



alawar

THE MYSTERY LAND **OF RUSSIAN MOBILE** **MARKET**

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RUSSIA AS WE KNOW IT...





HEART OF RUSSIA





AVAILABILITY OF INTERNET CONNECTION

**MORE
THAN
HALF**



61MLN
ADULT INTERNET
USERS



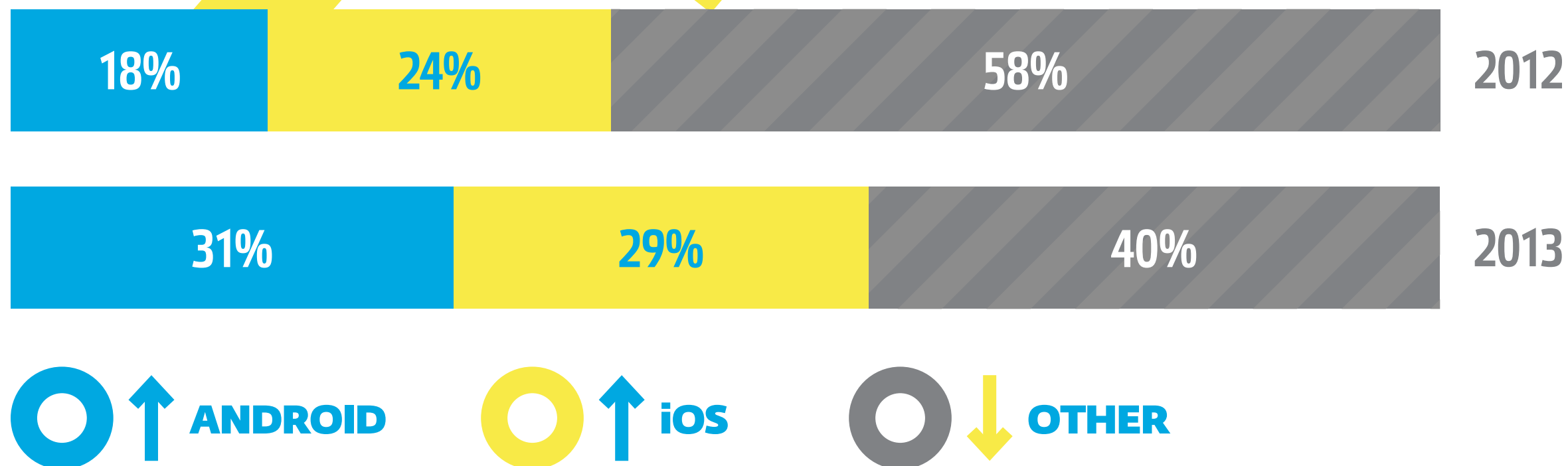
54%
OF ALL ADULT
POPULATION



+10%
PER YEAR

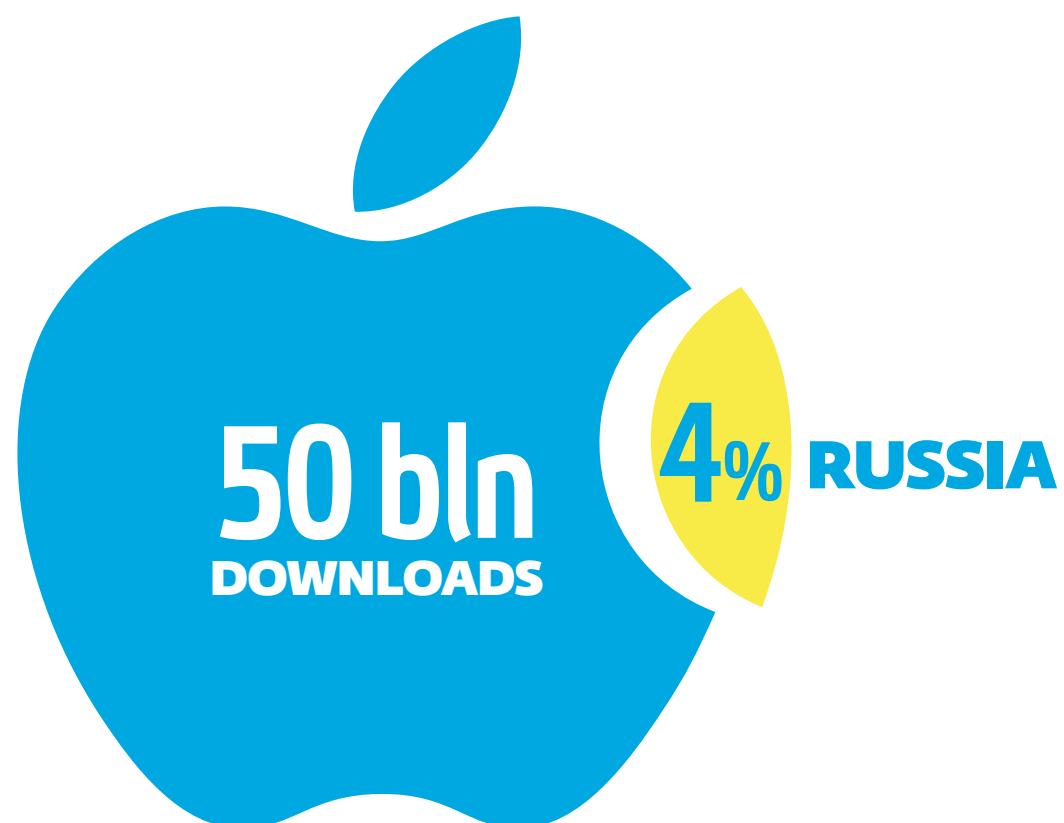


MARKET SHARE OF SMARTPHONES & TABLETS IS INCREASING





MOBILE STORES IN RUSSIA

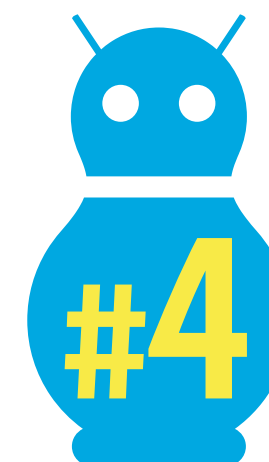
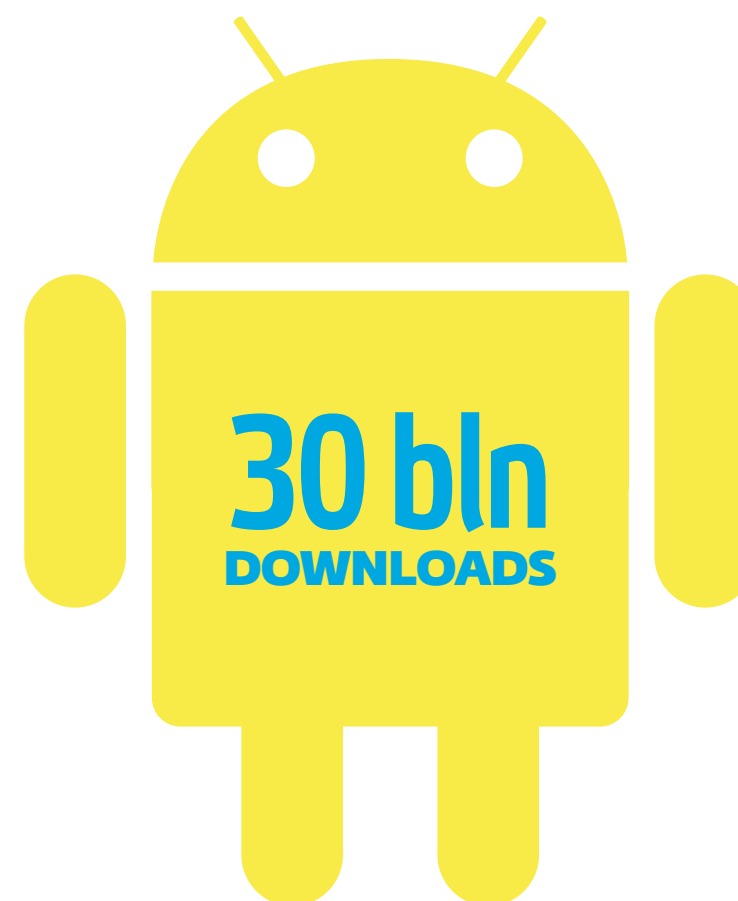


THE APP STORE IN RUSSIA
GENERATES

2%

OF THE APP STORE'S TOTAL
REVENUE AS A WHOLE

50%
OF DOWNLOADS
FROM GOOGLE PLAY IN RUSSIA
ARE GAMES

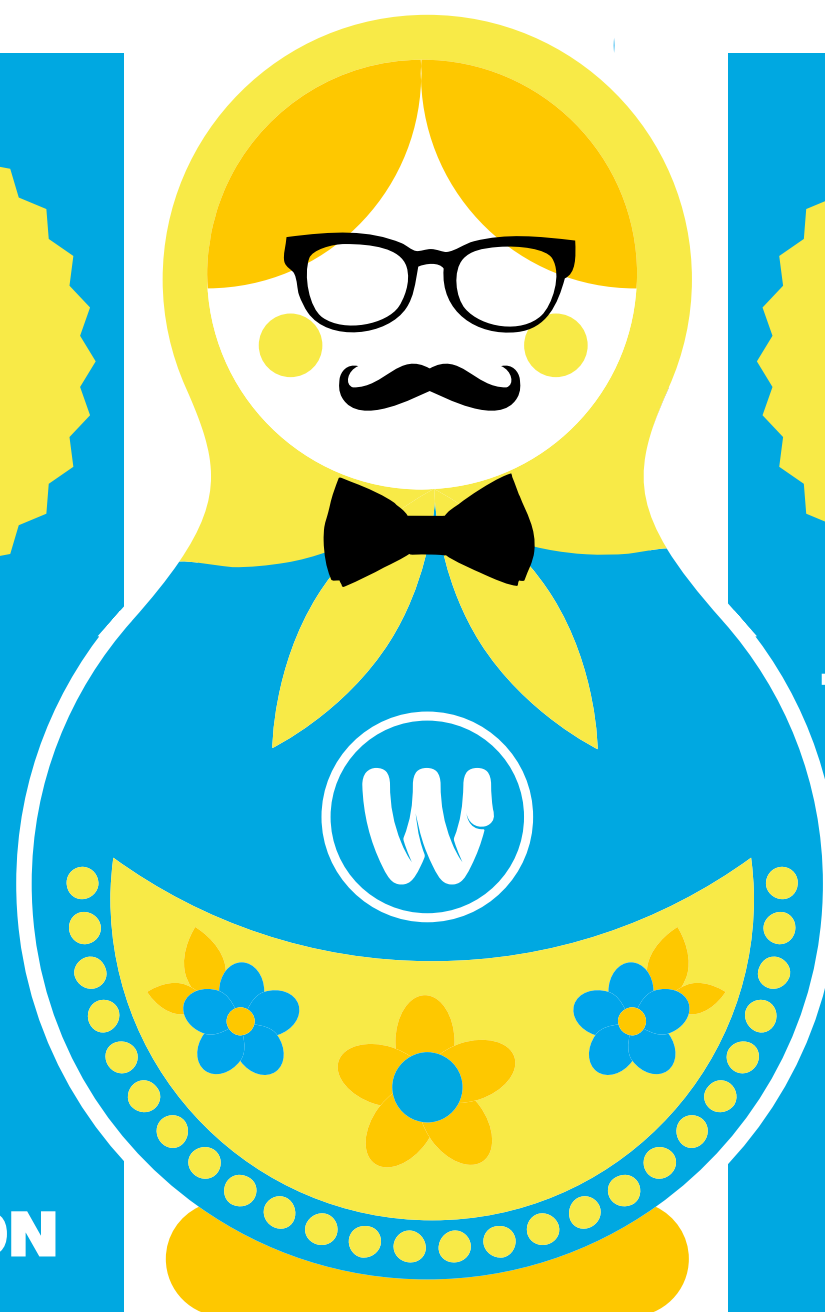




OH, THOSE RUSSIANS!



**THEY SPEAK
ONLY
RUSSIAN
AND ARE
PICKY
ABOUT THE
QUALITY OF
LOCALIZATION**



**THEY NEED
SUPPORT
24/7.**



**QUALITY
COMMENTS
AND RATINGS
ARE THE
DETERMINING
FACTORS WHEN
INSTALLING AN
APPLICATION**



YUO STOLED MINE TRAFIKK



UR AS ALL



HOW MAKE MONEY IN RUSSIA?





ALAWAR GAMES





OUR PROPOSAL

**WE PROVIDE AND LOCALIZATION
24/7 USERS SUPPORT**

WE ARE READY TO INVEST IN

TRAFFIC ACQUISITION

(OUR MONTHLY ACTIVE AUDIENCE 7M+)

**WE ARE LOOKING FOR
SUCCESSFUL F2P CASUAL
& MIDCORE
FOR PUBLISHING IN RUSSIAN MARKET
GAMES**



QUESTIONS?

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