

RELIANCE

Games

**To Augment a Successful
Game
OR To invest in an
Altogether New Game:
The Success story of Real
Steel**



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Key Released Games





THE REAL STEEL STORY

ABOUT REAL STEEL

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- Based on the Dreamworks movie, Real Steel is an Action-Arcade fighting game made for handheld devices by Reliance Games.
- Genre – Action 1 Vs 1 Fighting
- TG – All age groups
- Developed on Unity Engine
- Model - 0.99 cents + IAPs
- **Rated as the “Hot” game in over 140 countries in Apple iTunes store and the game is a smash hit with over 10 Million downloads across all platforms.**



Timing is Key!



Real Steel the movie launch date:
October 7th 2011



Real Steel the game launch date:
September 2011



Game Development begins:
March 2011

Timing was the Key!

First Update: 2 Robots
November 2011



Real Steel movie dvd launch date:
January 24th 2011



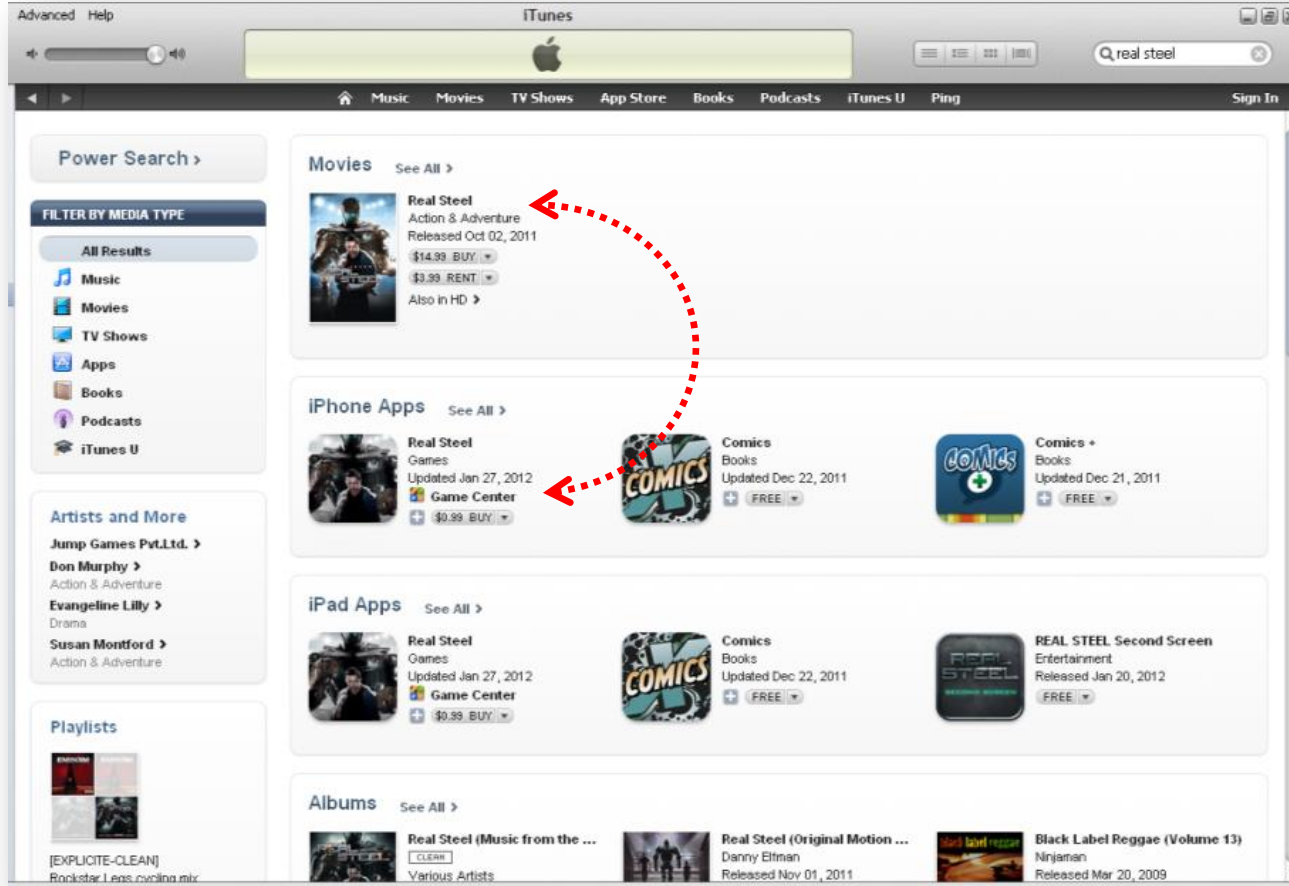
Second update: 2 Robot packs
January 2011



- Homing in on 3 key factors
 - Marketing spend phases for Hollywood release
 - Before release of the movie
 - DVD release
 - Dropping the price to \$0.99
 - Releasing two key robot characters from the movie as IAP for \$0.99

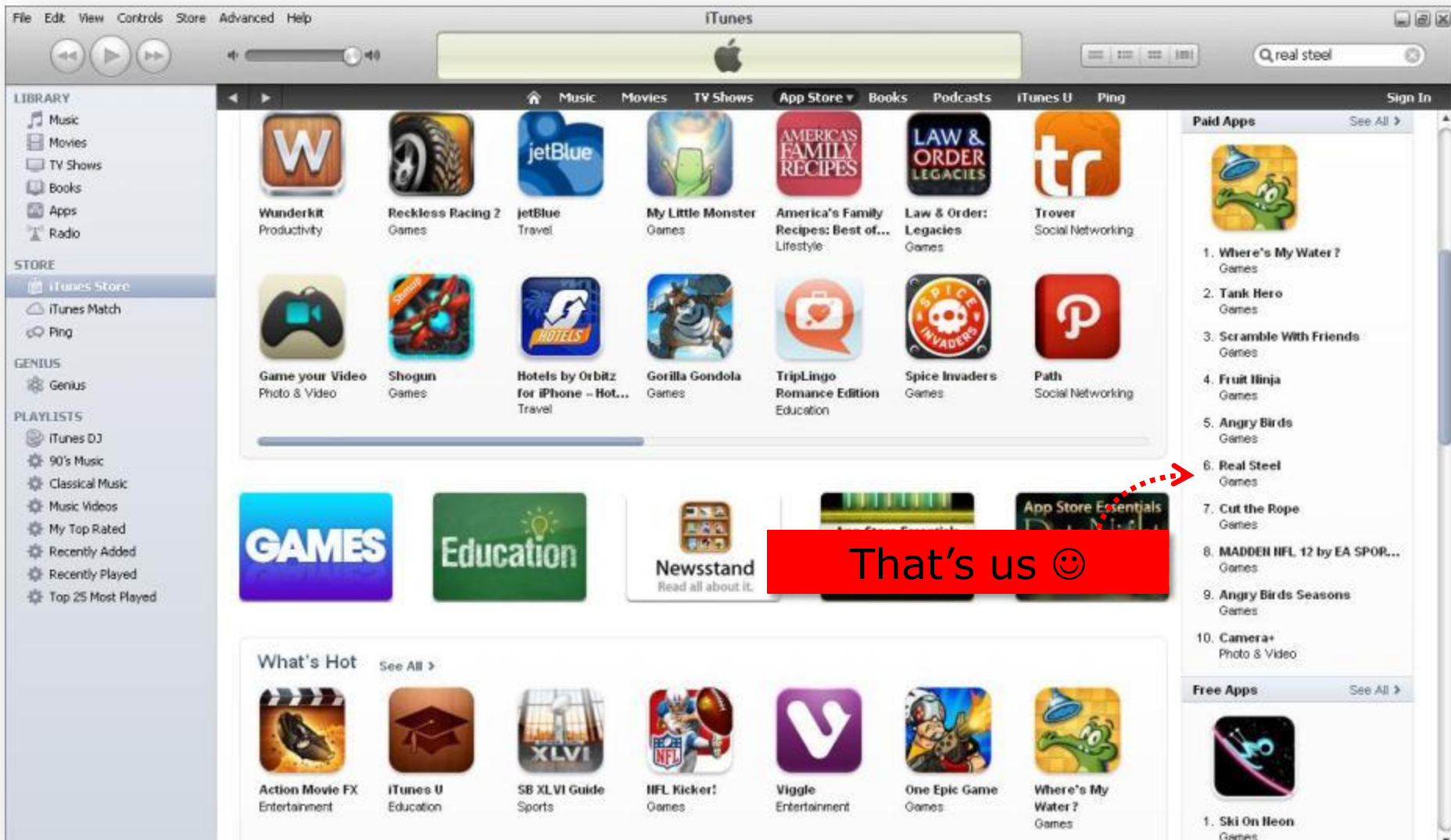
The result:

DVD release sustaining the results



Robot update packs pre and post the DVD release helped us gain more traction on the game

Top 10 games



- In 4 Months:
 - We had a top 10 game
 - Made Profit on the game

Should we focus on New Game or
continue with Updates?

Updates

- Cost of Updates
 - Key resources
- Organic Growth
 - We had spent very little on marketing
- How Unique is the game?
 - There was no other Robot Boxing game
- What were the KPIs
 - Strong Day 1, 7, 30 retention
 - High % of paying users
 - Good ARPPU
 - High % of Install base updating the game

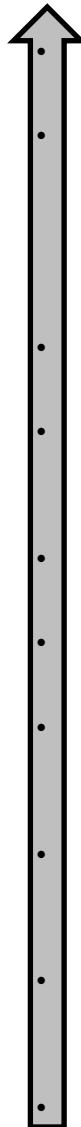
New Game

- Total Cost of Development & Marketing
- New Game Concept and USP
- Was investing in One new game enough?
- Should we Spray and Pray?

Updates was the Way to Go!

SUSTAINING





Version 1.7.0 (Apr 4, 2013)

- New Robot – Albino 'The Great White Hope'

Version 1.6.1 (Feb 15, 2013)

- New Robot – Danger Zone 'World War Two Fighter'
- New FREE Robot – Special Edition 'Atom Gold'
- New Tournament Mode: Play and Win all tiers to unlock Free Robot
- New Game Mode: Survival Mode – How long can you survive?

Version 1.5.2 (Jan 3, 2013)

- New robot: AXELROD 'The Wheel Spinning Fist-Fighter'

Version 1.4.7 (Dec 20, 2012)

- New Robot: Axelrod 'The Wheel Spinning Fist-fighter'
- Christmas Special: Winter Arena Pack – Two freezing new arenas to battle at

Version 1.3.3 (Oct 30, 2012)

- New Robot Added – GRIDLOCK 'The Bronzed Bodybuilder Bot'

Version 1.1.7 (Jun 21, 2012)

- Most asked Feature - BUILD YOUR OWN ROBOT

Version 1.0.9 (Mar 30, 2012)

- Additional Robots
- Gallery Section

Version 1.0.7 (Jan 27, 2012)

- Twin Cities and Blacjac added to the only Official game as in-app purchase.
- Atom and Zeus also available as in-app purchase.

Version 1.0.6 (Jan 25, 2012)

- Twin Cities and Blacjac added to the only Official game as an In-app purchase.
- Atom and Zeus also available as in-app purchase.

Version 1.0.0 (Sep 13, 2011)

Content Updates - ROBOTS

- **17 Unique robots to own**
- **8 Robots and have added 9 more**
- **Currently a New Robot added every month.**



Content Updates - Features

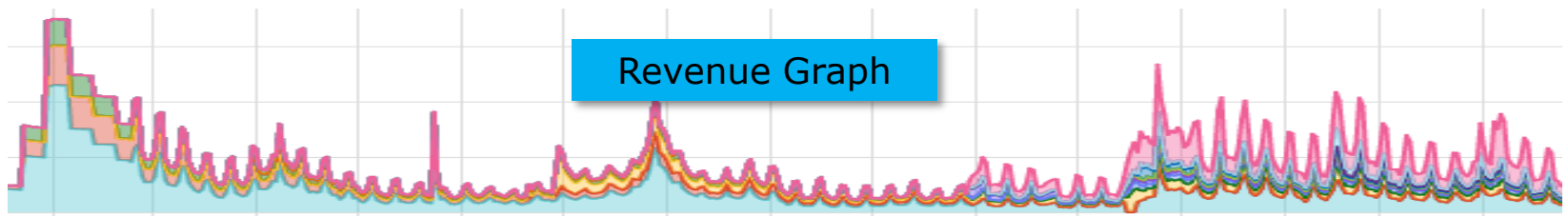
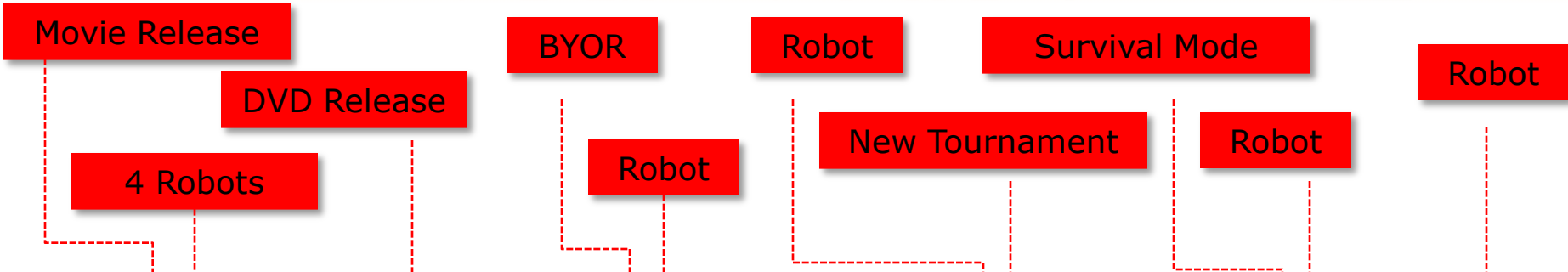
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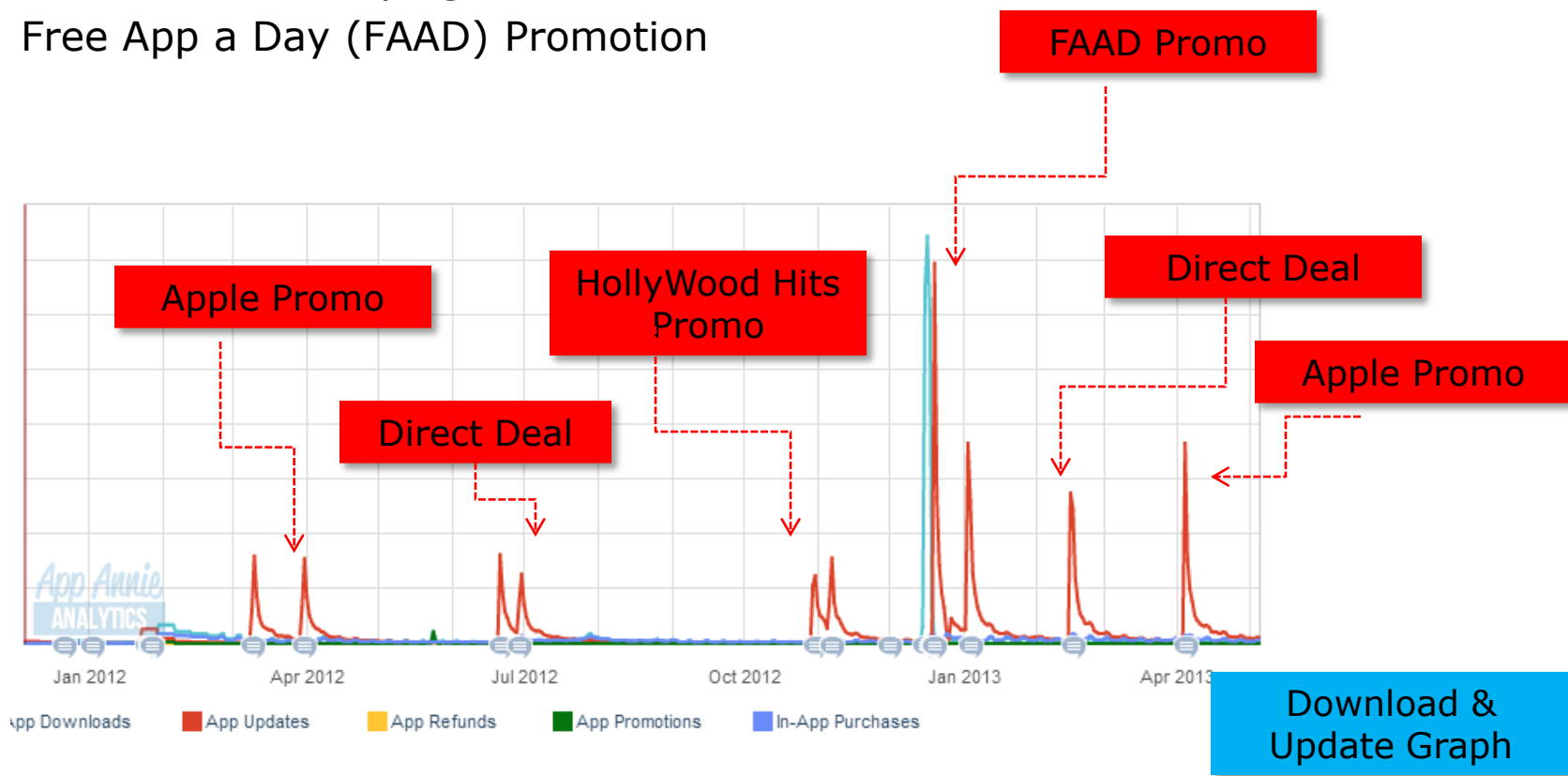
- **Build Your Own Robot (BYOR)**
 - Most requested feature by the users.
 - Customize your own Robot from over a 1000 unique possible combinations.
- **Survival Mode**
 - Endless Robot Fighting
 - Fight, Survive & Make High Score
 - Challenge Facebook Friends
- **Revamped Tournament Mode in all new format:**
 - 3 Different Tiers
 - 45 Intense Fights in 3 difficulty modes
 - Special Edition Atom - Unlockable



The Real Steel Journey – Key Highlights



- Multiple Apple Features in US & UK
- Part of 'Hollywood Hits' Category
- Ad Networks Campaigns and Direct Deals
- Free App a Day (FAAD) Promotion



UPCOMING CONTENT

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- **New Robots**
- **ASync Multiplayer**
 - Play against friends & world
 - Send & Receive challenges
 - Gifting System
 - Respect Points
 - Leaderboards



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Taking it to next Level - SEQUEL

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Games

REAL STEEL – WORLD ROBOT BOXING



INTRODUCING "YOU" AS A CREATOR AND MANAGER TO THE WORLD ROBOT BOXING LEAGUE.

MASSIVE LINE-UP OF 30 ROBOTS AND 12 ARENAS (INCLUSIVE OF UPDATES)

SYNCHRONOUS MULTIPLAYER (WI-FI & BLUETOOTH) – LOCAL & ONLINE

REVAMPED COMBAT SYSTEM WITH QUICK TIME EVENTS

REAL STEEL

THE WORLD OF ROBOT BOXING



THANKS!

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