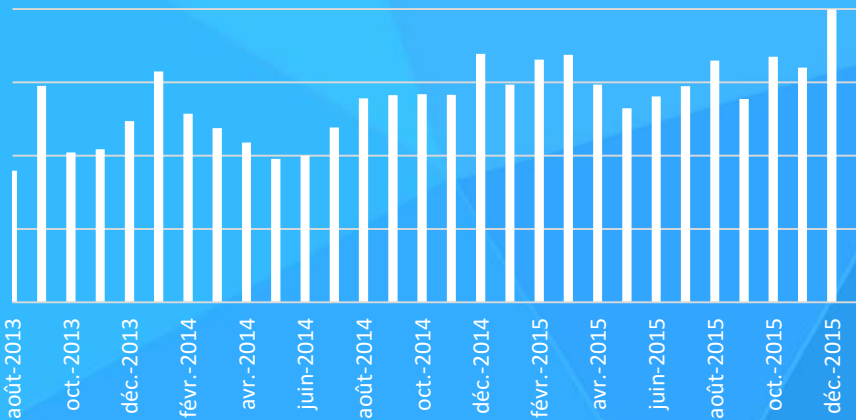
- Huge audience with 147M monthly active users and 19M daily active users
- Unique and balanced portfolio of well renowned in-house franchises combined with major third-party IPs, available thru long lasting partnerships and developed internally in its 19 studios spread across the globe
- Premium advertising offer available thru its in-house agency, Gameloft Advertising Solutions, combined with direct connection to programmatic partners
- N°2 publisher in the world on iOS and Google Play by the number of games downloaded for 2015, according to the App Annie rankings
- Unique distribution and billing network in more than 100 countries with over 200 partners



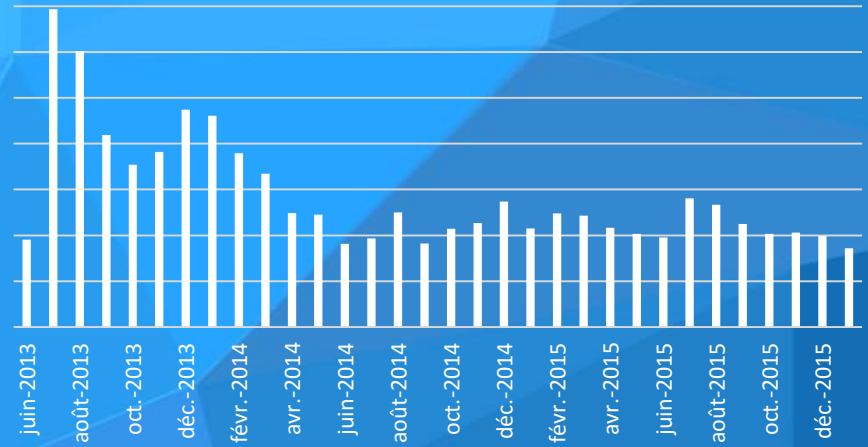


Time extended! (1/2)

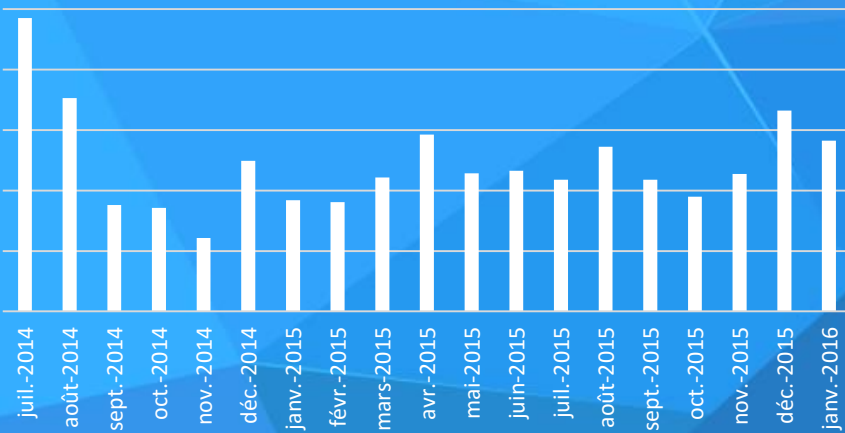
Asphalt 8 – monthly sales since launch



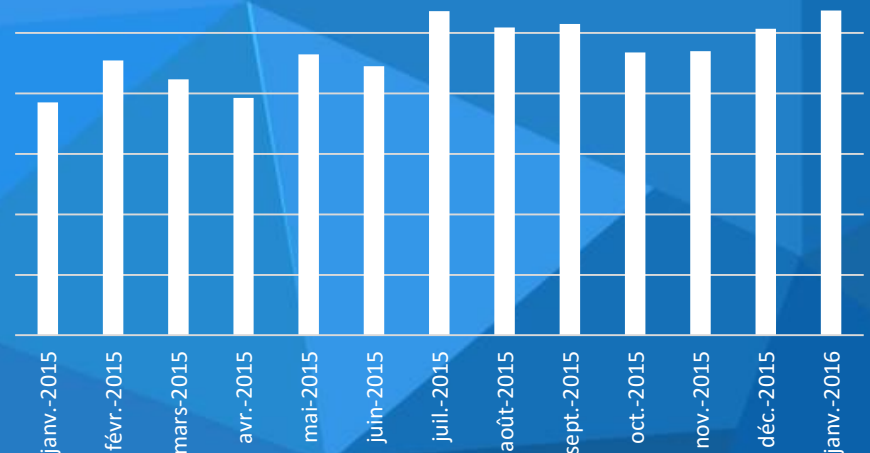
Despicable Me 2 – monthly sales since launch



Modern Combat 5 – monthly sales since launch



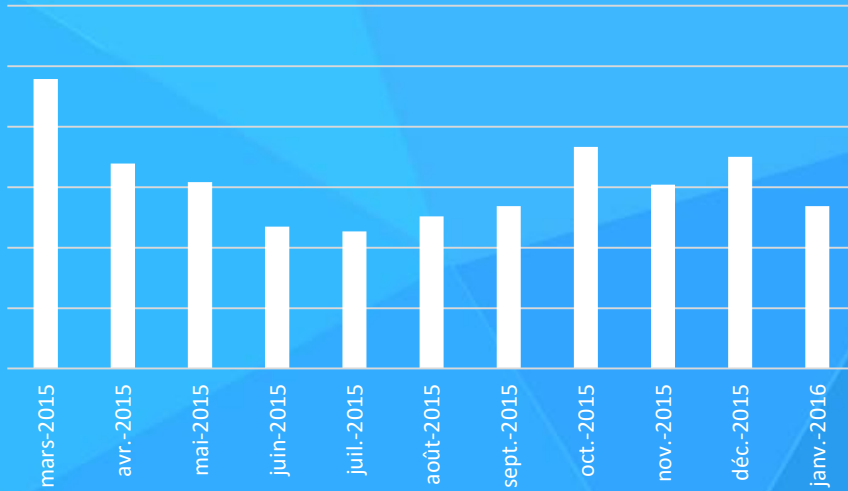
Dragon Mania Legends – monthly sales since launch



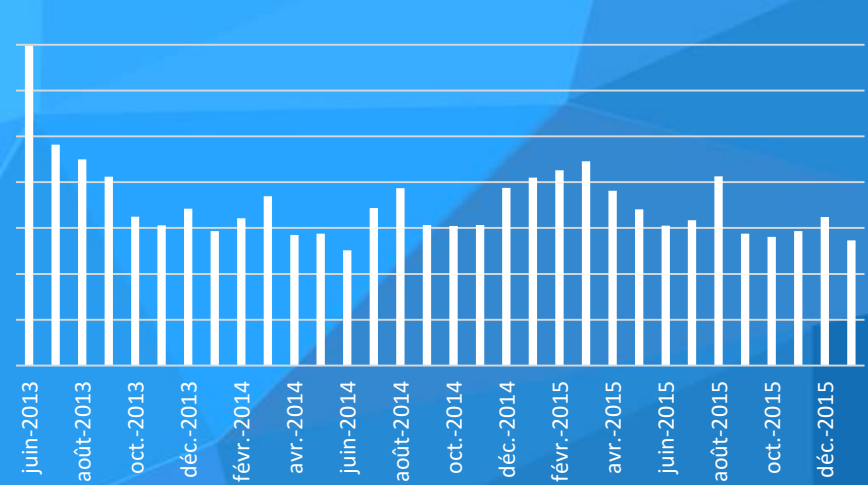


Time extended! (2/2)

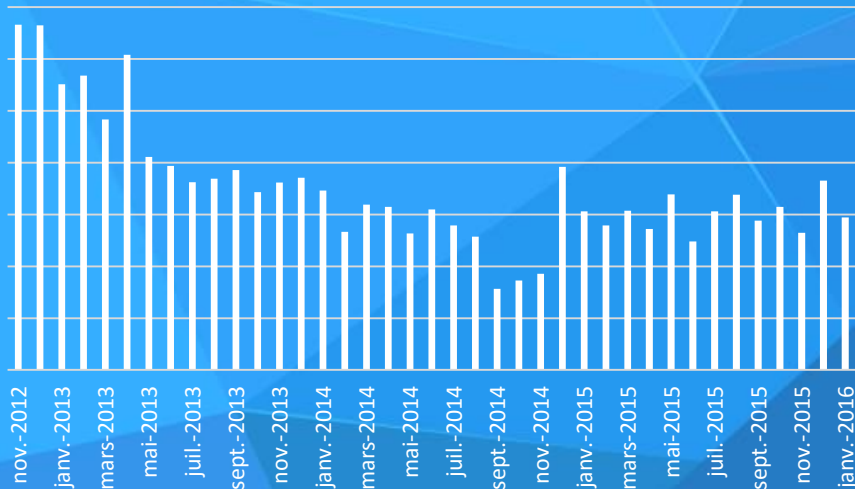
Dungeon Hunter 5 – monthly sales since launch



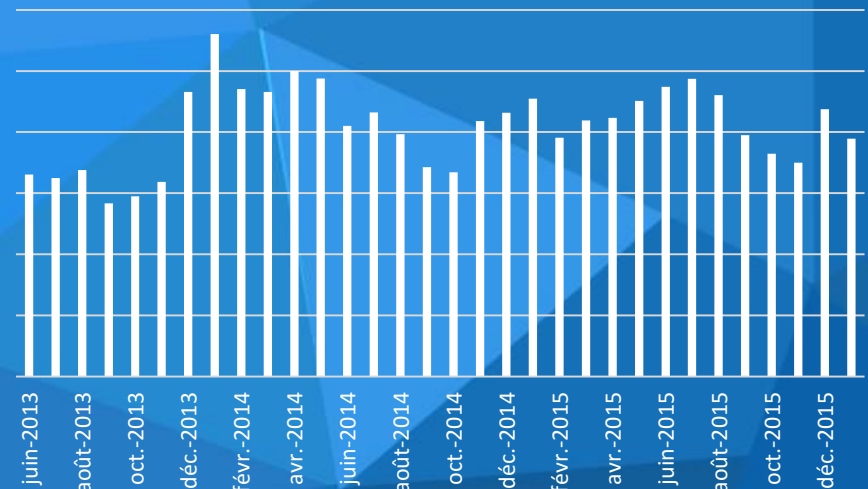
Gangstar Vegas – monthly sales since launch



My Little Pony – monthly sales since launch



Uno & Friends – monthly sales since launch





The #1 game catalogue

Strong in house franchises

BLITZ
BRIGADE

ASPHALT
AIRBORNE 8

WORLD
AT ARMS

DRAGON
MANIA
Legends

GANGSTAR
VEGAS

MARCH OF EMPIRES

SIEGEFALL

SIX-GUNS

DUNGEON
HUNTER

GODS
OF
ROME

TOTAL
CONQUEST

MODERN
COMBAT 5
BLACKOUT

ORDER & CHAOS
ONLINE

SNIPER
FURY

Third party IPs

DESPICABLE
ME
MINION RUSH

UNO
& FRIENDS

TRIVIAL PURSUIT
&
FRIENDS

ICE AGE
ADVENTURES

BROTHERS
IN ARMS 3
SONS OF WAR

THE AMAZING
SPIDER-MAN 2

Disney · PIXAR
Cars
FAST AS
LIGHTNING

my LITTLE
PONY

IRON MAN 3
THE OFFICIAL GAME

MARVEL
SPIDER-MAN
UNLIMITED



Massive audience: 147m MAUs & 19m DAUs

ASPHALT
AIRBORNE **8**

186m installs

MARVEL
SPIDER-MAN
UNLIMITED

92m installs

DESPICABLE
ME
MINION RUSH

724m installs

ICE
AGE
VILLAGE

133m installs

ICE
AGE
ADVENTURES

51m installs

DRAGON
MANIA
Legends

22m installs

BROTHERS
IN ARMS
SONS OF WAR **3**

30m installs

WORLD
AT ARMS

61m installs

Disney • PIXAR
Cars
FAST AS
LIGHTNING

86m installs

DUNGEON
HUNTER

13m installs

BLITZ
BRIGADE

33m installs

HEROES
OF
ORDER & CHAOS

28m installs

SIX-GUNS

61m installs

UNO
& FRIENDS

78m installs

my LITTLE
PONY

72m installs

FOCUS ON GAMELOFT ADVERTISING SOLUTIONS





The mobile ad: a growth opportunity

The Global Mobile Advertising Market

...Is expected to surpass \$100 billion in 2016



x2

By 2019
(\$195.55 billion)

Programmatic Digital Display

US mobile programmatic ad spending will reach **\$20.45 billion in 2017** and account for **60.1%** of total US programmatic display ad spending.

* Digital display ads transacted via an API, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook, Twitter; ad spending on tablets is included.

Mobile advertising Expenditure

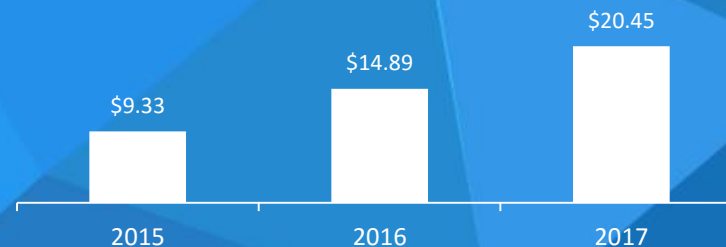
...to overtake desktop in 2018



It will account for

51% of Digital Advertising Expenditure

US Programmatic Mobile Display* Ad Spending (in billion)



Source: © EMarketer 2015



Our strengths (1/2): huge and qualified audience

- Self-owned inventory: no risk of inventory supply uncertainty
- High value first party data: location, age, gender
- Huge Audience: 147 monthly average users and an inventory of 8 billion impressions providing advertisers the reach and scale they need for delivering impactful activations
- For 2015, ranked #2 in worldwide iOS and Google Play combined game downloads according to AppAnnie rankings
- Breadth of catalogue : 38 Ad-enabled games as of today





Our strengths (2/2): a rich offer

DISPLAY

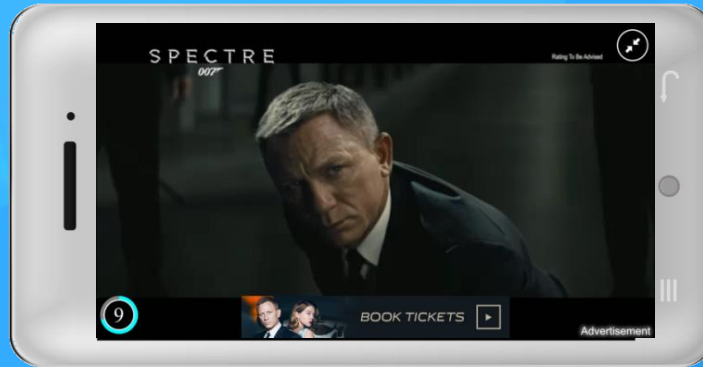


- Interstitial
- Banner
- 300x250

12 ad
formats

IAB standards or
Gameloft exclusive
production

VIDEO



3 different types of Video

- Interstitial & Incentivized Video
- Rich Video



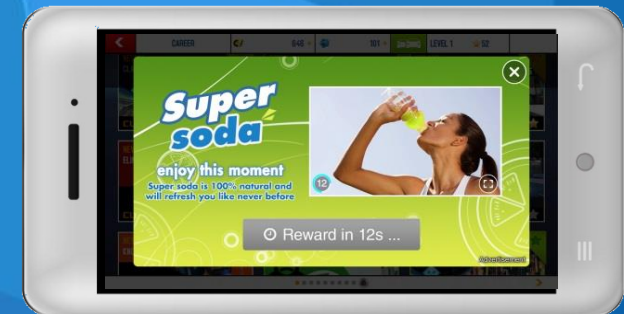
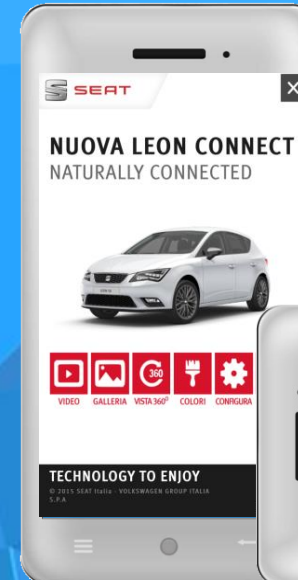
NATIVE

- Sponsored Event in-game
- Buddy Pack

RICH MEDIA

4 different ad formats

- MINI-GAME
- SITE
- FORM
- M-INT (Motion Interstitial)





More than 800 campaigns delivered to date



TAKE AWAYS





2015 achievements

- **Smartphone revenues up 19% in a maturing and highly competitive market**
 - **A solid 2015 line-up : new games contributed to 20% of 2015 total sales**
 - **Currently, 6 of the 10 best selling titles are 2015 games**
- **Everything is in place to sell 100% of Gameloft's inventory**
 - **More than 800 campaigns delivered to date and 37% repeat* rate in Q4 2015**
 - **9 Programmatic Partnerships already signed since October 2015**
- **Leaner cost structure**
 - **10 studios closed down from December 2014 through January 2016**
 - **Representing total annualized gross savings of 35M€**
 - **Total headcount decreased by 10% since January 2015**

**: a « repeat campaign » is a campaign already delivered in the past for a same brand + in the same country*

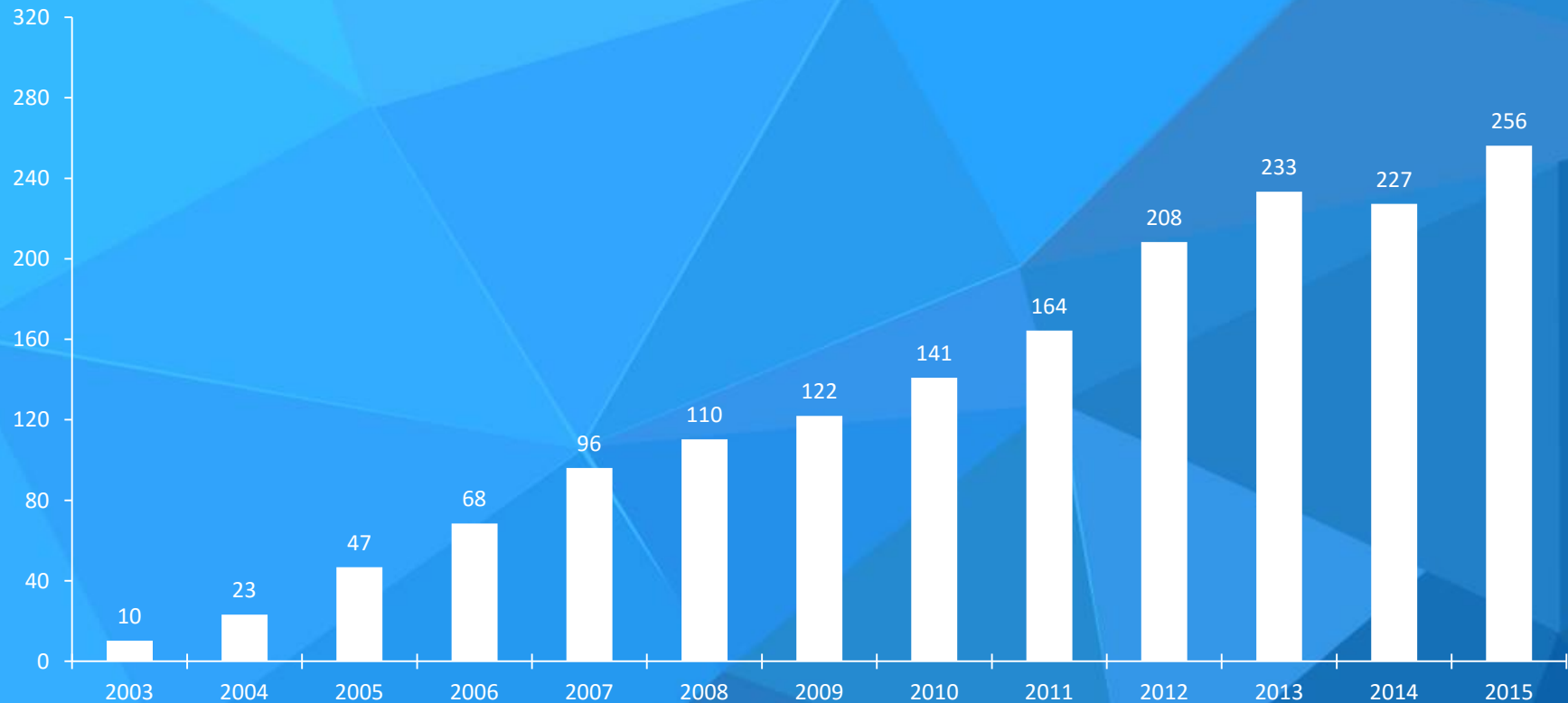
FINANCIALS





Key financial indicators (1/3)

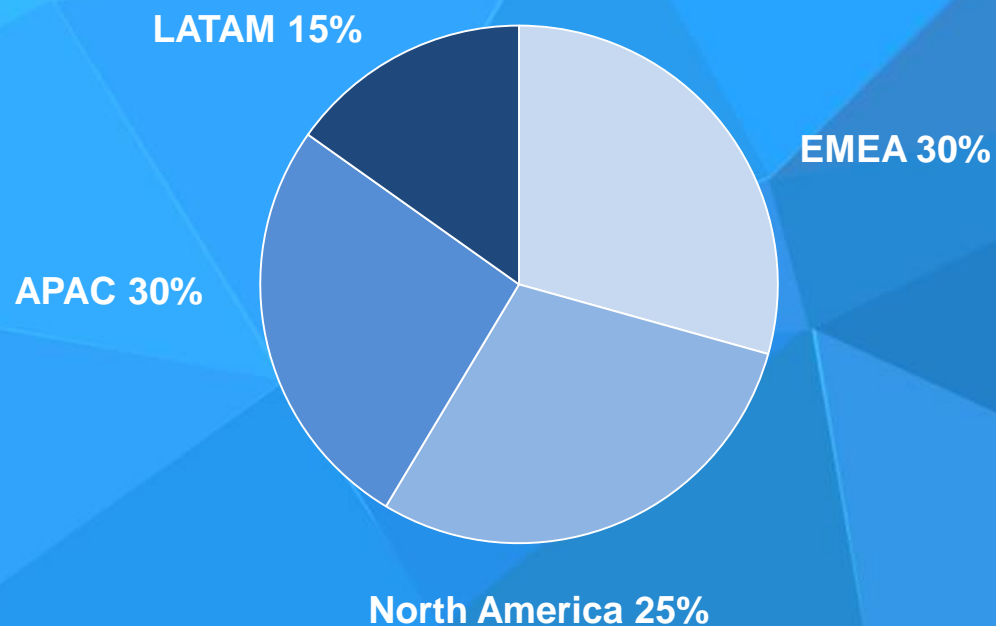
Sales (m€) – CAGR 2003-2015 = 31%





Key financial indicators (2/3)

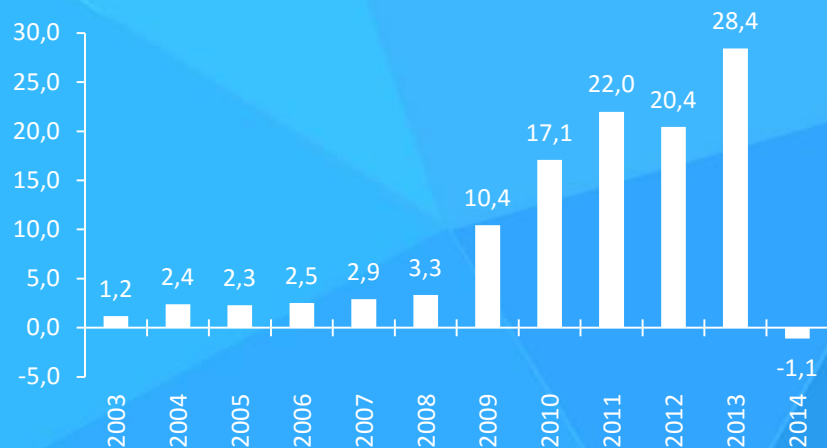
2015 - Sales per region



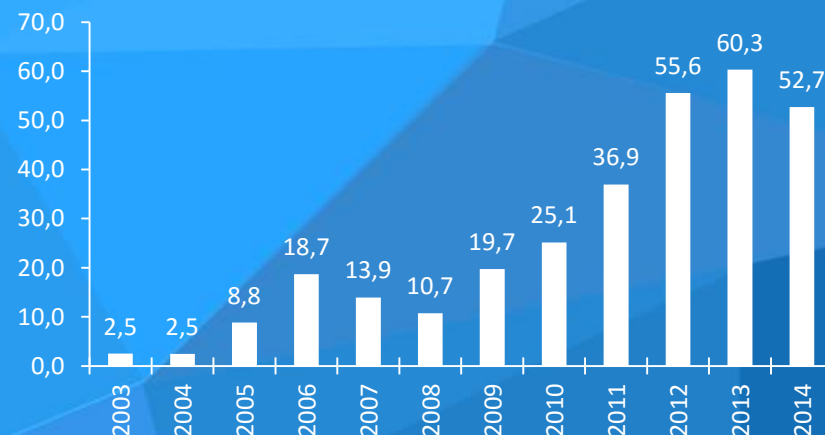


Key financial indicators (3/3)

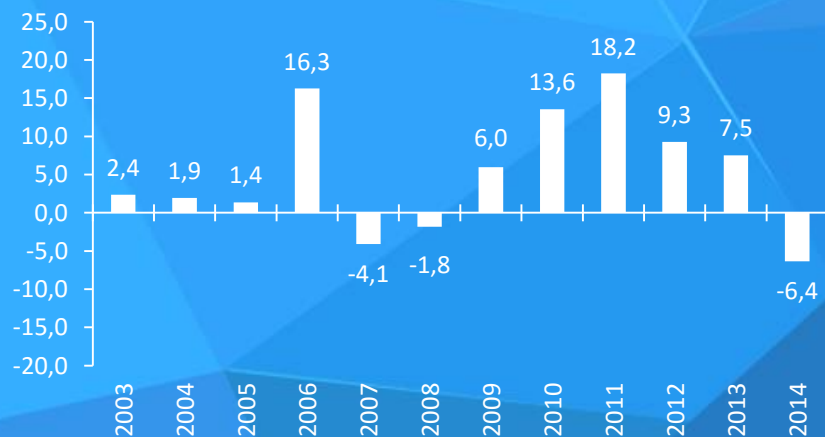
EBIT (m€)



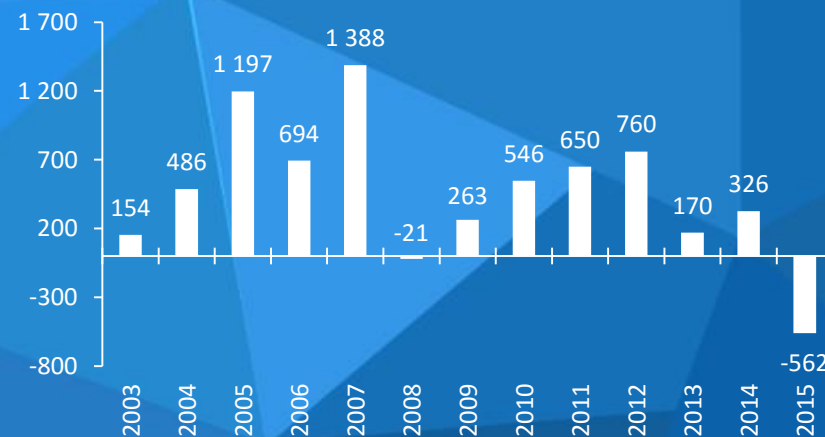
Net Cash (m€)



Net Profit (m€)



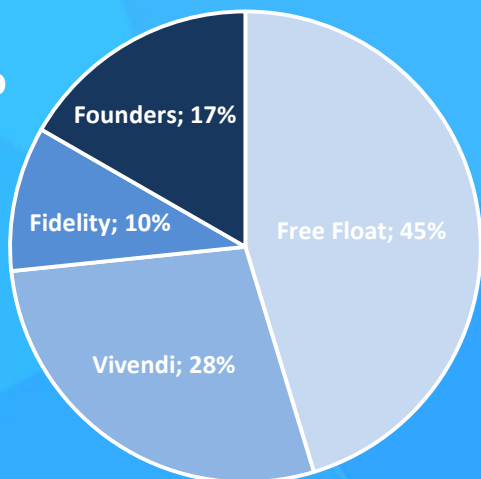
Additional headcount



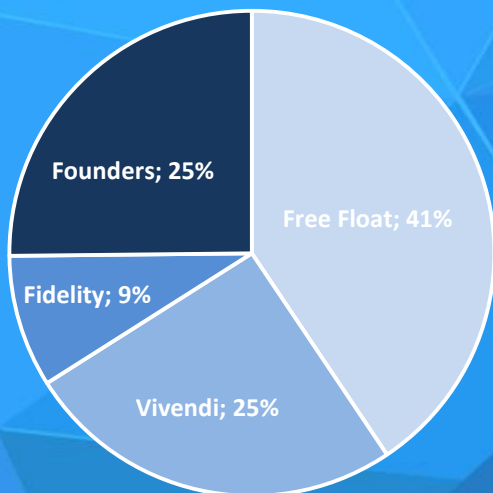


Shareholders information

Share ownership



Voting rights



www.gameloft.com

Stock market Information

Listed on NYSE Euronext Paris

Level 1 ADR traded OTC in the US

Shares outstanding 85.465.122 (as of 31/12/2015)

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.

