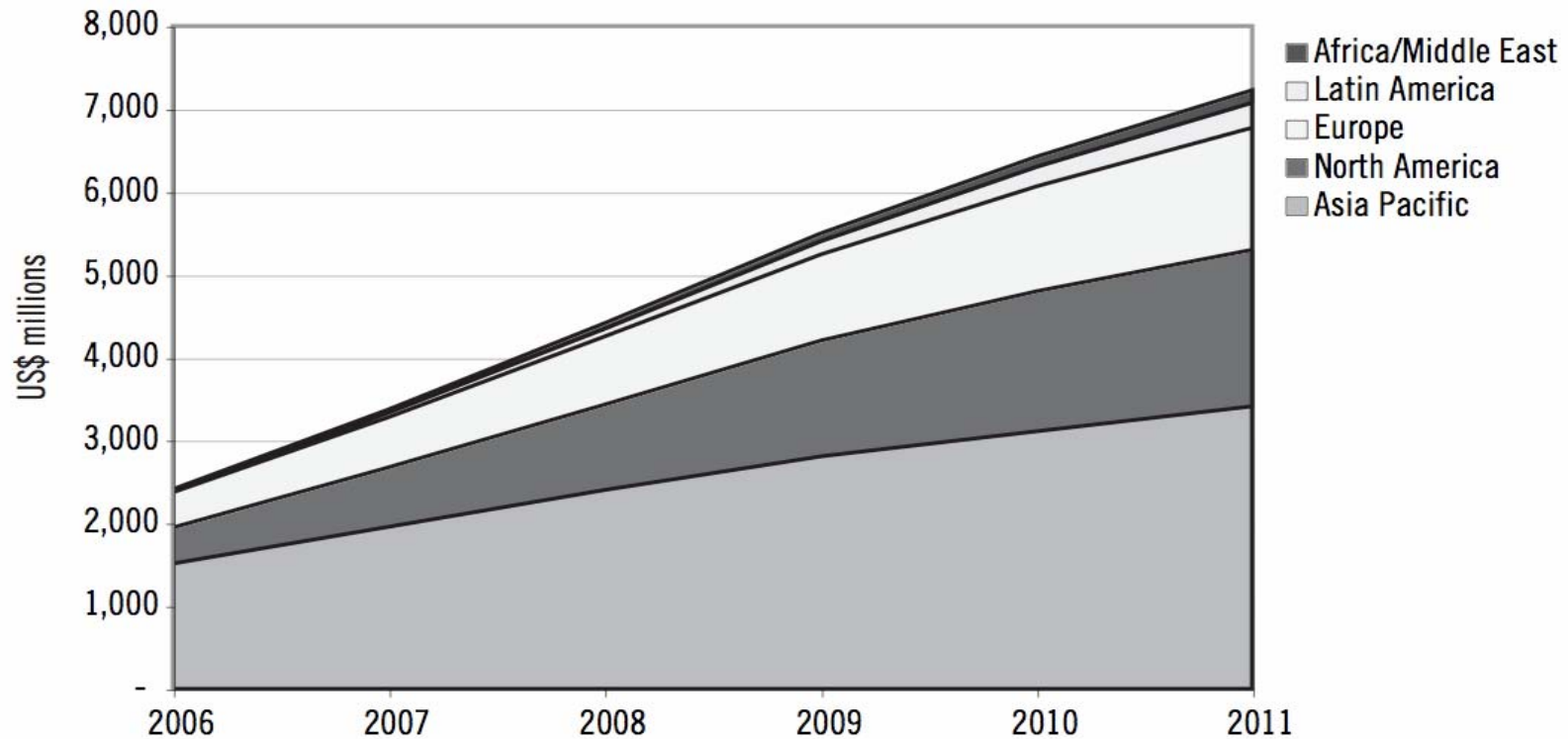
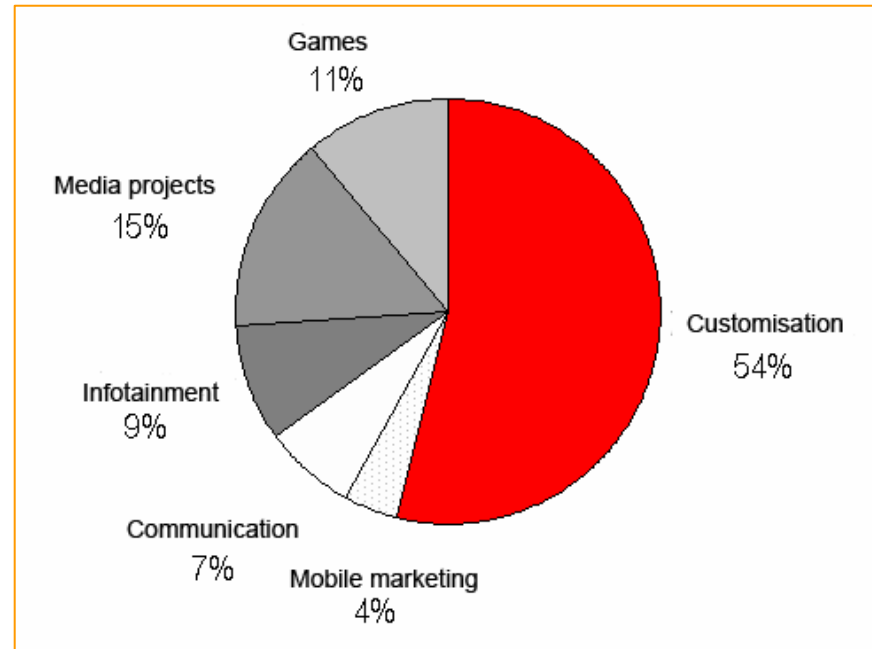
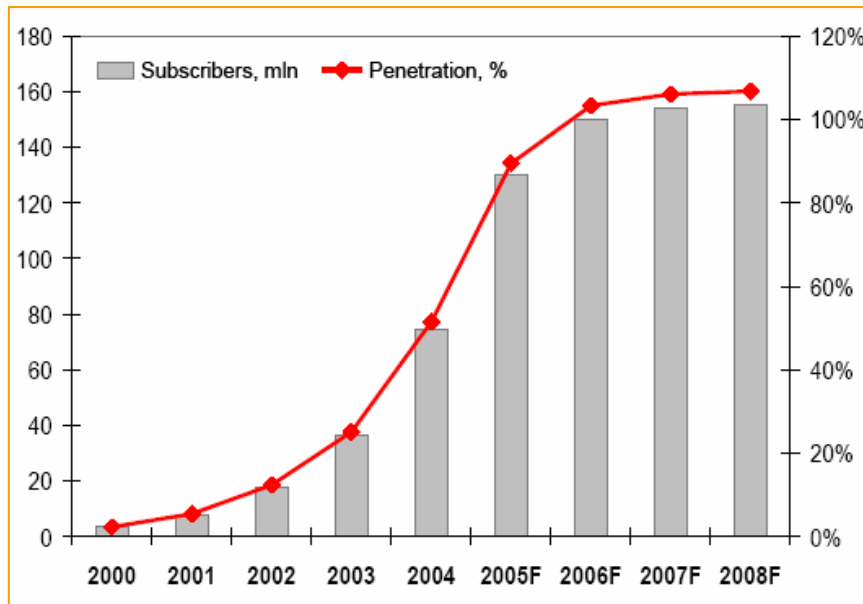


Mobile Games Revenue Forecast



United Fun Traders (UFT) is a producer and distributor of innovative quality multimedia content and services for mobile devices and smart phones.

Russian Mobile VAS Market In Brief



Russian mobile VAS market volume (as for 2006) is about \$430 mln.



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Snake'97. The beginning



“Considered bulky by today's ultra-slim standards, the Nokia 5110 (also known as the Nokia 5146, or nk402 on [Orange](#) in the UK) was rugged, had excellent battery life and was one of the first phones to feature the game "[Snake](#)". “

Wikipedia

- The game wasn't originally designed for mobile.
- It didn't sell any phones.
- The carriers didn't market it.
- And the developer didn't make money.



The value chain represented by this first mobile game title was simplistic in the extreme:

No end user transactions occurred and no revenue was shared.

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Games for Mobiles: Past

1999

- › **Subscription game arcades**
 - Japan: NTT DoCoMo iMode.
- › **First mobile game service**
 - Korea: LG Telecom

2001

- › **First in-game purchase of powerups**
 - France: Ferrari Racing and others from InFusio)
- › **First advertising in mobile contest**
 - Finland: Pepsi Football promotion by Small Planet

2002

- › **Pay-per-download game purchase widely available** via carrier storefront in Europe and US
 - Europe: several carriers launch services, culminating with the Vodafone Live! pan-regional debut.
 - USA: Verizon “Get It Now”, Cingular and Sprint PCS launch.
- › **Subscription billing to non-carrier portal services via P-SMS**
 - Europe: Jamba, Bongiorno, Jippi and many other portals
- › **Prepaid scratch cards sold at retail for games delivered OTA**
 - UK: Digital Bridges, other publishers



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Games for Mobiles: Past

2003

First 3D game at \$12 price point

- Japan: Namco Ridge Racer 3D

First real-time head-to-head multiplayer game in US.

- Bejewelled multiplayer from Jamdat Mobile.

First multiplayer game with in-game microbilling

- Korea: SK Telecom turn-based multiplayer competition with ingame microbilling @ 10 cents per play

First cross-network multiplayer game available on operator decks launched in UK

- Cannons Tournament by Macrospace: 2M game sessions played

First cross-network multiplayer racing game available on operator decks in US

- IHRA Racing by Mforma

Free game demo versions available without purchase

First mobile games sold in cartridges in retail shops

Europe / US: Nokia N-Gage MMC cards



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Games for Mobiles: Past

2004:

First publisher-branded game channels in US

3 Day rental and pay-per-play gaming launched by 3 UK

First carrier-branded “private label” game titles to compete directly with content provided by publishers.

Cingular “Texas Hold'em”

Carrier offers top deck slots in exchange for aggressive hard-dollar spending by publisher on co-operative marketing in print and media.

France: SFR



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Games for Mobiles: Past

2005:

First auction by a mobile network operator of top deck slots in the BREW menu.

US: Alltel

Legal action against non-carrier portals for deceptive marketing practices.

Verisign's Jamba/Jamster is sued on both sides of the Atlantic (US, UK, Netherlands)

First synchronized day-and-date release of mobile game with major motion picture and console game title

Worldwide: Mforma's "Fantastic Four" with Marvel, 20th Century Fox and Activision

2006:

› **First ad-supported game download portal**

Europe: GreyStripe



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Games for Mobile: Future Trends

Advertising-supported games

Publishers focus on their own D2C channels

Next-generation N-Gage

The games will be attractively 3D, boast cool connected and community features, and will be purchasable directly from your handset.

More connectivity and multiplayer

Brands rule ...

... However, Tetris will sell millions of downloads

More crossover with Web and online gaming

Flash Lite will make an impact



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Warspear Online

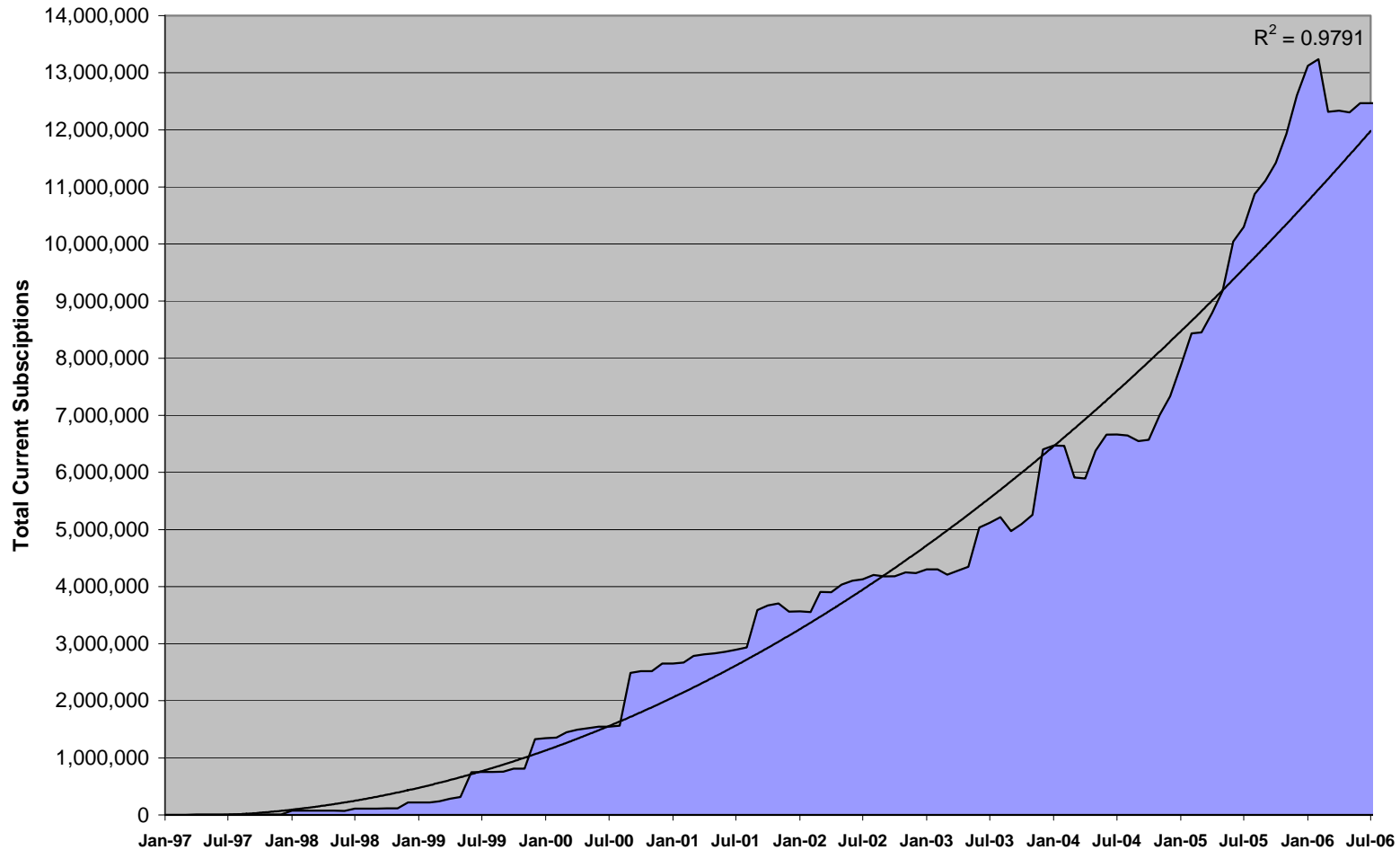
MMORPG that adds another M – MOBILE!

M – Massive
M – Multiplayer
O – On-Line
R – Role
P – Playing
G – Game



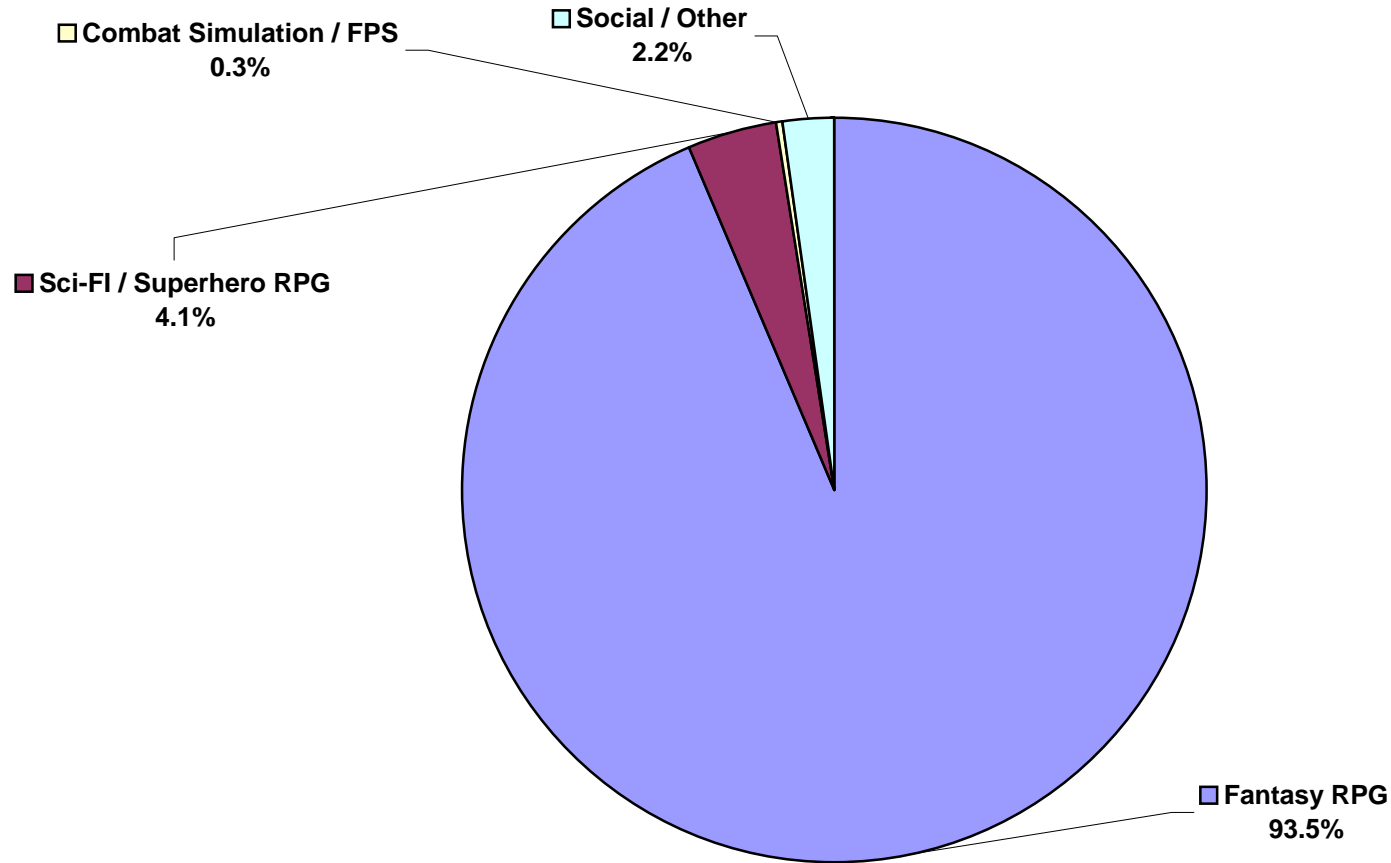
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Total MMOG Active Subscriptions



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MMOG Subscriptions Market Share By Genre - June 2006



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- Full-value MMORPG focused on Smartphones and PDAs.actually for any Windows run equipment ☺
- Phone and laptop players can play head-to-head across the network!
- Technology supports unlimited number of players
- Hassle free installation process (just download and launch!)
- Diverse and colorful in-game world:
 - 4 races with 12 different professions
 - More than 50 unique monsters
 - Unlimited number of maps and locations
 - In-game shop for artifacts
 - Player can create its own artifact!
 - Characters can extract resources.



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United Fun Traders (UFT) is a producer and distributor of innovative quality multimedia content and services for mobile devices and smart phones.

- The game client should be distributed for free
- No subscription
- Users pay for extra benefits like unique artifacts, skills and features



United Fun Traders (UFT) is a producer and distributor of innovative quality multimedia content and services for mobile devices and smart phones.

- Phone and laptop players can play head-to-head across the network!
- First full-value cross-platform MMORPG
- Play LIVE on a PC or laptop with friends on their mobile phones



United Fun Traders (UFT) is a producer and distributor of innovative quality multimedia content and services for mobile devices and smart phones.

Consumer benefits:

- Casual MMORPG - very easy to get in and have a lot of fun
- Free to play
- Play anywhere and on any device

Partner benefits:

- Attract new customers like Smartphone or laptop gamers
- Total user base for MMORPG now more than 30 million registered players
- Smartphone shipments in 2006 hit about 100 million units and will become 15-20% of all mobiles in next few years [need more accurate stats here]



United Fun Traders (UFT) is a producer and distributor of innovative quality multimedia content and services for mobile devices and smart phones.

Thank you!

Andrey Kupriahin,

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