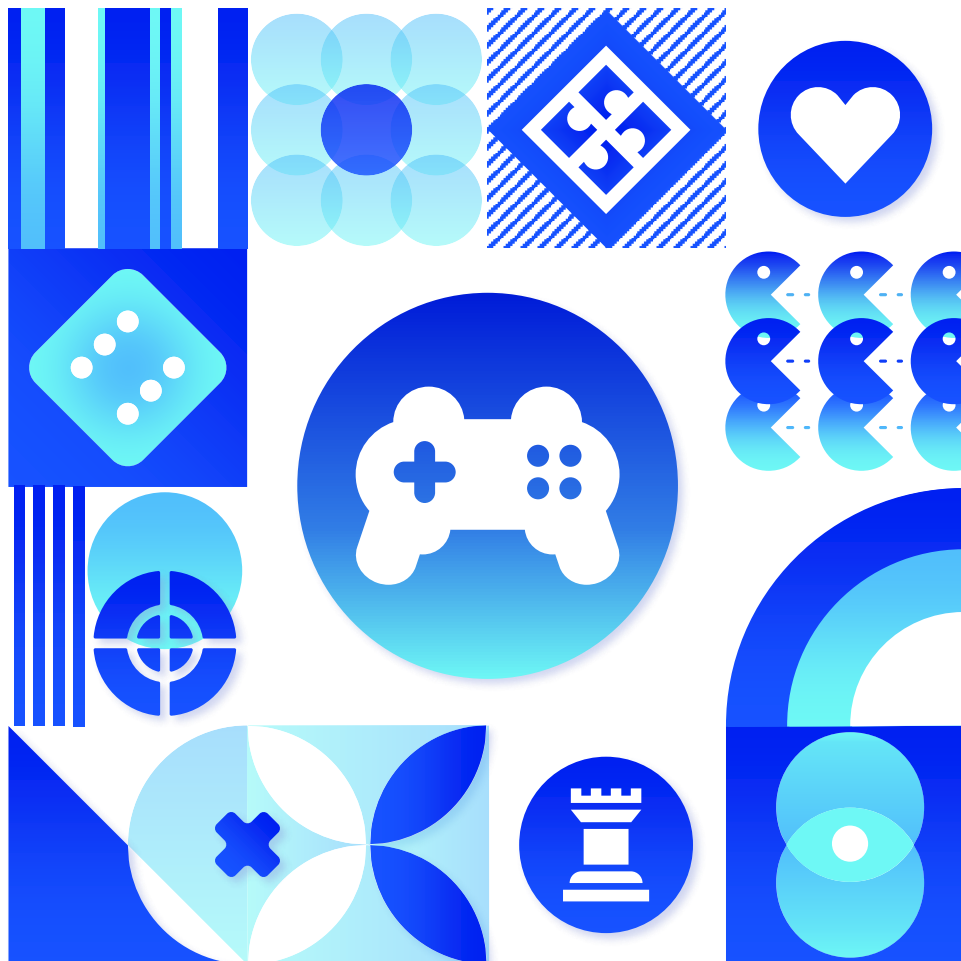


Mobile Game

Media Planning & Buying

20
22



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Data Declaration

The data of this report comes from AppGrowing Global (appgrowing.net), a professional global mobile ad intelligence and analysis platform. The tracking period is from January to December 2022, covering 24 global mainstream media, involving 50 countries and regions. This report ranks Apps by the number of mobiles ads, no China mainland market or SEM ad involved. This report is for reference purpose only.





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PART 1

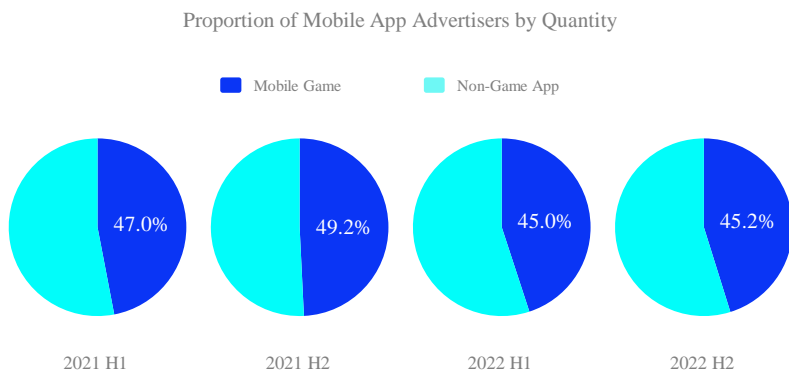
Mobile Game Advertising Trends



Market Share of Mobile Application Advertisers

In 2022, the proportion of mobile game advertisers remained at around 45.0%. In the first half of the year, it fell by about 4.2% HoH and by about 2% YoY. Although there was a 0.2% HoH increase in the second half, it still fell by 4% YoY. This shows that most mobile game advertisers have already begun to tighten media buying in early 2022, and have not relaxed.

After experiencing the rapid growth brought by the epidemic, the global mobile game market saw a correction in 2022. And mobile game companies have shown a more cautious attitude towards advertising and marketing.



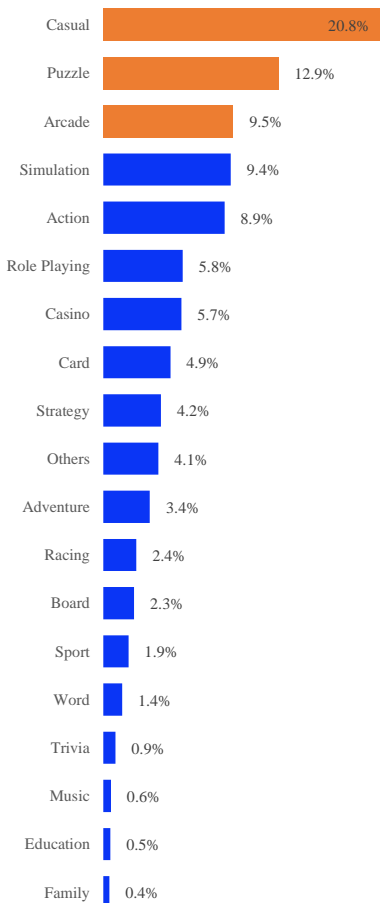
*Data Source: AppGrowing Global

Proportion of Mobile Game Categories by App Quantity

Casual Games accounted for 20.8% of the total number of advertising games, which means that one out of every five advertising mobile games in 2022 is a Casual Game.

Puzzle Games, which also belong to lightweight games, performed equally well. In 2022, the number of Puzzle Games accounted for 12.9%, ranking second among 19 game categories.

The representative categories of medium/hard core games, Role Playing and Strategy, are in the middle of the ranking, accounting for 5.8% and 4.2% respectively.



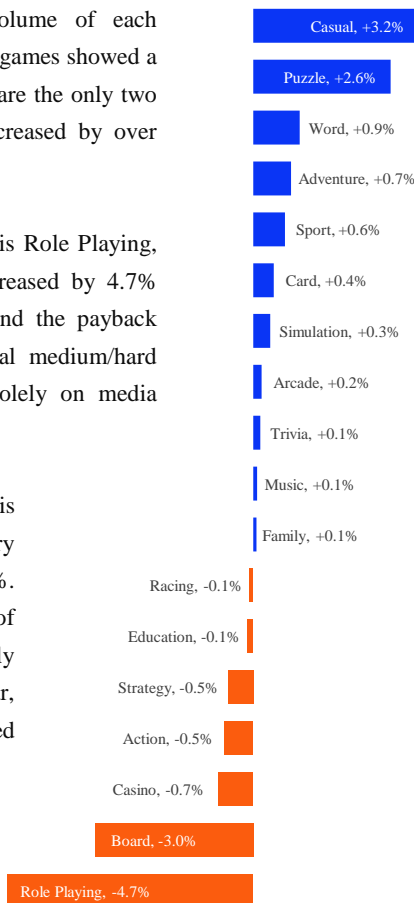
*Data Source: AppGrowing Global

YoY Change of Ad Volume Proportion in Categories

Comparing the proportion of ad volume of each category in 2022 and 2021, lightweight games showed a clear upward trend. Casual and Puzzle are the only two categories whose proportions have increased by over 2%.

The category with the highest decline is Role Playing, and the proportion of ad volume decreased by 4.7% YoY. As the CPI continues to rise and the payback cycle continues to lengthen, traditional medium/hard core categories can no longer rely solely on media buying to achieve growth.

Another category worthy of attention is Board. This lightweight category accounted for a YoY decrease of 3%. The main reason is that the popularity of Coloring games, which were extremely popular last year, has declined this year, and the ad volume has dropped significantly.



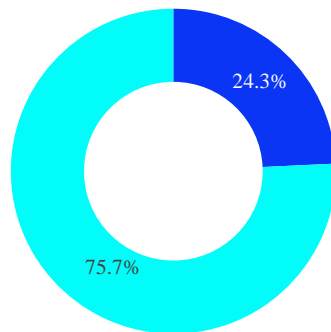
*Data Source: AppGrowing Global

Proportion of Publishing Platforms by Mobile Game Quantity & Ad Volume

Regardless of the number of mobile games or the amount of ads, App Store accounts for about 20% to 25%. Correspondingly, Google Play accounts for about 75% to 80%.

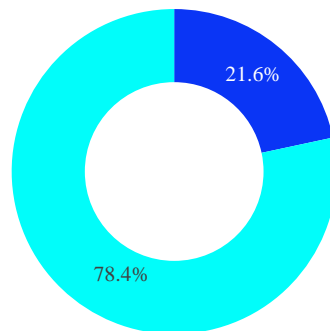
As the two main platforms for mobile game distribution, the proportion of App Store and Google Play corresponds to the market share of iOS and Android devices to a certain extent. The global share of the Android system is higher than that of the iOS system, and it has a dominant position in some T2 and T3 markets. At the same time, the privacy policy of iOS affects the effect of advertising. Therefore, advertisers generally focus on media buying on the Google Play side.

by Mobile Game Quantity



■ App Store ■ Google Play

by Ad Volume



■ App Store ■ Google Play

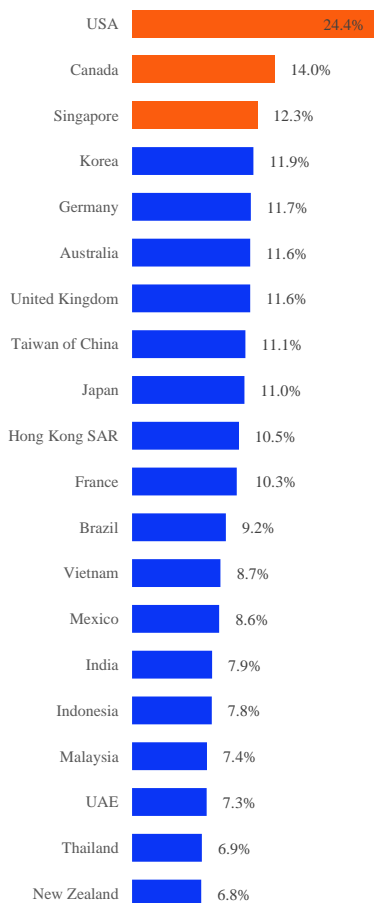
*Data Source: AppGrowing Global

Top 20 Regions with The Most Mobile Game Ads

Among the 20 regions with the highest mobile game ad volume in 2022, most of the top ten regions are recognized T1 or T2 regions. These regions usually have a large enough market, mature game culture and strong consuming ability.

Among them, the dominance of the United States is obvious. About 24.4% of mobile game ads covered the United States, 10.4% more than Canada, which is the second. The mature mobile Internet infrastructure, simple language environment, and inclusive game culture make North American market the No.1 market that game companies are chasing.

Regions in Latin America, the Middle East and other emerging markets appear in the middle and rear of the list. Although these markets are still in the process of cultivation and development, the lower CPI still attract the attention of more and more advertisers.



*Data Source: AppGrowing Global

**Percentages may not sum to exactly 100 due to ads running in multiple regions are counted repeatedly.

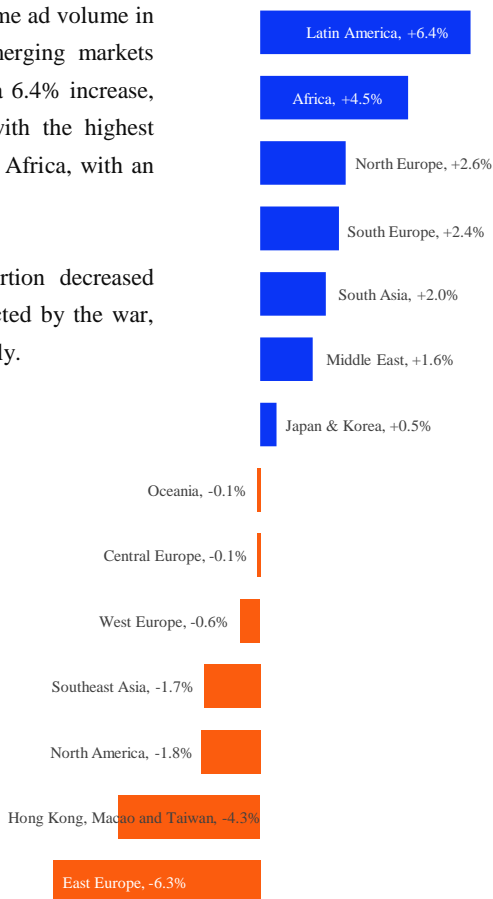
YoY Change on Proportion of Ad Volume in Main Markets

Comparing the proportion of mobile game ad volume in major markets in 2022 and 2021, emerging markets show a more prominent growth. With a 6.4% increase, Latin America becomes the market with the highest YoY growth in 2022. It is followed by Africa, with an increase of about 4.5%.

Among the regions where the proportion decreased YoY, Eastern Europe was mainly affected by the war, and the proportion decreased significantly.

In Hong Kong, Macau and Taiwan of China, the proportion decreased by 4.3%, and the declines in Southeast Asia and North America were 1.7% and 1.8%, respectively.

As the growth of the global mobile game market slows down, the problem of high UA spends in traditional popular markets has begun to emerge. More and more advertisers have increased their ad budgets in emerging markets in order to find new traffic.

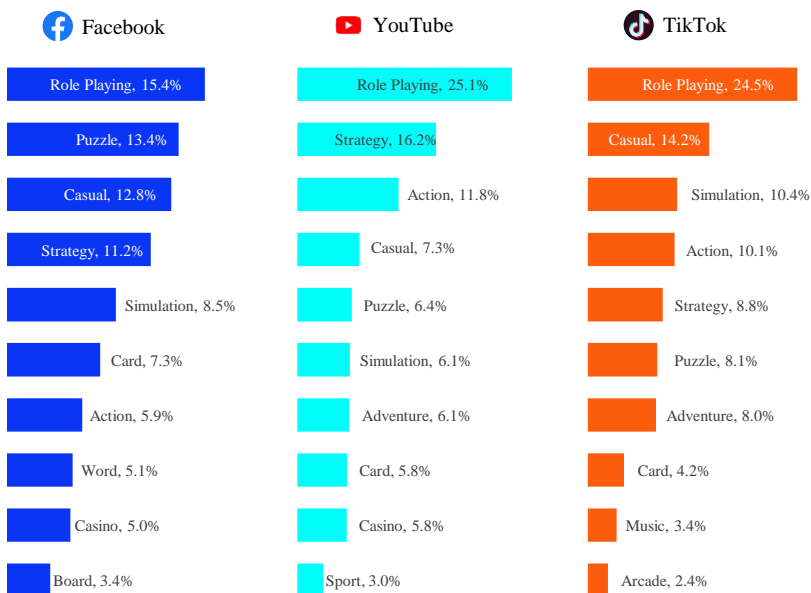


*Data Source: AppGrowing Global

Most Advertised Mobile Game Categories on Social Media

The game category with the highest ad volume on the three selected representative social media platforms in 2022 were Role Playing.

For Role Playing or similar hard-core games, media buying often needs to be combined with community and content marketing. Facebook is an important channel for community building, while YouTube and TikTok, as representative stream media, have stronger content attributes.

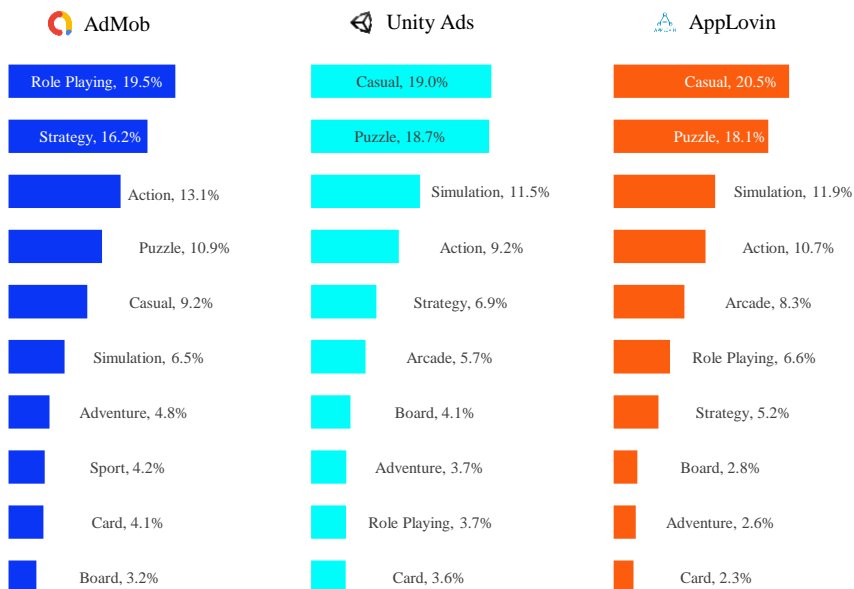


*Data Source: AppGrowing Global

Most Advertised Mobile Game Categories on Ad Networks

The three representative platforms AdMob, Unity Ads, and AppLovin showed more obvious differences.
















AdMob's ad distribution is closer to content platforms, as the proportion of medium/hard core game ads is higher. On Unity Ads and AppLovin, more ads are created by lightweight game categories with stronger traffic demands such as Casual and Puzzle.


















*Data Source: AppGrowing Global

Most Advertised Mobile Games in 2022

2022 H1

- | | | |
|----|---|--|
| 01 |  | Evony: The King's Return
Top Games |
| 02 |  | Garena Free Fire
Garena |
| 03 |  | PUBG MOBILE
Tencent |
| 04 |  | Lords Mobile
IGG |
| 05 |  | Fishdom
Playrix |
| 06 |  | Kingdom Guard
tap4fun |
| 07 |  | Braindom 2
Matchingham Games |
| 08 |  | Tap Color Pro
Century Games |
| 09 |  | Genshin Impact
miHoYo |
| 10 |  | War Robots
UPWAKE.ME |
| 11 |  | Braindom
Matchingham Games |
| 12 |  | The Grand Mafia
Yotta Games |
| 13 |  | 戀戀清庭:邂逅
Ludoo Games |
| 14 |  | Homescapes
Playrix |
| 15 |  | Township
Playrix |

2022 H2

- | | | |
|----|---|--|
| 01 |  | Evony: The King's Return
Top Games |
| 02 |  | Braindom
Matchingham Games |
| 03 |  | Township
Playrix |
| 04 |  | Braindom 2
Matchingham Games |
| 05 |  | Lords Mobile
IGG |
| 06 |  | Fishdom
Playrix |
| 07 |  | Genshin Impact
miHoYo |
| 08 |  | Gardenscapes
Playrix |
| 09 |  | Survivor.io
Habby Games |
| 10 |  | 1945 Air Force
OneSoft |
| 11 |  | PUBG MOBILE
Tencent |
| 12 |  | Homescapes
Playrix |
| 13 |  | Candy Crush Saga
King |
| 14 |  | Braindom 3
Matchingham Games |
| 15 |  | The Grand Mafia
Yotta Games |

*Data Source: AppGrowing Global, only Google Play is counted, sorted by the number of ads in descending order.

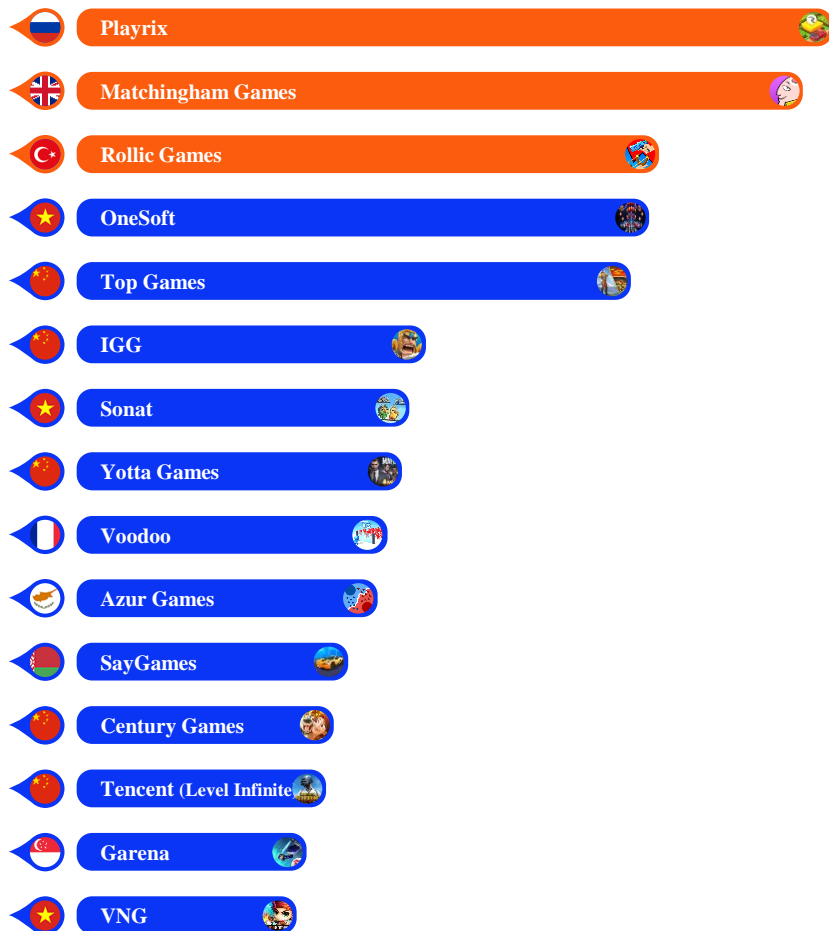
Most Advertised Mobile Games in 2022

In the first half of 2022, medium/hard core games have shown strong competitiveness in the media buying market. Of the 15 most advertised games, more than half were RPG, SLG or Tactical Arena Games. Among the Top 5 in the head, there is only "*Fishdom*" as a Casual game.

In the second half of the year, lightweight products began to increase their ad volume, and gradually occupied 10 of the Top 15. Among those medium/hard core games with outstanding ad volume in the first half of the year, except for "*Evony: The King's Return*" which still maintained a super high ad volume level of Top 1, and "*Genshin Impact*" whose ranking rose slightly, the ad volume rankings of the rest of the products all have declined to varying degrees, and even dropped out of the Top 15.

On the other hand, the decline in popularity of the aforementioned Board games is also reflected in the rankings, and the representative game "*Tap Color Pro*" also fell out of the Top 15 rankings in the second half of the year.

Most Advertised Mobile Game Advertisers in 2022



*Data Source: AppGrowing Global

Most Advertised Mobile Game Advertisers in 2022

From the perspective of advertisers, lightweight game advertisers have seized more traffic. European casual game companies *Playrix* and *Matchingham Games* are the advertisers with the largest and second largest ad volume in 2022, respectively. And there is a clear gap with subsequent companies.

In the second echelon, the Turkish company *Rollic Games* focuses on hyper-casual games. It created a large number of ads due to the extremely high frequency of new releases. The Vietnamese company *OneSoft* focuses on the bullet hell games. In 2022, more than 7 of its games in this genre have had advertising campaigns. *Top Games*, which ranks fifth, is the only advertiser among the Top 5 that mainly advertises hard-core games, and it is also the Chinese company with the highest ad volume.

From the perspective of country distribution, among the Top 15, Chinese advertisers account for 5 seats, and the main competitors in media buying come from Europe and Southeast Asia.

PART 2

Mobile Games from China



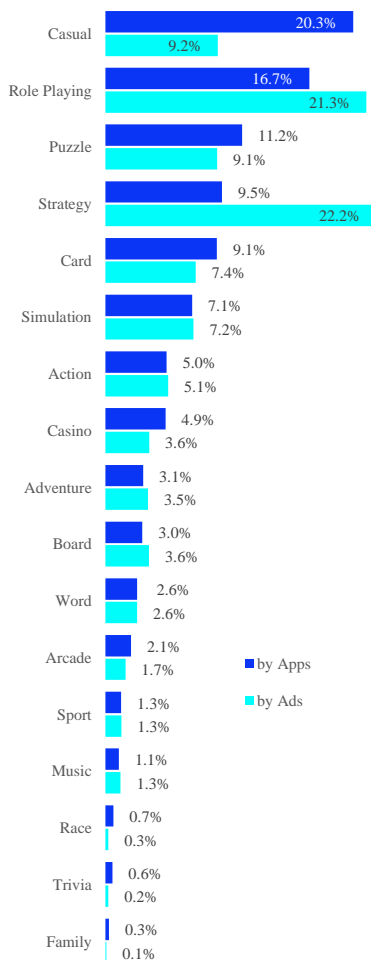
The Main Categories of Chinese Mobile Game on Global Market

Among China's mobile games going global in 2022, low-threshold casual games are still the category with the largest number of Apps, accounting for about 20.3%.

It is worth noting that the two categories of Role Playing and Strategy account for 16.7% and 9.5% of China's overseas mobile game products, which are significantly higher than the average level of global markets.

At the same time, these two categories are also the categories where Chinese mobile game advertisers create the most ads, accounting for 21.3% and 22.2% of the ad volume respectively.

Behind the high proportion of quantity and ad volume is the high enthusiasm and generous marketing investment of Chinese advertisers for traditional hardcore categories such as RPG and SLG.



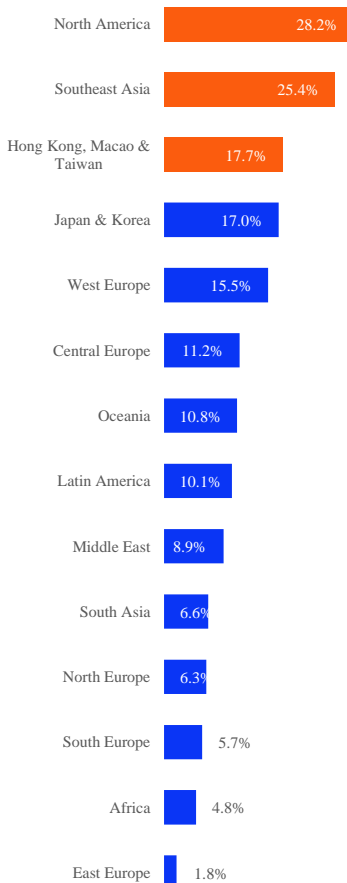
*Data Source: AppGrowing Global

Main Target Market of Chinese Mobile Games

In 2022, 28.2% of the ads created by Chinese mobile game advertisers covered the North American market. This is usually a choice in line with the general trend of the global market. For mobile game companies which intend to enter the English-speaking world, North America is unavoidable.































The regions ranked second, third and fourth are Southeast Asia (25.4%), Hong Kong, Macao & Taiwan of China (17.7%) and Japan & South Korea (17.0%), all of which are within the radiation range of Chinese culture. The similar cultural background makes these markets the first choice for Chinese game companies.

However, the Latin American and Middle East markets, which have shown strong growth momentum, were not be favored by Chinese mobile game companies in 2022, and the ad volume only accounted for 10.1% and 4.8%.



*Data Source: AppGrowing Global**Percentages may not sum to exactly 100 due to ads running in multiple regions are counted repeatedly.

Most Advertised Chinese Mobile Games in 2022

- | | | | | | |
|----|---|---|----|---|---|
| 01 |  | Evony: The King's Return
Top Games | 16 |  | 富甲江戸城 - 花樂町の物語
Yogame |
| 02 |  | Lords Mobile
IGG | 17 |  | Top War: Battle Game
Topwar Studio |
| 03 |  | Genshin Impact
miHoYo | 18 |  | Word Connect
创智优品 |
| 04 |  | PUBG MOBILE
Tencent | 19 |  | State of Survival: Zombie War
Funplus |
| 05 |  | The Grand Mafia
Yotta Games | 20 |  | Breaker Fun
mogame |
| 06 |  | Kingdom Guard
tap4fun | 21 |  | Rise of Kingdoms
Lilith Games |
| 07 |  | 戀戀清庭:邂逅
Ludoo Games | 22 |  | Puzzles & Survival
37GAMES |
| 08 |  | Last Fortress: Underground
IM30 | 23 |  | 花舞宮廷
Origin Mood |
| 09 |  | Survivor.io
Habby Games | 24 |  | Soccer Super Star
Real Freestyle Soccer |
| 10 |  | Mafia City
Yotta Games | 25 |  | Mythic Heroes: Idle RPG
IGG |
| 11 |  | Solitaire
Aged Studio | 26 |  | Land of Empires: Immortal
NUVERSE |
| 12 |  | Tap Color Pro
Century Games | 27 |  | Solitaire
ReachJunction Media |
| 13 |  | The Ants: Underground Kingdom
StarUnion | 28 |  | Demon God
JunHai Games |
| 14 |  | Mobile Legends: Bang Bang
Moonton | 29 |  | Makeup Master: Beauty Salon
Button Software |
| 15 |  | Epic Heroes
Bingchuan Network | 30 |  | Rise of Empires: Ice and Fire
IM30 |

*Data Source: AppGrowing Global, only Google Play is counted, sorted by the number of ads in descending order.

Most Advertised Chinese Mobile Game Advertisers in 2022



*Data Source: AppGrowing Global

PART 3

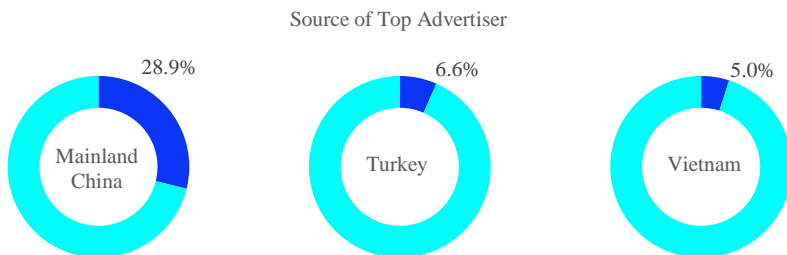
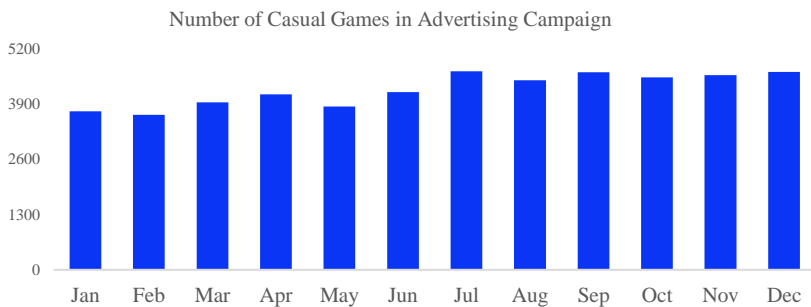
Competition Analysis of Categories



Media Buying Competition Insights of Casual Games

In 2022, the number of Casual games in advertising campaign is fluctuating and rising. In the first half of the year, there were about 3,900 Casual games in a single month on average, and in the second half that number grew to around 4,500.































The three main sources of Casual games are mainland China, Turkey and Vietnam. The relatively low threshold for research and development makes the Casual game a genre that a large number of small and medium teams are willing to try.



*Data Source: AppGrowing Global

** Top advertisers refer to the 1,000 games with the highest ad volume

Most Advertised Casual Games in 2022

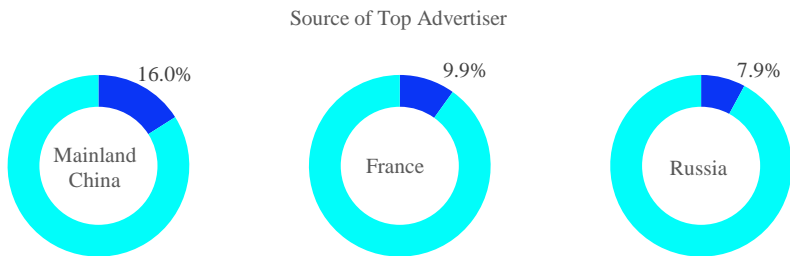
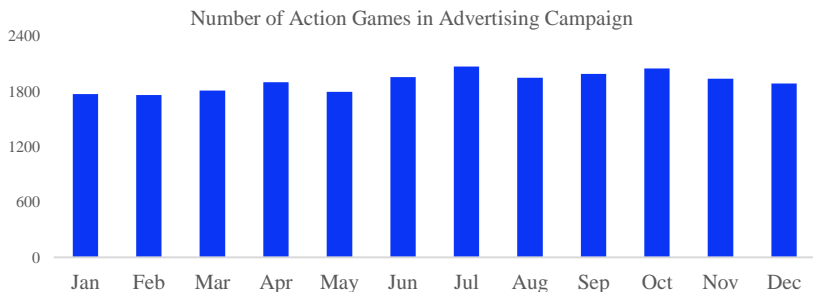
01		Township Playrix	16		My Cafe - Restaurant Game Melsoft Games
02		Gardenscapes Playrix	17		Sweet Color Button Software
03		Homescapes Playrix	18		Fitness Club Tycoon HelloWorld
04		Candy Crush Saga King	19		Triple Tile Tripledots Studios
05		Ball Sort IEC Global	20		Bump Pop Rollic Games
06		Coin Master Moon Active	21		Moneyland Rollic Games
07		Project Makeover Magic Tavern	22		Resortopia DH Games
08		Car Fix Tycoon SONOW	23		Going Balls Supersonic
09		Family Island™ Melsoft Games	24		迷你軍團 JRGame
10		Crazy Fox ASTAK TECH	25		Money Rush Rollic Games
11		Candy Crush Soda Saga King	26		Color Ball Sort Puzzle Sonat Game
12		Super Ludo Multiplayer Fantasy Super Ludo™ Games	27		Purrfect Tale DH Games
13		Match Masters Candivore	28		Bridge Race Supersonic
14		Bubble Shooter Star Up Studio	29		Upland Uplandme, inc
15		Marble Shoot Orange Game	30		Piggy GO FOREVERNINE

*Data Source: AppGrowing Global, only Google Play is counted, sorted by the number of ads in descending order.

Media Buying Competition Insights of Action Games

The number of Action games fluctuates in the range of 1,700~2,000 per month, which is less than half of Casual category. Among the top 1,000 action games, products from mainland Chinese companies accounted for 16.0%.































Action category is a large category covering a wide range. In addition to games that require hand-eye coordination and quick action, some lightweight games such as casual parkour will also carry Action tag. Products such as *"Sniper 3D"*, *"Brawl Stars"* and *"Zooba"* have both traditional hard-core gameplay and casual design.



*Data Source: AppGrowing Global

** Top advertisers refer to the 1,000 games with the highest ad volume

Most Advertised Action Games in 2022

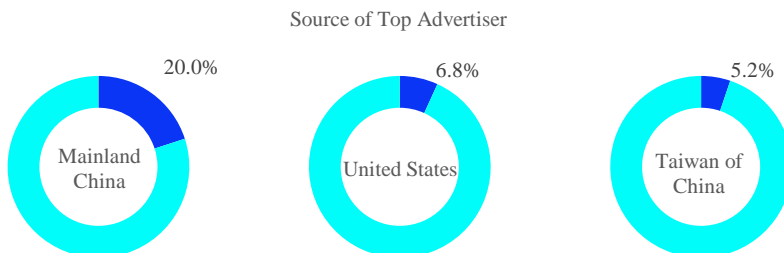
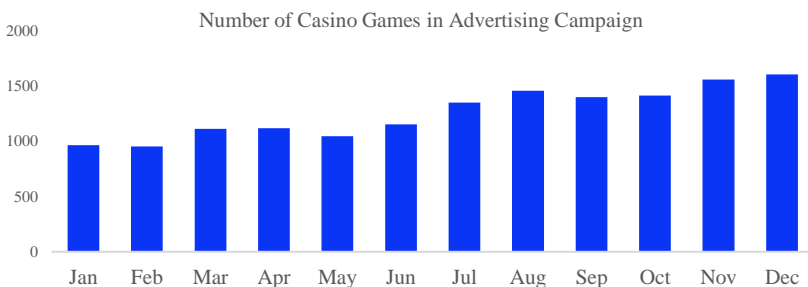
01		Garena Free Fire Garena	16		War Machines Wildlife Studio
02		PUBG MOBILE Tencent	17		Pixel Gun 3D Cubic Games
03		War Robots UPWAKE.ME	18		Brawl Stars Supercell
04		Mobile Legends: Bang Bang Moonton	19		Blob Hero Rollic Games
05		Call of Duty Mobile Activision	20		Gem Stack ByteTypers
06		Count Masters Freeplay Inc	21		Path of Immortals: Survivor Mechanist Games
07		Apex Legends Mobile Electronic Arts	22		Every Hero Feeling Game
08		Sniper 3D Wildlife Studio	23		Modern Strike Online Azur Games
09		Standoff 2 AxleBolt	24		I Want Pizza ByteTypers
10		Zooba Wildlife Studio	25		PUBG Mobile KRAFTON
11		Hair Challenge Rollic Games	26		Tanks a Lot Highcore Labs
12		My Mini Mart Supersonic	27		Pokémon UNITE The Pokemon Company
13		Dynasty Legends 2 Taihe Interactive	28		Arena of Valor Tencent
14		Sky Warriors Wildlife Studio	29		Garena Contra Returns Garena
15		Call of Duty®: Mobile - Garena Garena	30		Thần Ma: Tam Quốc Xuất Chinh Gzone Studio

*Data Source: AppGrowing Global, only Google Play is counted, sorted by the number of ads in descending order.

Media Buying Competition Insights of Casino Games

Casino games are also known as gambling games, and this category has seen significant growth during the epidemic. Judging from the number of games in advertising campaign every month, the Casino category had a concentrated rise from June to September 2022, and a large number of products have entered the media buying market during this time period.































In terms of the source of advertisers, products from mainland China accounted for 20.0%, followed by the United States and Taiwan of China.



*Data Source: AppGrowing Global

** Top advertisers refer to the 1,000 games with the highest ad volume

Most Advertised Casino Games in 2022

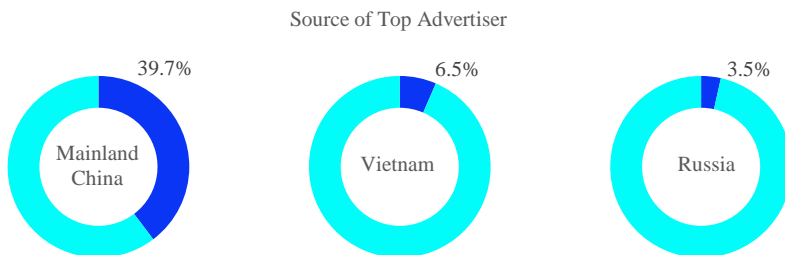
01		Jackpot Master™ Slots Zeroo Gravity	16		Rock N' Cash PLAYLINKS
02		Jackpot World™ Bole Games	17		Scatter Slots Murka Games
03		Golden HoYeah igs	18		金好運娛樂城 igs
04		Lotsa Slots Bole Games	19		한게임 포커 NHN BIGFOOT
05		Cash Tornado™ Slots Zeroo Gravity	20		Jackpot Party Casino Slots SciPlay
06		Cash Frenzy™ Bole Games	21		GamePoint Bingo GamePoint
07		Bingo Frenzy Gluon Interactive	22		Club Vegas Slots Bagelcode
08		Cash Bash Casino Bole Games	23		Loco Slots Tombola Bingo Live Playspace
09		Jackpot Crush Bole Games	24		Gold Fish Casino Slot Games SciPlay
10		Tongits Go Inspire Games	25		老子有錢 XIANG SHANG GAMES
11		神來也麻將 Gamesofa	26		Lightning Link Casino Slots Product Madness
12		麻將 明星3缺1 igs	27		包你發娛樂城 Yile
13		DoubleDown Casino DoubleDown Interactive	28		Bingo Crush Mobile Fox
14		Slotomania™ Playtika	29		3 Lucky Casino EazyGame
15		Casino Roulette: Roulettist KamaGames	30		Quick Hit Casino Slot Games SciPlay

*Data Source: AppGrowing Global, only Google Play is counted, sorted by the number of ads in descending order.

Media Buying Competition Insights of Strategy Games

As a category with high R&D and UA costs, the monthly average number of Strategy games is only around 1,100, and there is no significant fluctuation throughout the year.































However, its high-investment and high-return characteristics have been sought after by Chinese companies. 397 out of the top 1,000 strategy games are from mainland Chinese companies, which far exceeds the second Vietnam(6.5%) and the third Russia(3.5%).



*Data Source: AppGrowing Global

** Top advertisers refer to the 1,000 games with the highest ad volume

Most Advertised Strategy Games in 2022

01		Evony: The King's Return Top Games	16		Rush Royale UPWAKE.ME
02		Lords Mobile IGG	17		Age of Origins Camel Games
03		The Grand Mafia Yotta Games	18		삼국지 전략판 Lingxi Games
04		Kingdom Guard tap4fun	19		Chief Almighty Yotta Games
05		Last Fortress: Underground IM30	20		Rising Civilizations OneGame
06		Mafia City Yotta Games	21		The Walking Dead: Survivors ELEX
07		The Ants: Underground Kingdom StarUnion	22		Doomsday: Last Survivors IGG
08		Top War: Battle Game Topwar Studio	23		Clash of Clans Supercell
09		State of Survival: Zombie War Funplus	24		Ant Legion: For The Swarm 37GAMES
10		Rise of Kingdoms Lilith Games	25		War and Order Camel Games
11		Puzzles & Survival 37GAMES	26		Warpath: Ace Shooter Lilith Games
12		Land of Empires: Immortal NUVERSE	27		Mafia Origin Top Games
13		Rise of Empires: Ice and Fire IM30	28		Kiss of War Tap4fun
14		MARVEL SNAP NUVERSE	29		World of Tanks Blitz Wargaming Group
15		Age of Apes tap4fun	30		Three Kingdoms: Overlord Bekko Games

*Data Source: AppGrowing Global, only Google Play is counted, sorted by the number of ads in descending order.

PART 4

Advertiser Case Analysis



Yotta Games

Yotta Games has achieved remarkable results with its two mafia-themed SLGs *"Mafia City"* and *"The Grand Mafia"*. These two games are also the focus of Yotta Games' advertising campaigns. The advertising data in 2022 shows that *"The Grand Mafia"*, which was launched later, is gradually replacing *"Mafia City"* and becoming the Top 1 most advertised game of Yotta Games.

In addition to mafia SLG, Yotta Games is also developing new categories. Other major products include the primitive era theme SLG *"Chief Almighty"*, ACG RPG *"Girls X Battle 2"*, match-3 RPG *"Dragonfall & Puzzles"*, etc.



The Grand Mafia










Mafia City



Chief Almighty

Most Advertised Games

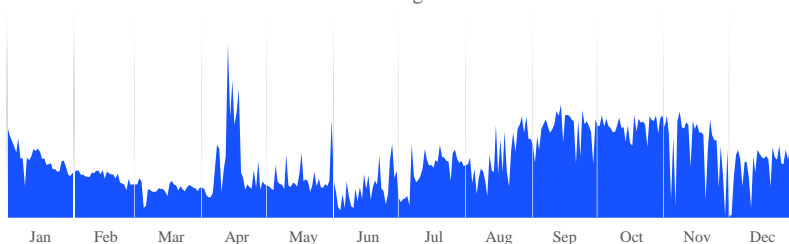
- | | | |
|----|---|----------------------|
| 01 |  | The Grand Mafia |
| 02 |  | Mafia City |
| 03 |  | Chief Almighty |
| 04 |  | Girls X Battle 2 |
| 05 |  | Ever Legion |
| 06 |  | Dragonfall & Puzzles |
| 07 |  | Relic Rumble |

*Data Source: AppGrowing Global

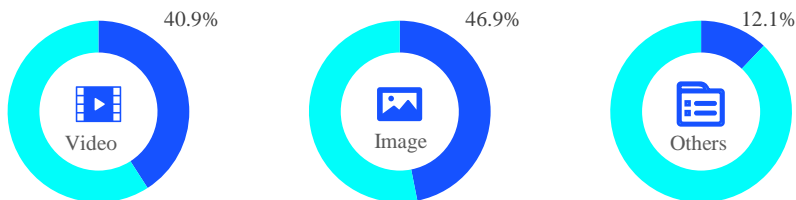


“Chief Almighty” Advertising Data Overview

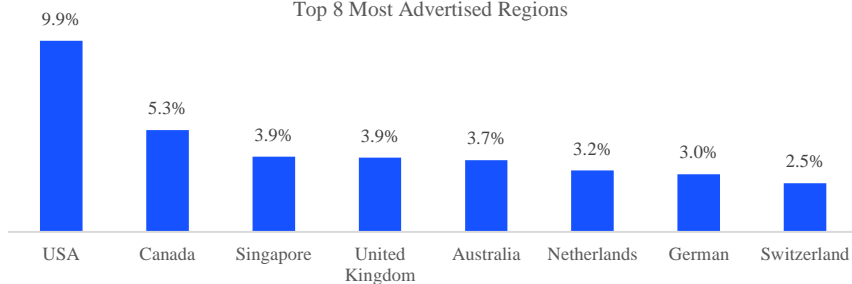
Advertising Trend



Ad Creative Form



Top 8 Most Advertised Regions



*Data Source: AppGrowing Global, Google Play version data only.

Tencent Games (Level Infinite)

In 2022, Tencent Games developed its strength in the global market. The star product *"PUBG MOBILE"* continued its high-level media buying. On the other hand, a number of new products have achieved outstanding results, such as *"Tower of Fantasy"* and *"GODDESS OF VICTORY: NIKKE"*.

After the launch of *"Honor of Kings"*, the ad volume of *"Arena of Valor"*, which was previously regarded as the overseas version of HOK, has gradually declined, but the massive amount of ad it put out in the year still ranked third, showing Tencent's interest in MOBA.










PUBG MOBILE



Tower of Fantasy



Arena of Valor

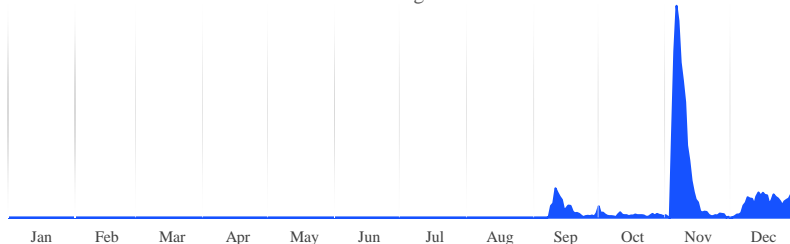
#	Most Advertised Games	
01		PUBG MOBILE
02		Tower of Fantasy
03		Arena of Valor
04		GODDESS OF VICTORY: NIKKE
05		ChimeraLand
06		Honor of Kings - Beta
07		천애명월도M

*Data Source: AppGrowing Global

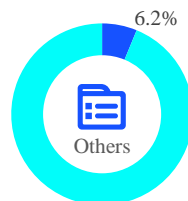
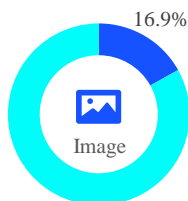
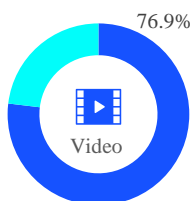


“GODDESS OF VICTORY: NIKKE” Advertising Data Overview

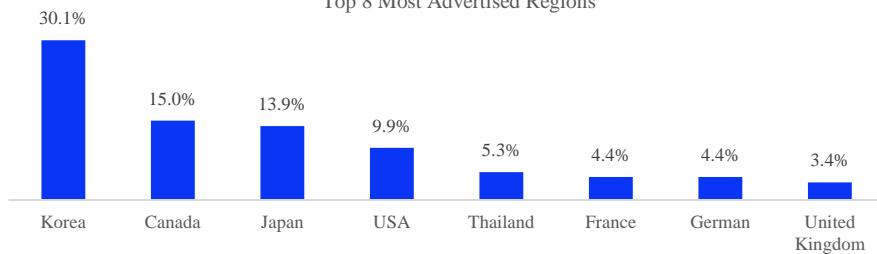
Advertising Trend



Ad Creative Form



Top 8 Most Advertised Regions



*Data Source: AppGrowing Global, Google Play version data only.

tap4fun

As a developer focusing on SLG products, tap4fun's main advertising products in 2022 are almost all SLG games. However, there are still significant differences in themes and gameplay forms of different products. "Kingdom Guard", which has the highest amount of ads, endows the product with lightweight features through tower defense and merge gameplay. The second "Age of Apes" attracts players with a unique "ape" theme to achieve outstanding market performance.

Behind the two product strategies are the two main development directions of the SLG category in the past years, namely exploring new themes or integrating casual gameplay.



Kingdom Guard










Age of Apes



Kiss of War

Most Advertised Games

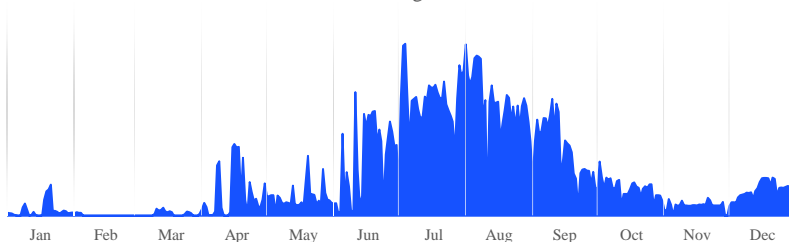
- | | | |
|----|---|--------------------------|
| 01 |  | Kingdom Guard |
| 02 |  | Age of Apes |
| 03 |  | Kiss of War |
| 04 |  | Brutal Age |
| 05 |  | Invasion: Aerial Warfare |
| 06 |  | Tribal Age |
| 07 |  | Tiny War |

*Data Source: AppGrowing Global

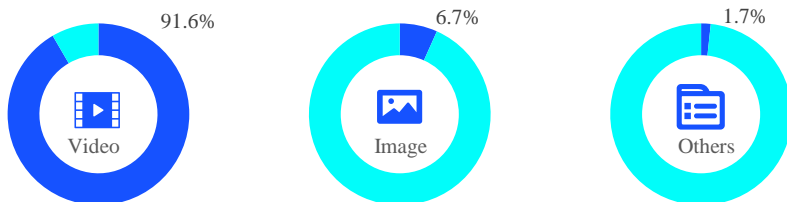


“Age of Apes” Advertising Data Overview

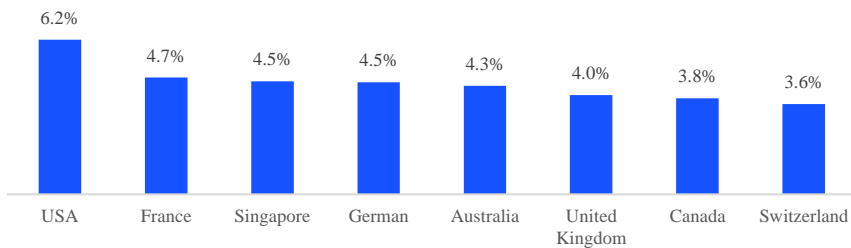
Advertising Trend



Ad Creative Form



Top 8 Most Advertised Regions



*Data Source: AppGrowing Global, Google Play version data only.

EyeWind

The "Brain out" series of hyper-casual puzzle games under the casual game developer EyeWind once swept the world and became a star product in the category. The simple hand-painted art style and hilarious game content have a strong appeal to casual players.

Advertising data in 2022 shows that "Find Out", "Brain Out", "Brain Find" and "Case Hunter" in this series are currently the most purchased products. In addition, EyeWind has also made small-scale attempts on popular genres such as merge, idle, and simulation management in recent years.



Most Advertised Games

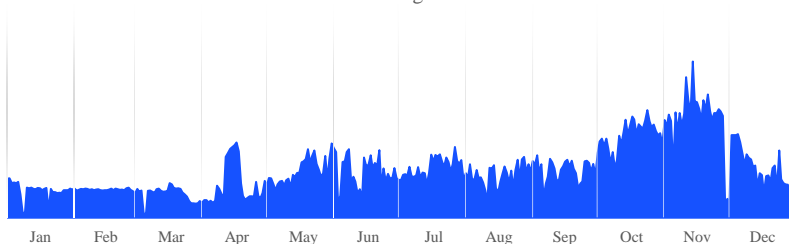
- | | | |
|----|--|-------------|
| 01 | | Find Out |
| 02 | | Brain Out |
| 03 | | Brain Find |
| 04 | | Case Hunter |
| 05 | | Merge Out |
| 06 | | My Cruise |
| 07 | | Lumber Out |

*Data Source: AppGrowing Global

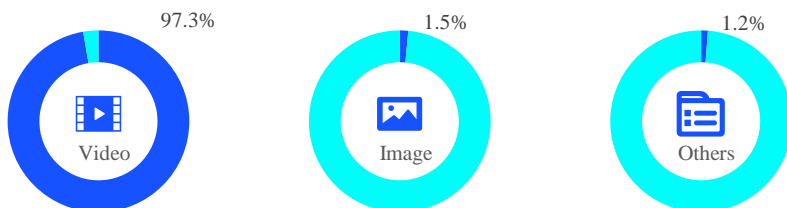


“Find Out” Advertising Data Overview

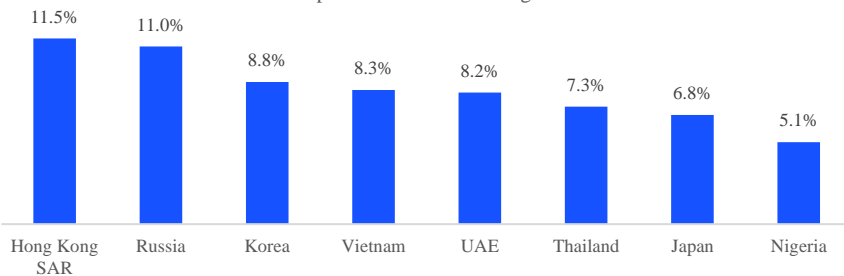
Advertising Trend



Ad Creative Form



Top 8 Most Advertised Regions



*Data Source: AppGrowing Global, Google Play version data only.








NUVERSE

The Marvel-themed collectible card game “*MARVEL SNAP*” released by NUVERSE is one of the most anticipated new games in 2022. Judging from the advertising data, “*MARVEL SNAP*” was the product with the highest ad volume under NUVERSE in 2022, even though it has been launched for less than half a year, which shows the high marketing spending.

On the other hand, many of NUVERSE’s advertising games are adapted from IPs, including DC Universe, Ragnarok, and Hatsune Miku. Obviously, NUVERSE has already figured out a method for the publishing and marketing of IP-adapted mobile games.



Most Advertised Games

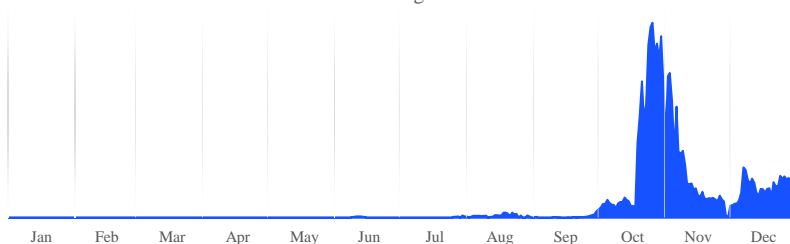
- | | | |
|----|---|--------------------------------|
| 01 |  | MARVEL SNAP |
| 02 |  | Land of Empires: Immortal |
| 03 |  | Dark Nemesis: Infinite Quest |
| 04 |  | DC Worlds Collide |
| 05 |  | Ragnarok X: Next Generation |
| 06 |  | 放肆武林 |
| 07 |  | 프로젝트 세카이 컬러풀 스테이지! feat.하츠네 미쿠 |

*Data Source: AppGrowing Global

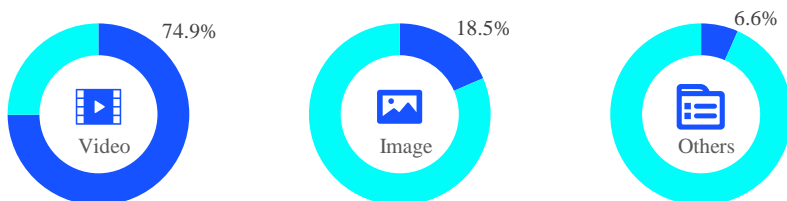


“MARVEL SNAP” Advertising Data Overview

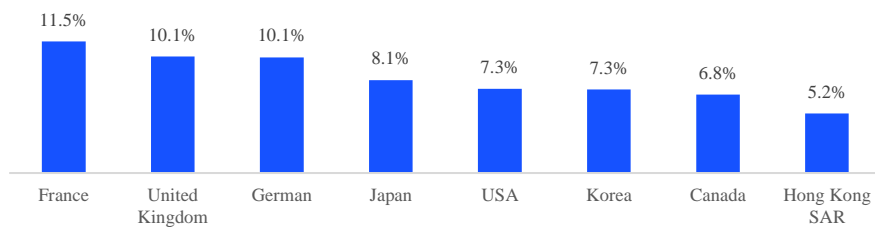
Advertising Trend



Ad Creative Form



Top 8 Most Advertised Regions



*Data Source: AppGrowing Global, Google Play version data only.

Habby Games

In the product matrix of Habby Games, "*Survivor.io*", which was launched in H2 2022, has the highest ad volume. This rougelike game inherits art style and core design logic of Habby's previous games "*Archer0*" and "*PunBall*". After going online, it quickly became a global hit.

Another product that was launched in 2022, "*Kinja Run*", also has similar features, but it is based on another popular casual gameplay - parkour. Behind the similarities and differences between the two new products, it reflects Habby's continuous exploration and innovation in the mixed casual category.



Survivor.io










PunBall



Kinja Run

Most Advertised Games

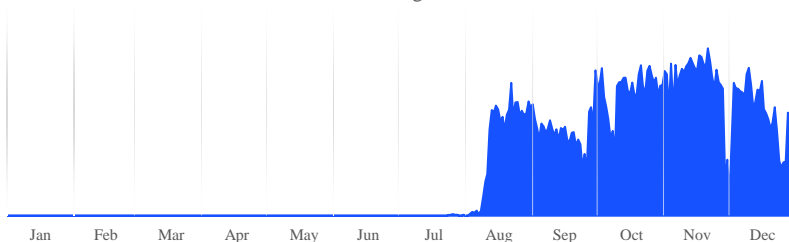
- | | | |
|----|---|--------------------|
| 01 |  | Survivor.io |
| 02 |  | PunBall |
| 03 |  | Kinja Run |
| 04 |  | Archer0 |
| 05 |  | Penguin Isle |
| 06 |  | Super Hit Baseball |
| 07 |  | Spin Rhythm |

*Data Source: AppGrowing Global

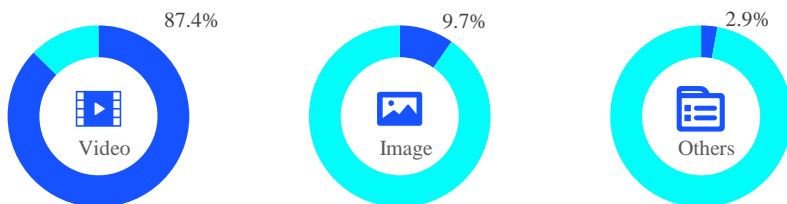


“Survivor.io” Advertising Data Overview

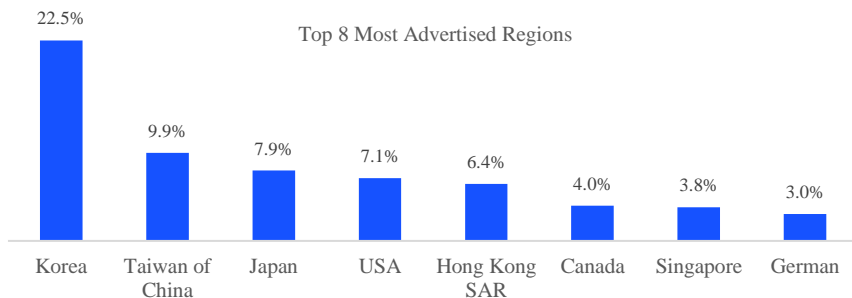
Advertising Trend



Ad Creative Form



Top 8 Most Advertised Regions



*Data Source: AppGrowing Global, Google Play version data only.



To Help Solving Dilemma While Exploring Global Market

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Three Core Product Features, Let Marketing Problems Be Easily Solved!



Ad Creatives Inspiration

Boost Your Productivity
Help localizing Ad creative and optimizing the app store ranking



Competitive Strategy Analysis

Optimize Media Buying Strategy
Reach potential segments more precisely



Market Intelligence

Keep Up with the Trend
Master the popular gameplay and find the direction of R&D



Our Advantage

Mass Data & Quick Updates & Repetition Reducing

350 Million

Advertising Data

2 Million+

Daily Advertising Data

50

Country/Region

24

Media

160,000+

Games & Applications

300s

Update Every 5 Mins

> 70%

Data Accuracy (Verified by Customers)

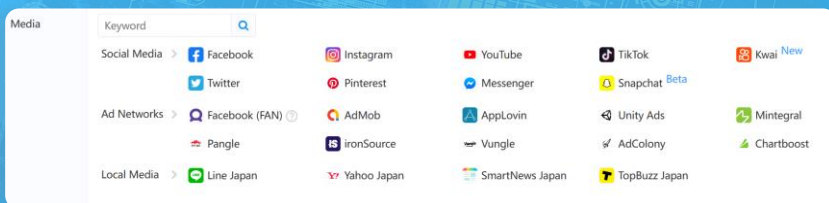


Our Advantage

Wide Coverage of Ad Creative

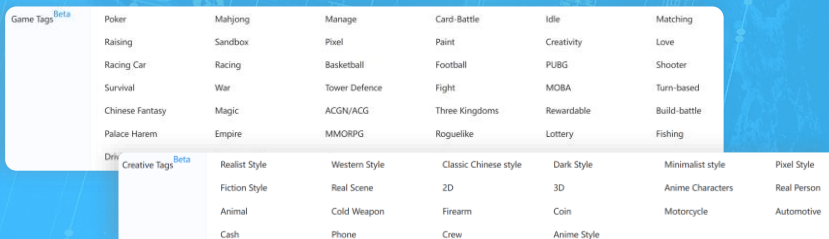
24 Global Mainstream Media

Including social media Facebook, YouTube, TikTok, etc., ad networks AdMob, AppLovin, Unity Ads, etc., Japanese local media Line, Yahoo, etc.



40+ Game Tags & Creative Tags

19 game categories, 21 application categories, 40 exclusive game tags, and 22 exclusive creative tags, providing more subdivided filtering.





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