



May 2013



# Xfire: Introduction

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- Targets “**hard core gamers**,” the top end of market spending the most in global video game market
- Supports game players in one downloadable client that integrates with over **3500 PC and Online games**
- **23M+ registered users** in Western territories for its client and website
- Preparing for **growth** potential in Asia and S. America



# Xfire.com Community

## Social Network Site

- Reading Gamer profiles
- Discovering Games to Play
- Viewing Screenshots
- Watching pre-recorded + live videos [70 million minutes] all available for pre-roll video ads
- Text/voice chatting
- Competing in competitions

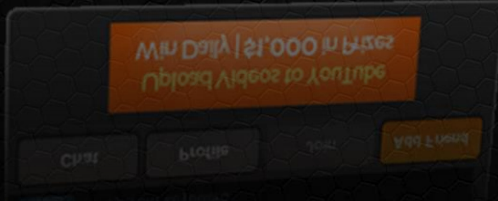




# Sticky Social Client



- Average Session Time exceeds 80 minutes for 1 million users
- Voice and Text Chat through downloadable client
- Screen / Video Capture [4k videos/day – 40k screenshots/day]
- Live Game Streaming [80m minutes/month]
- FB + YouTube sharing
- In-game Video Ads via DirectX Overlay





# Xfire Client (In-Game)



1. Direct X Overlay supported in over 3500 PC games
2. Differentiated Passive and Active UI States
3. Single interface for both communication and user content features
4. Same format as the desktop client for ease of use



# Battleground is Competitive Gaming

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## Battleground Competitive Gaming Types:

### Instant Action

- 24/7 Open Servers
- + for Kills
- - for Deaths
- Immediate Competition
- All Skill Levels
- Battle Token Servers
- X-Coin Servers

### Challenges

- Player vs. Player
- Clan vs. Clan
- Direct Wagering
- All Skill Levels
- Battle Token Matches
- X-Coin Matches
- Direct Challenge to Users
- Open Call to Any Users

### Tournaments

- Round Robin
- Single Elimination
- 10's to 100's of Users
- Sponsored
- User Created
- Cash and Prizes
- All Skill Levels
- Token or X-Coin Entry



# Xfire + Battleground = Competitive Advantage

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Technology & Distribution Create High Barriers To Entry



In-Game  
Technology



Automated  
Competition  
Technology

Overcomes **major technical issues** that current competitors can't address and newcomers will have difficulty solving

Xfire's **10 year** existence has created a large **audience**, an active **community**, significant **distribution**, and is integrated with over 3,500 PC titles today

Xfire addresses **cheating**, **liquidity**, **game integration** and **customer retention** issues



# Xfire is the Ultimate Gaming Client for competitive gaming

## The PERFECT Tool for Battleground Users

**Communicate** with each other via text or voice

**Create** screenshots, videos or live broadcast

**Launch** straight into tournaments and matches

**Expand** their clan through new friendships

**Provide** in-game video ads during game upload





# Why Competitive Gaming?

- eSports is one of the fastest growing segments in the gaming industry (Riot, Blizzard/IPL, ESL)
- PC Online and Mobile games are trending towards competitive play (WoT, LoL, SC2, Planetside 2, Battlefield 3, Dota 2, Warface, etc.)
- Proven success in console with Virgin Gaming and in mobile with Kakao Talk
- No established link between the avid gamer and the eSport professional



# Competition

## PC Online Tournament Platforms:



25K reg



20K reg



5M reg



95K reg



3M reg



1.9M reg

## Head to Head game wagering:



1.2M reg



20K reg



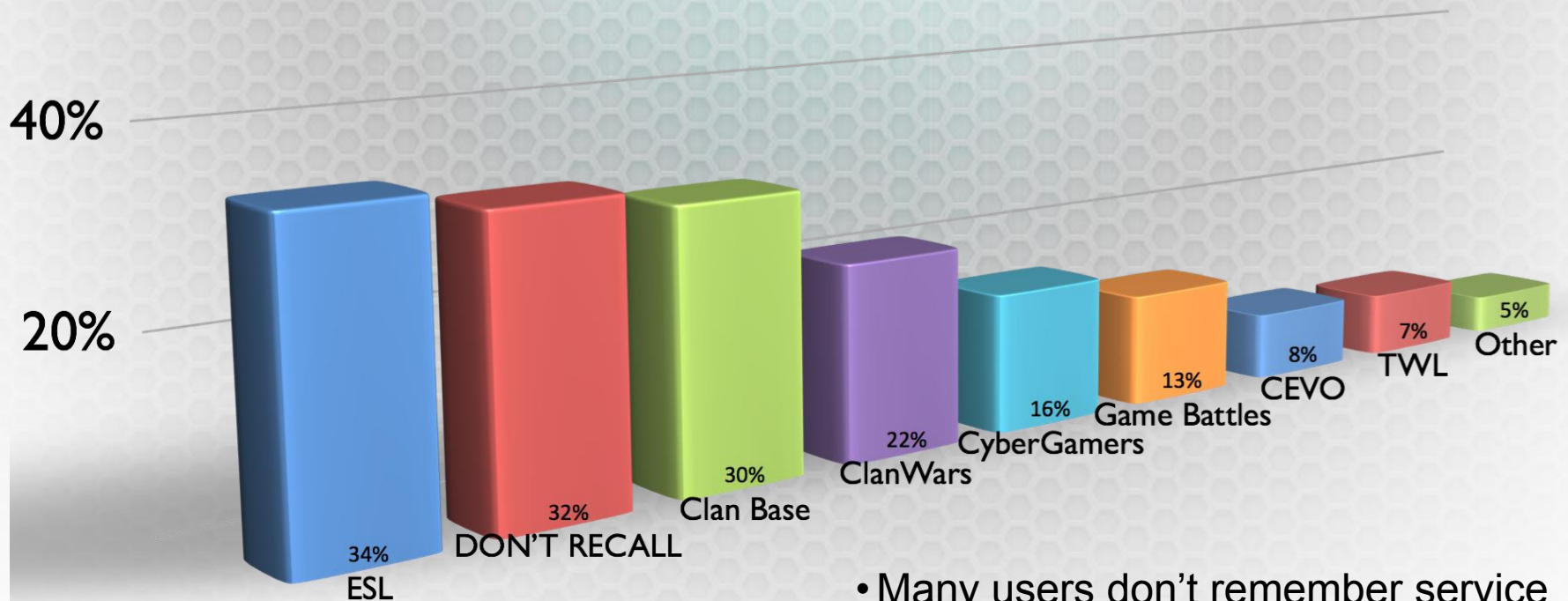
25K reg

**Instant Action: NONE**



# Market Lacks a Dominant Leader

Q: Which Tournament Service Do You Use Today?

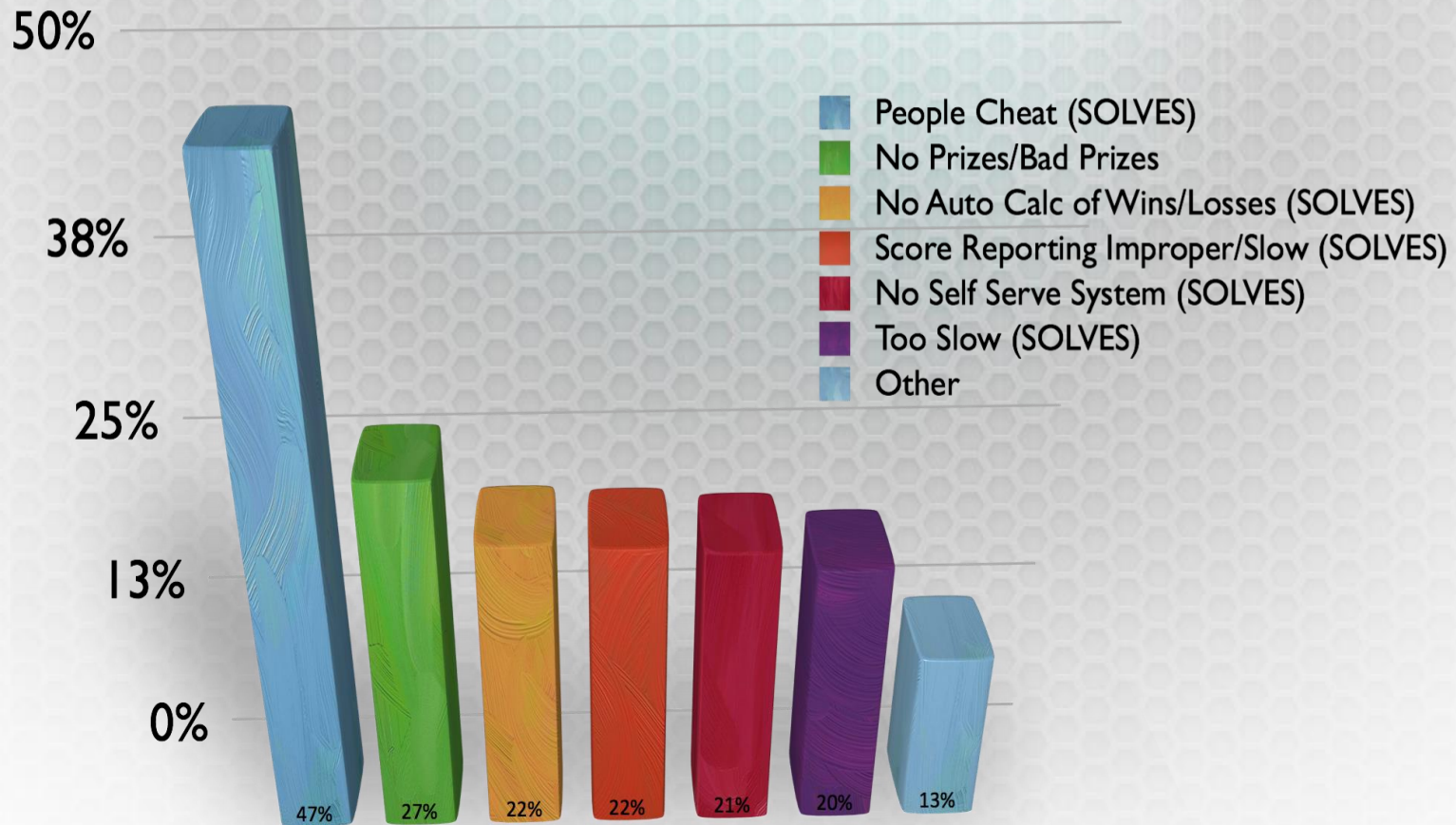


- Many users don't remember service
- No loyalty
- Users use multiple sites

**“DON'T RECALL” is 1/3 Market share**



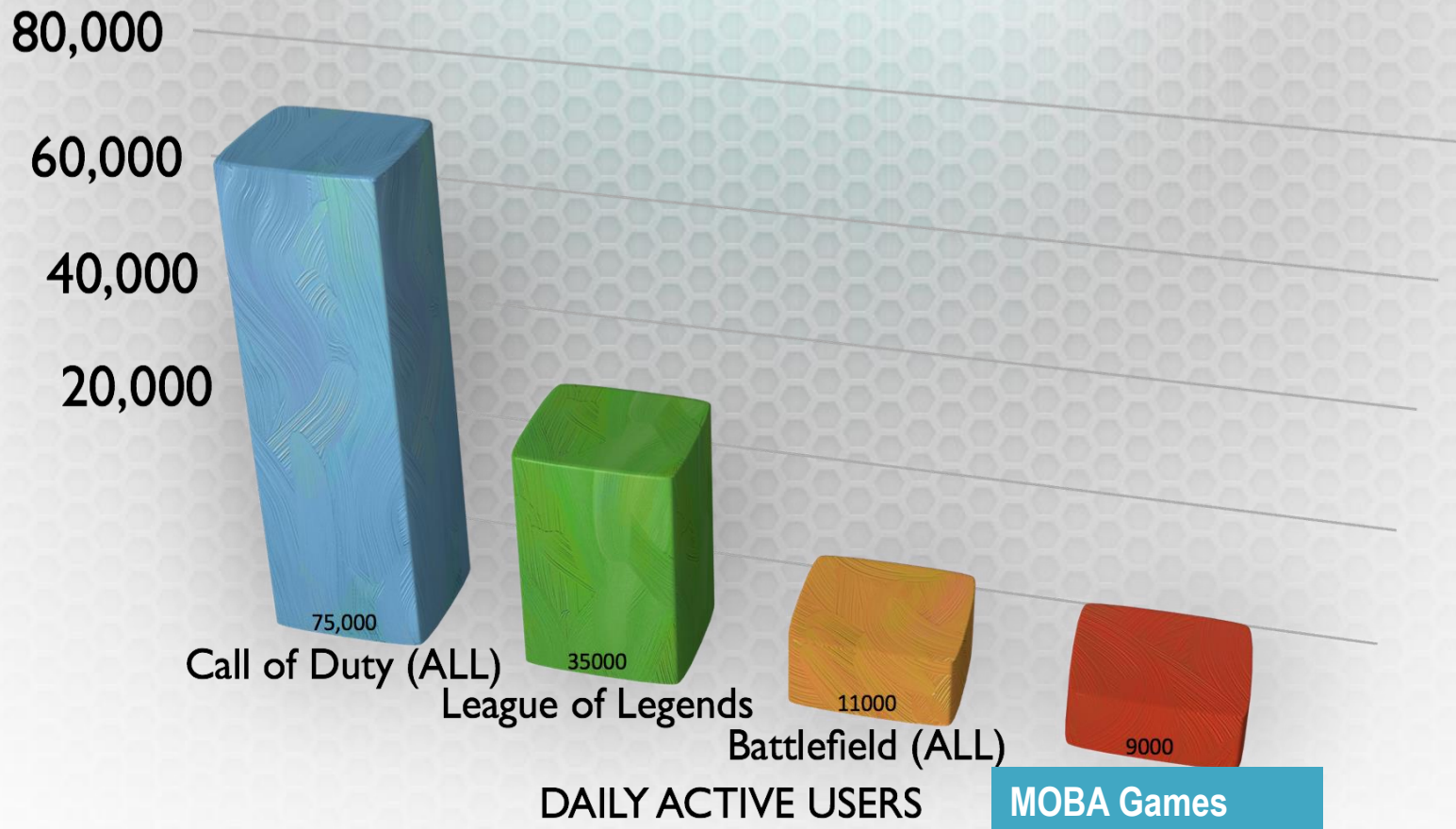
# Xfire Technology Solves 5 of 6 Top Problems



Q: What is Wrong with Tournaments On Other Sites?

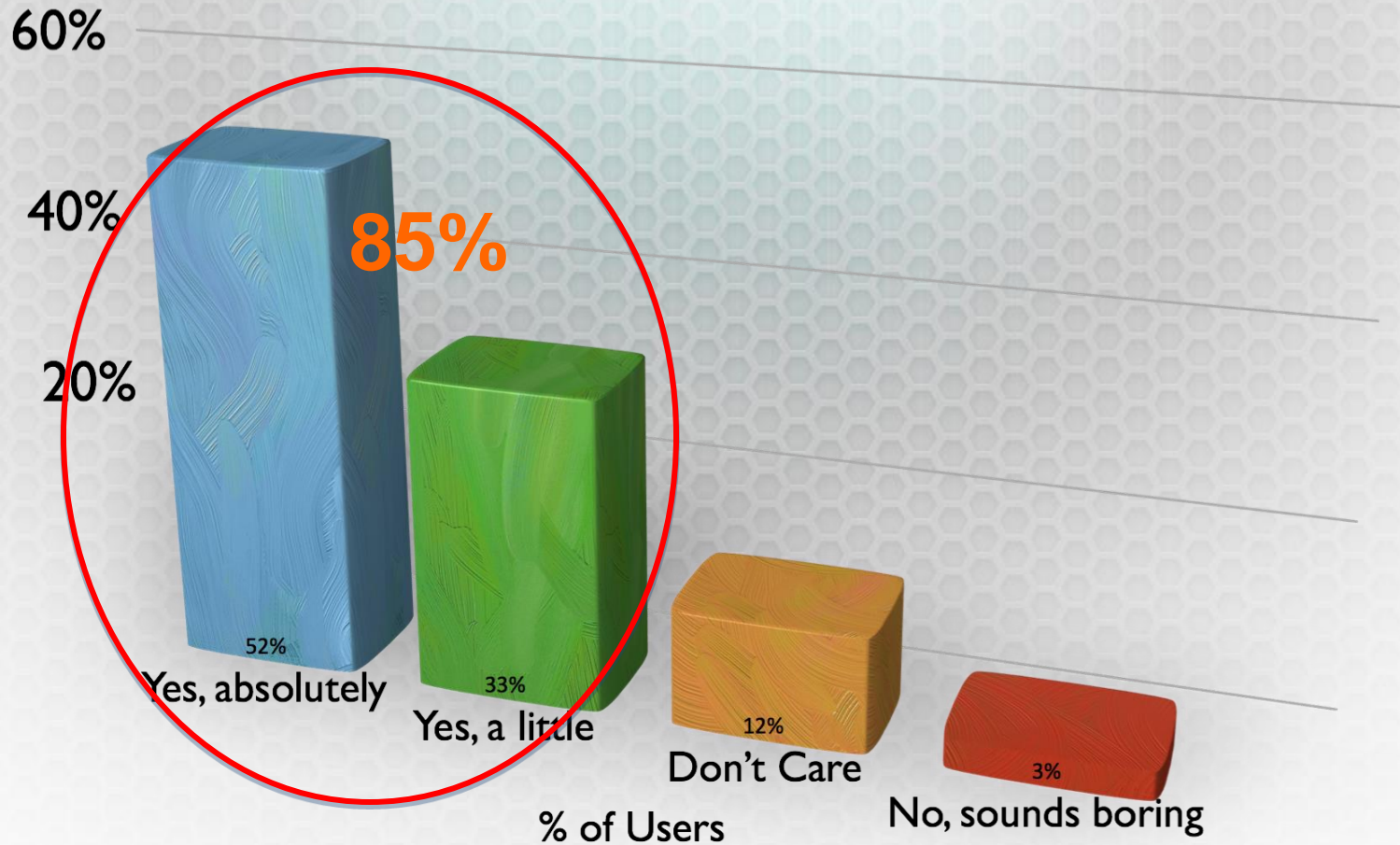


# 130,000 Xfire DAU are already Tournament Enthusiasts



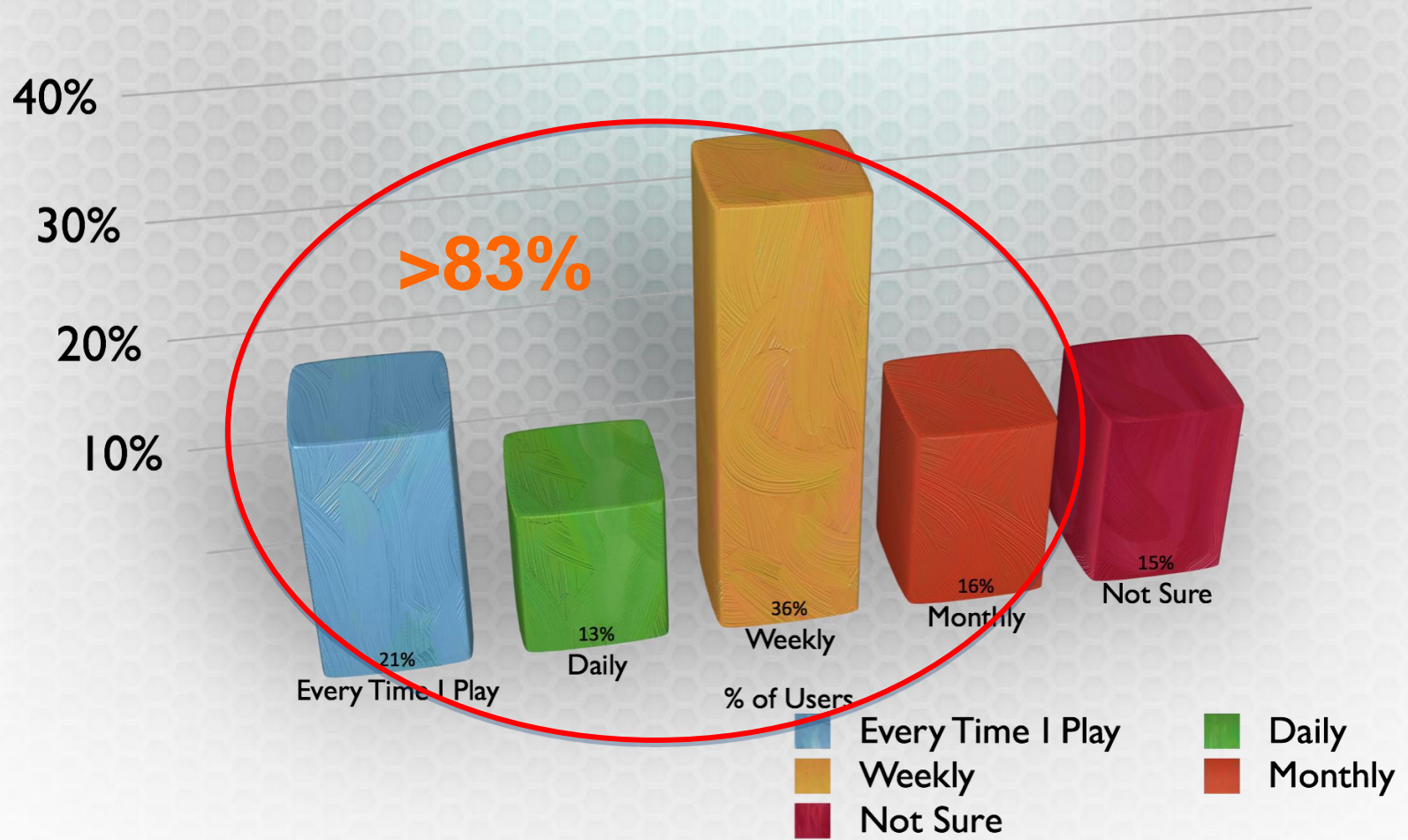


# 85% of Xfire Want to Play Tournaments



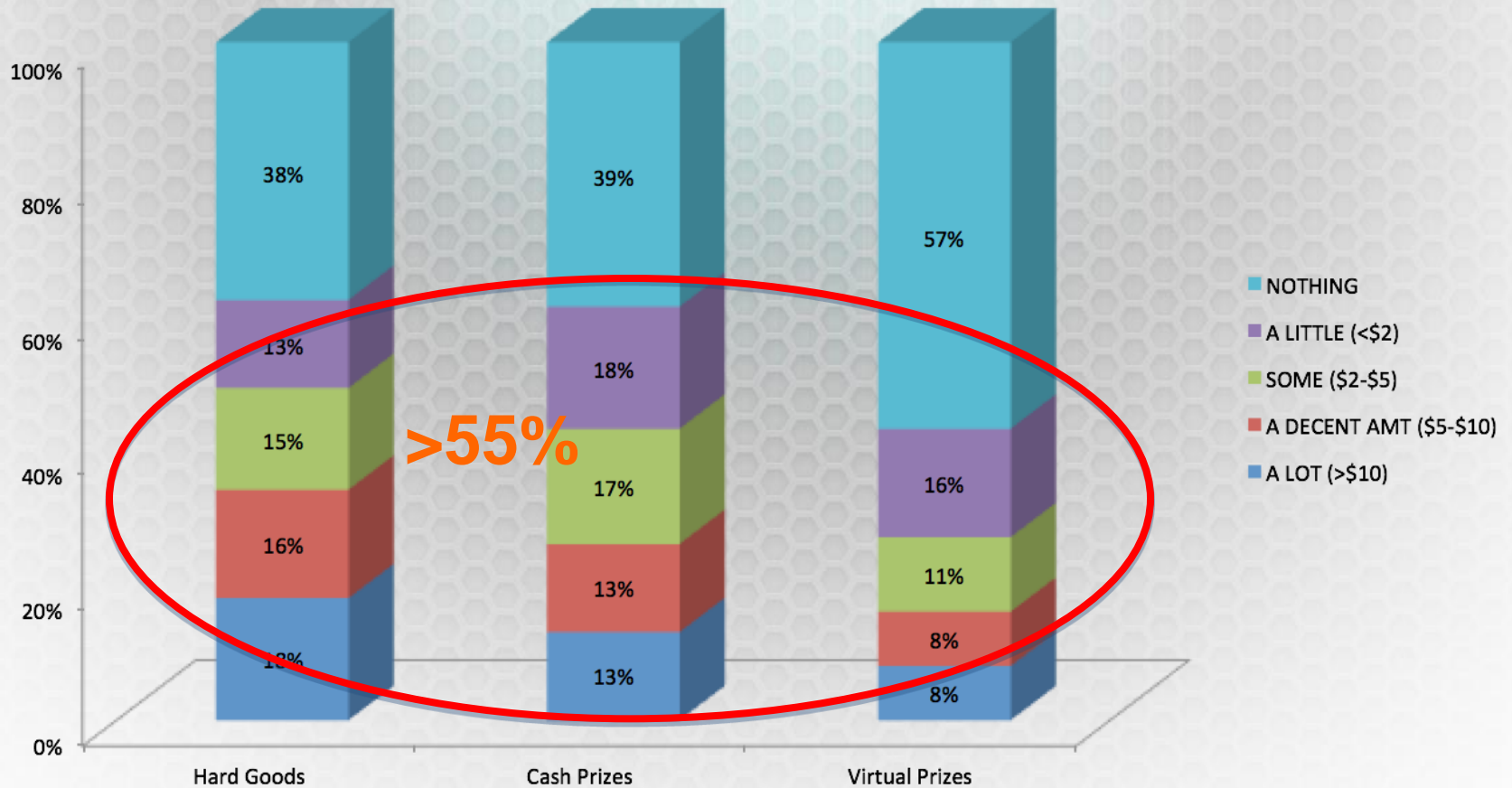


# Of those 83% Will Play Frequently





# 55% Say They Will Pay \$\$\$



Highest margins will come from smallest bets