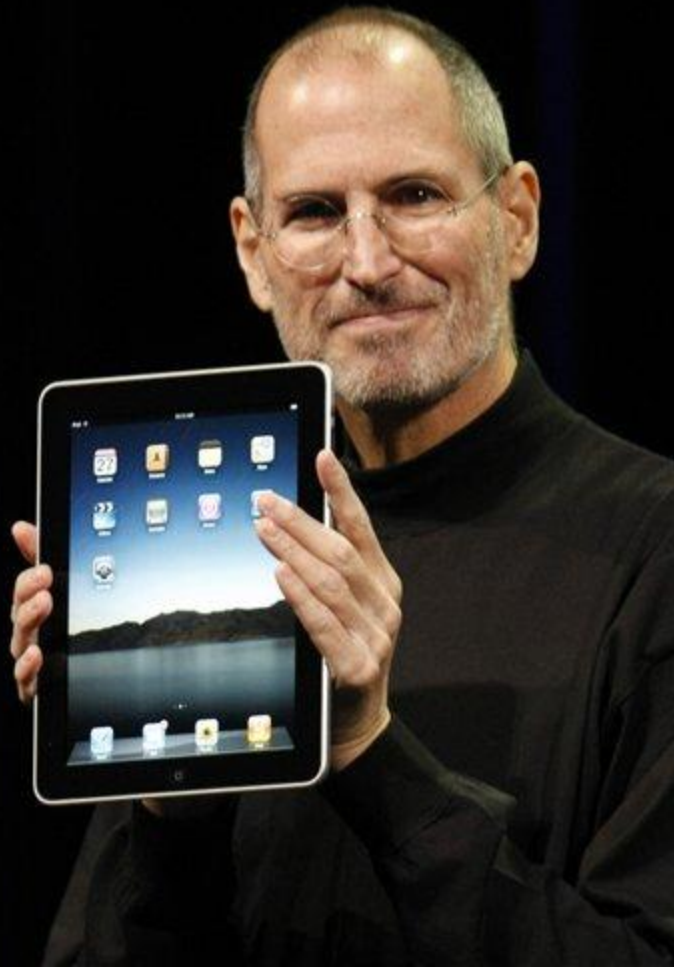




A Tale of 14 Apps: Our App Store Journey



Magical Journey

What's on the IUGO Menu



What's on the IUGO Menu



1. IUGO History



What's on the IUGO Menu



1. IUGO History
2. Work For Hire



What's on the IUGO Menu



1. IUGO History
2. Work For Hire
3. IUGO Original IP



What's on the IUGO Menu



1. IUGO History
2. Work For Hire
3. IUGO Original IP
4. The iPhone (and App Store) Cometh



What's on the IUGO Menu



1. IUGO History
2. Work For Hire
3. IUGO Original IP
4. The iPhone (and App Store) Cometh
5. IUGO Hits



What's on the IUGO Menu



1. IUGO History
2. Work For Hire
3. IUGO Original IP
4. The iPhone (and App Store) Cometh
5. IUGO Hits
6. Lesser Hits



What's on the IUGO Menu



1. IUGO History
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3. IUGO Original IP
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6. Lesser Hits
7. Not So Much of a Hit



What's on the IUGO Menu



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8. Lessons Learned



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9. The App Store AKA The Wild West



What's on the IUGO Menu



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10. To Infinity and Beyond



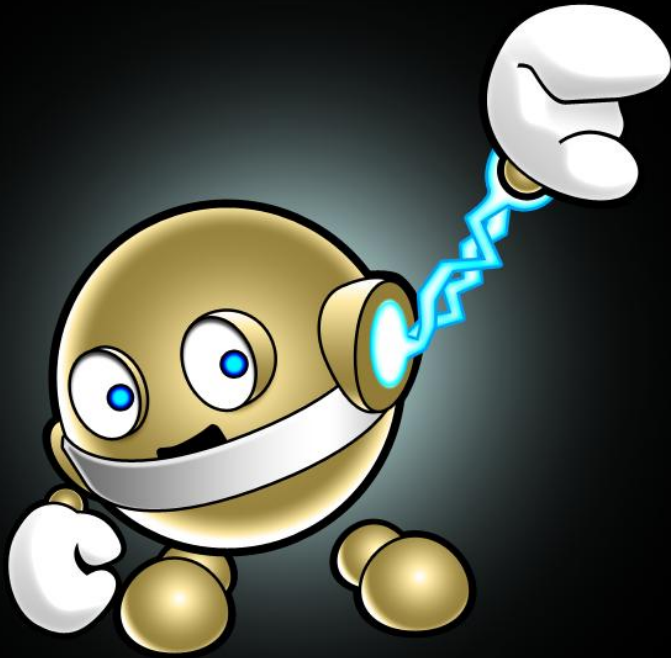
What's on the IUGO Menu



1. IUGO History
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6. Lesser Hits
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8. Lessons Learned
9. The App Store AKA The Wild West
10. To Infinity and Beyond
11. Wrapping it Up

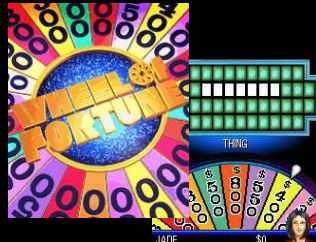
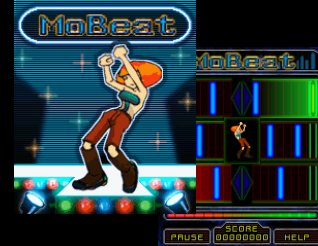


IUGO Mobile Entertainment



- Vancouver, BC, Canada
- Est. 2003
- Premium mobile entertainment
- J2ME, BREW, Symbian, iPhone, BlackBerry, Android
- Past: 3rd party development
- Present: Original IP
- Future: Take IUGO titles to other platforms

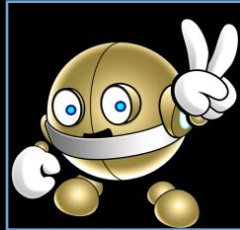
Work For Hire



IUGO Original IP



Toy Bot 1



Toy Bot 2



Toy Bot 3



Zombie Attack!



Shaky Summit



Freeballin'



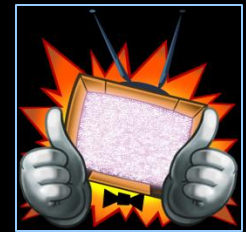
Star Hogs



Spy Bot Chronicles



Toy Bot Mini Missions



A.D.D.



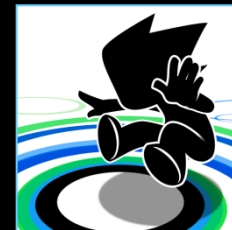
Zombie Attack!



Cliffed



Implode!



Escape



Daisy Mae's Alien Buffet

The iPhone Cometh



2007

The App Store Cometh



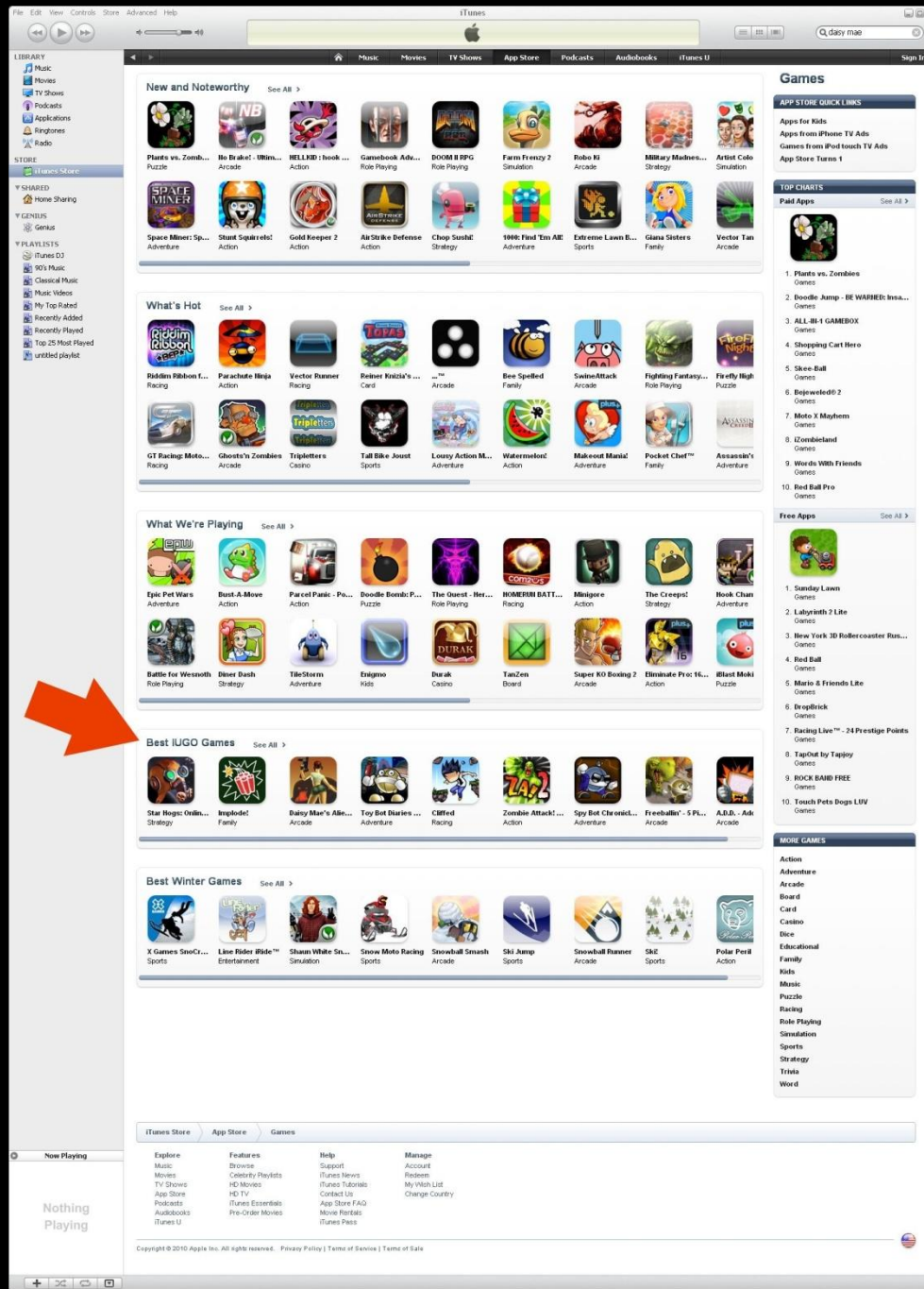
2008

Game Changer



- Create IUGO IP
- Control
- Company Value
- Prove our worth without the Publishers
- Build IUGO brand
- Elevate IUGO's profile
- Steer our own destiny
- Clients now come to us!
- Close relationship w/Apple





“Best IUGO Games”

February 15- March 28

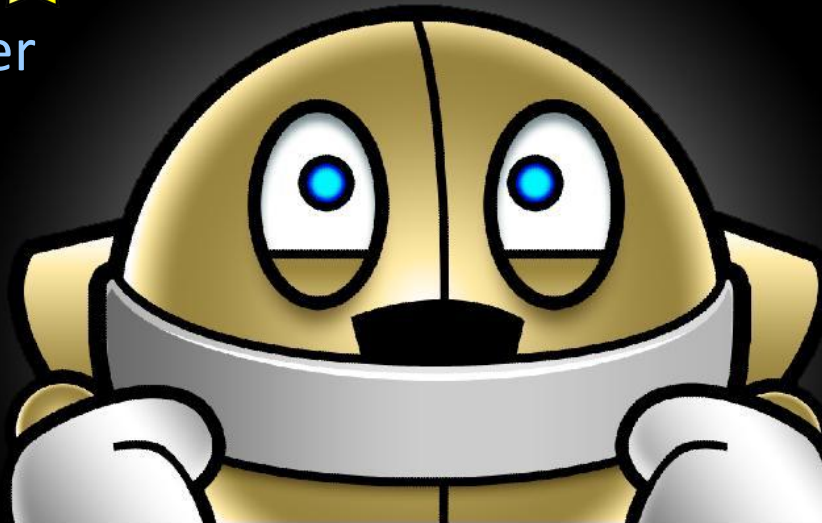
Big IUGO Hits



Toy Bot Diaries



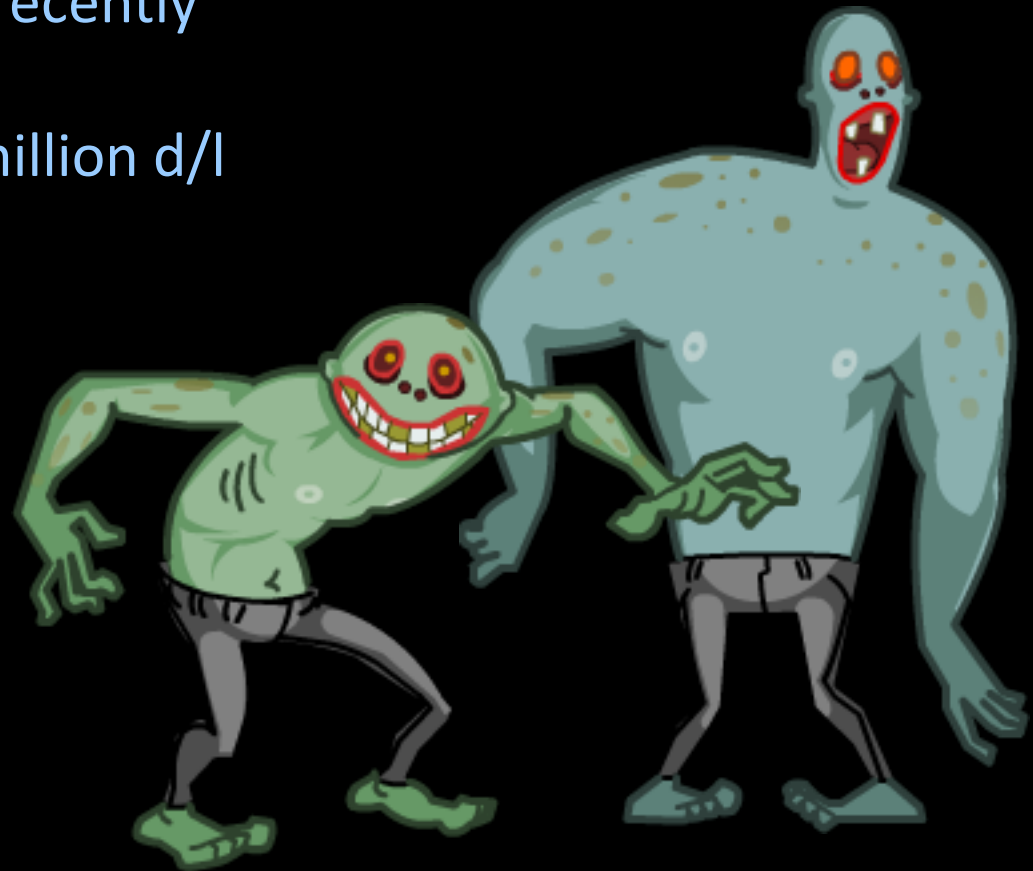
- TBD 1: August 2008
- TBD 2: November 2008
- TBD 3: December 2008
- 1st iPod TV commercial
- Relationship with Apple
- TBD 1,2,3 and TBD FREE: over 1 million downloads
- ★★★★★
- Top earner



Zombie Attack!



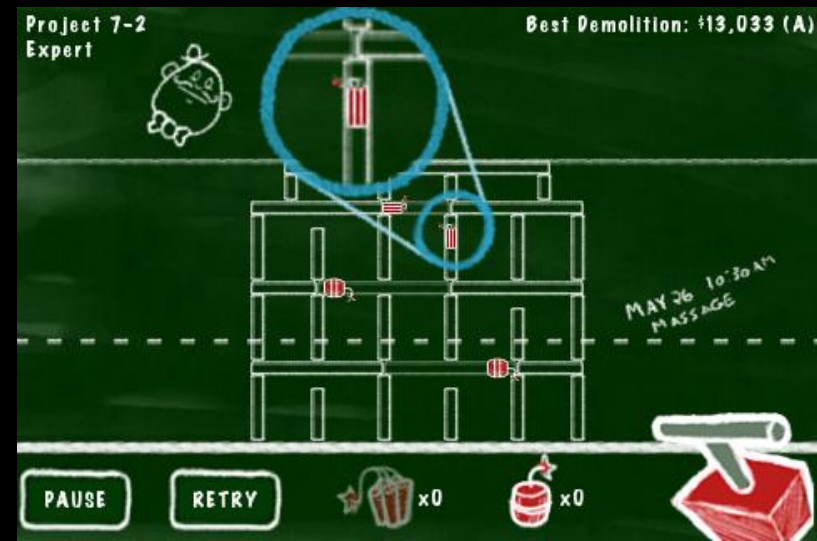
- November 2008: Moderate launch success
- January 2009: Lite + Apple feature = WIN
- Best seller (units) until recently
- ZA! 2: October 2009
- All ZA! Apps: over 1.2 million d/l
- ★★★★★
- Surprise
- iPad-enhanced



Implode!



- November 2009 launch
- Featured 2 ½ weeks later
- Reached #3 Top Games US
- Lite December 2009
- Nature (2nd Lite) January 2010
- All Implode! apps: over 300 K d/l
- Nailed the simplicity
- 7 updates
- iPad-enhanced
- Garnished Publisher attention
- ★★★★★ ½
- Best seller (units)



Implode! Rankings History



Implode! XL

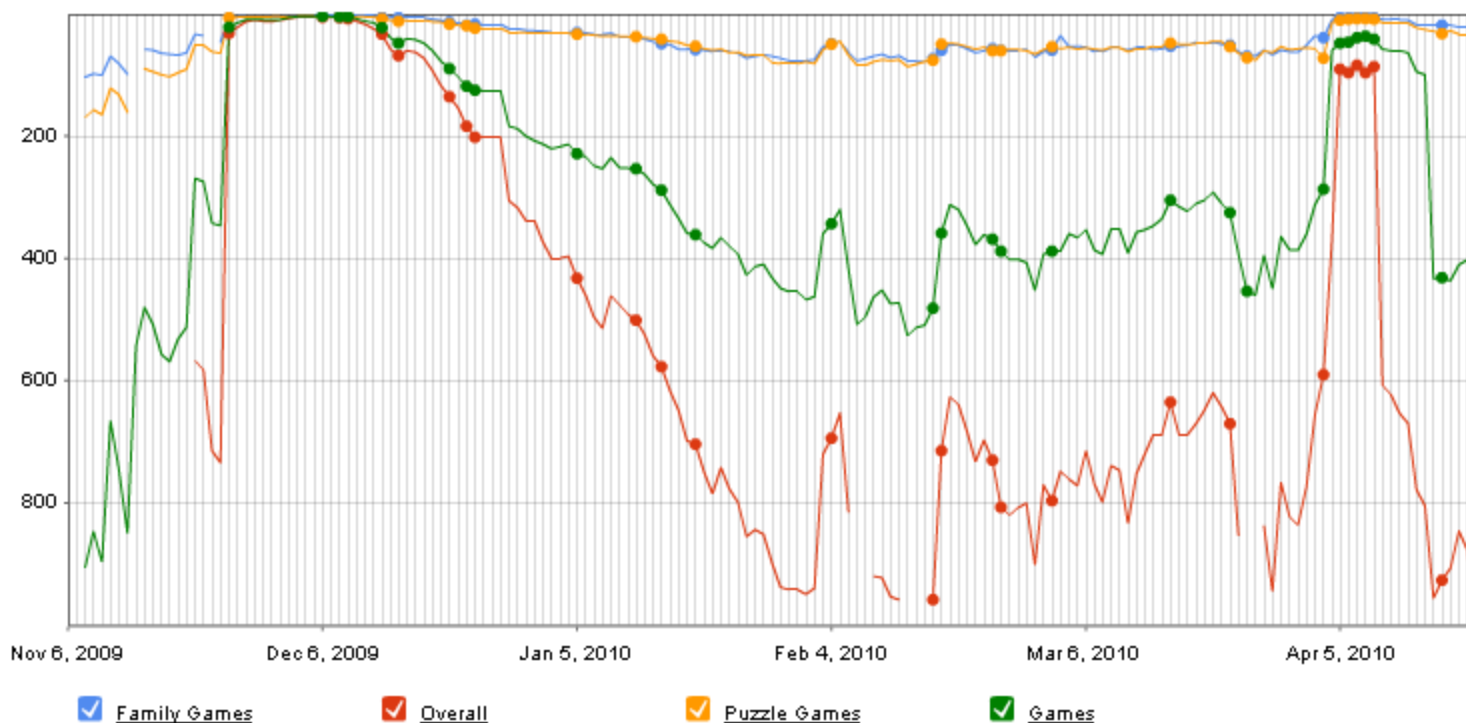
2.99 USD - by IUGO Mobile Entertainment Inc.

Ranks

Grossing Ranks

United States

Nov 6, 2009 — Apr 21, 2010



Moderate IUGO Hits

IUGO
mobile entertainment



Spy Bot Chronicles



- Toy Bot spin-off
- button control instead of touch and tilt
- more levels
- upped the graphics
- brand-building
- not a big chart buster
- decent, reliable sales
- long tail
- ★★★★★



Star Hogs



- Most ambitious game to-date
- Male-skewed
- “Hardcore”
- Customization
- Heavily supported by Apple
- Update blunder
- Discouraged deep investment
- ★★½



Zombie Attack! SW

- ZA! sequel
- Brand building
- Giving users what they wanted
- Less exposure compared to ZA!
- Market saturated and TD'ed out
- iPad-enhanced
- ★★½



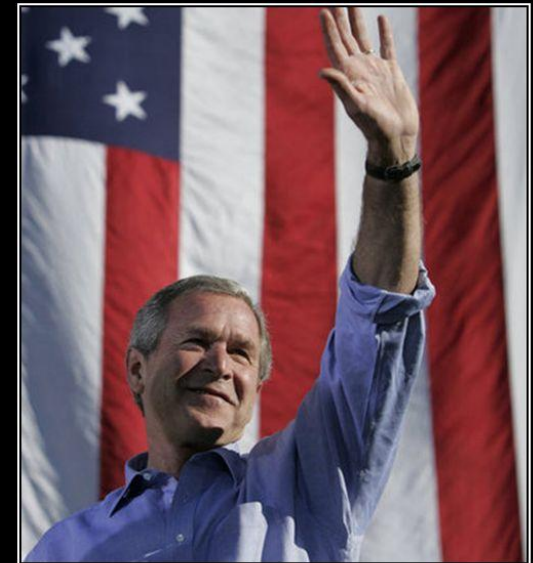
Not So Much of a Hit



- #1 issue: Exposure
- App approval issues/delays
- Took a chance and lost
- Missed the mark
- Never give up!
- Rename? Tweak?

Lessons Learned

- Apple support is essential to unknown IP success
- The App Store is an ever-evolving beast
- Try new and different things!
- It's hard to achieve success with bigger titles, unknown IP
- Pay attention to the App Store - A LOT
- Sometimes simplest is best
- Mid-sized companies: challenging space
- Great opportunity: IP, Brand, Value



LESSONS LEARNED

Never Again. God help us; Never Again.

Stats Time!



- Over 4 billion Apps downloaded
- 50 million iPhones
- 85 million iPhones and iPods
- China: estimated 2.1 million iPhone sold last Q
- Dec 2009: iPhone 46.1% MS in Japan
- Over 188K apps
- Over 36K developers
- Average \$ of game: \$1.39
- Games 2nd most popular: 28K+
- #2 smartphone MS (US), 25.3 %



Where Do We Go From Here?



- Continue w/iPhone dev
- Bring IP to new platforms
- Extend, build out IUGO brand/IP
- Exciting new licensing ops
- Exciting new partnerships
- Balance of internal/external dev
- Grow company and bandwidth
- Cutting-edge games: social, IAP, tech



Conclusion

- Success is rare
- Apple support is key
- Cream does rise to the top (sometimes)
- Build your value, brand and original content
- Ultimate success is a multi-platform approach
- Listen to your users
- Timing is everything
- Throw in a dash of luck
- Nobody owns a crystal ball





Thank you!

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