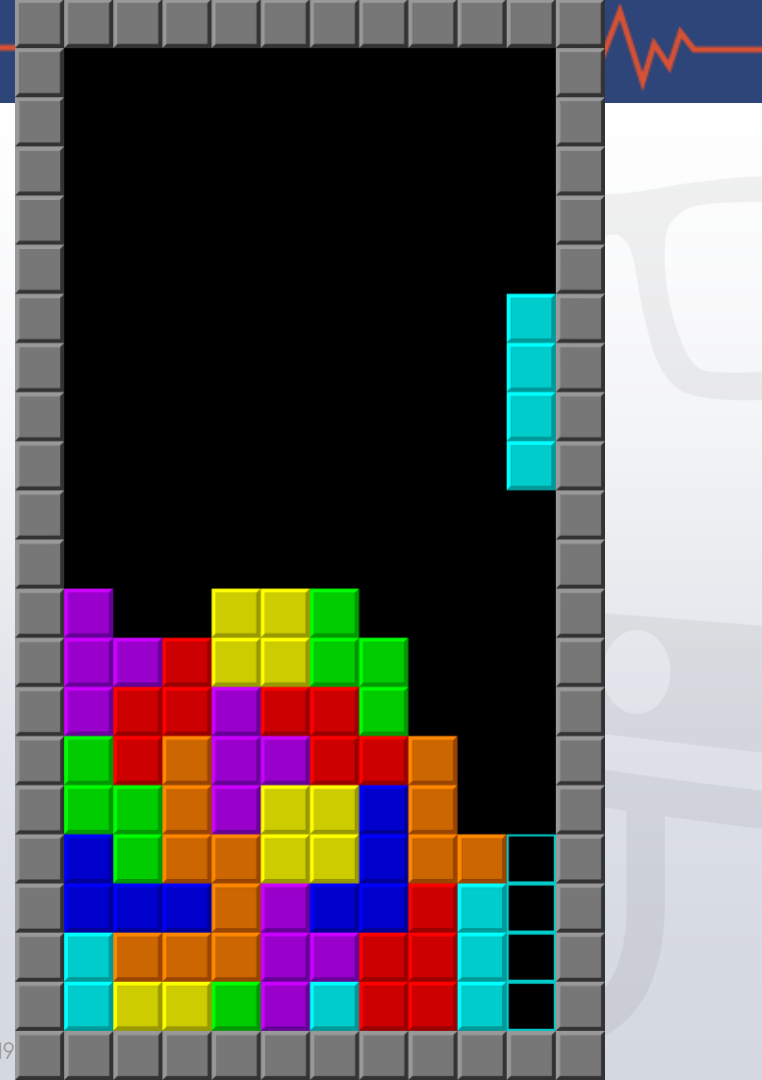




## 2: eMERGEncy



# BEJEWELLED

score

0

NEW GAME

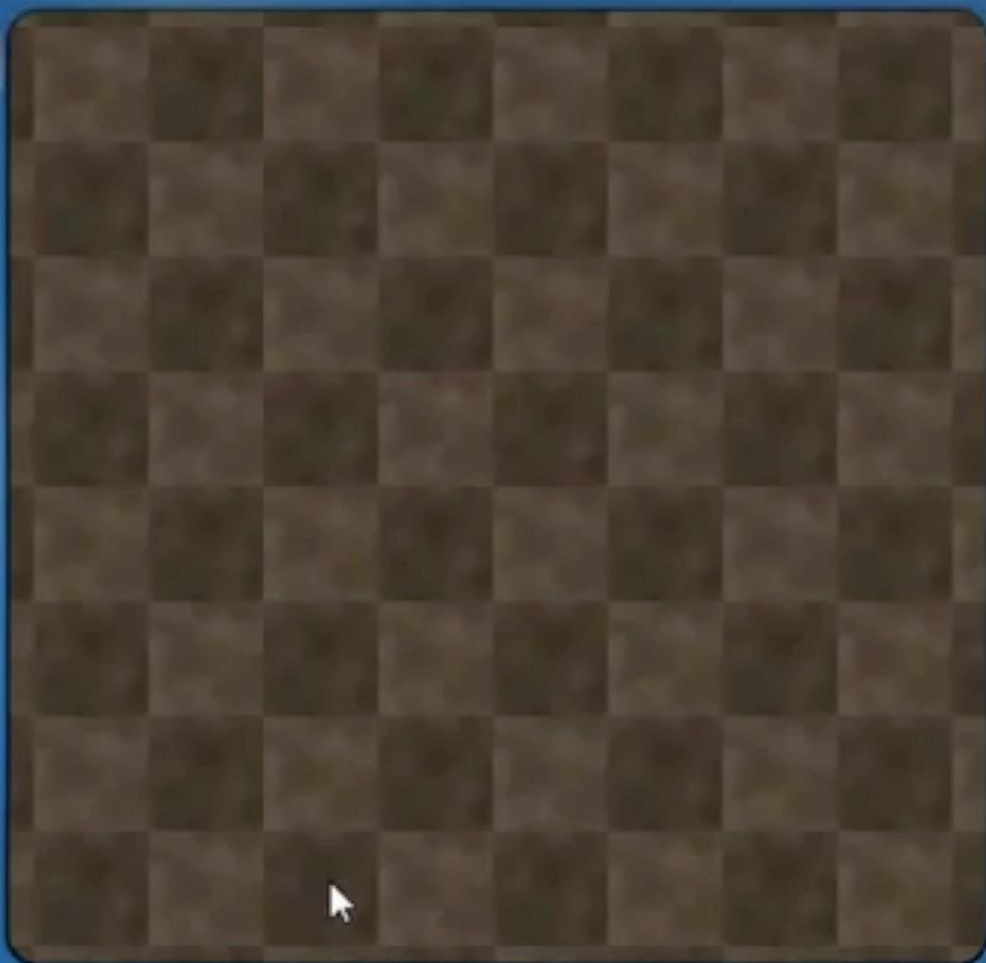
NORMAL

TIMETRIAL

OPTIONS



QUIT GAME



1

A-TYPE

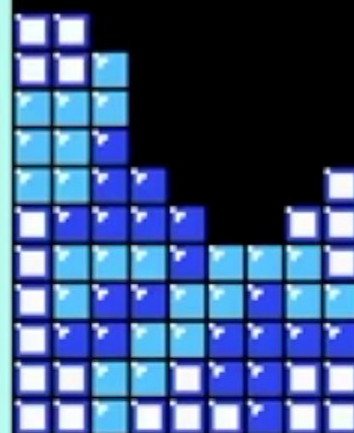
LINES -000

TOP  
010000

SCORE  
000142

STATISTICS

	002
	002
	004
	003
	003
	002
	001



NEXT



LEVEL  
00





Score:  
0



40



23



200



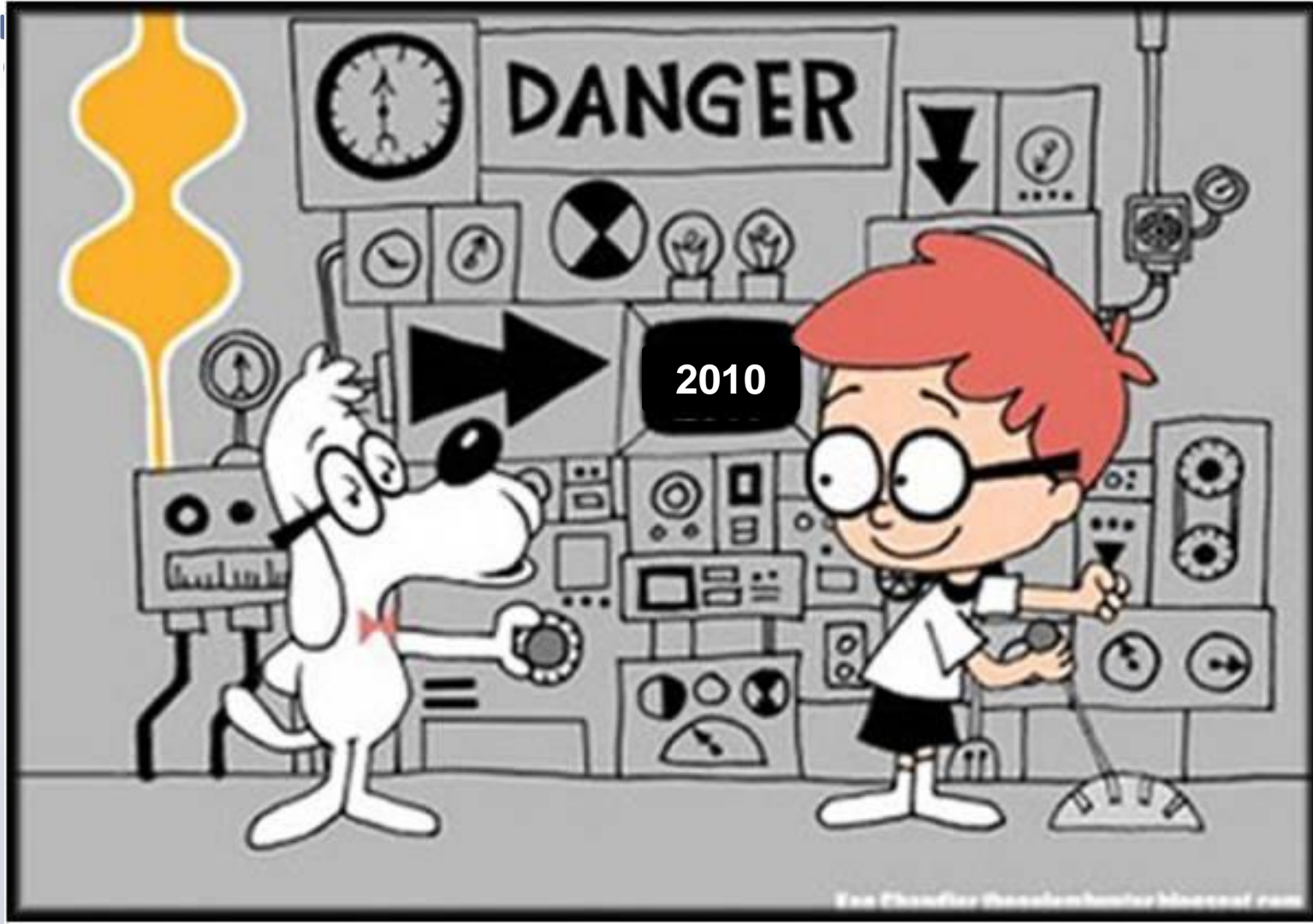
Grasslands 3

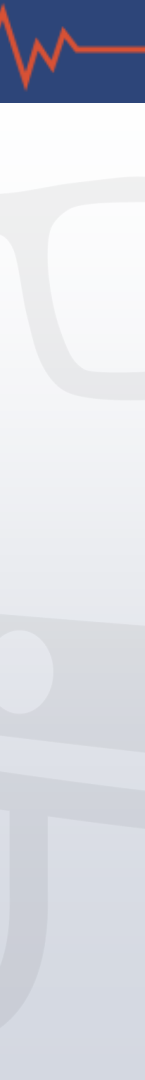


Nothing Selected

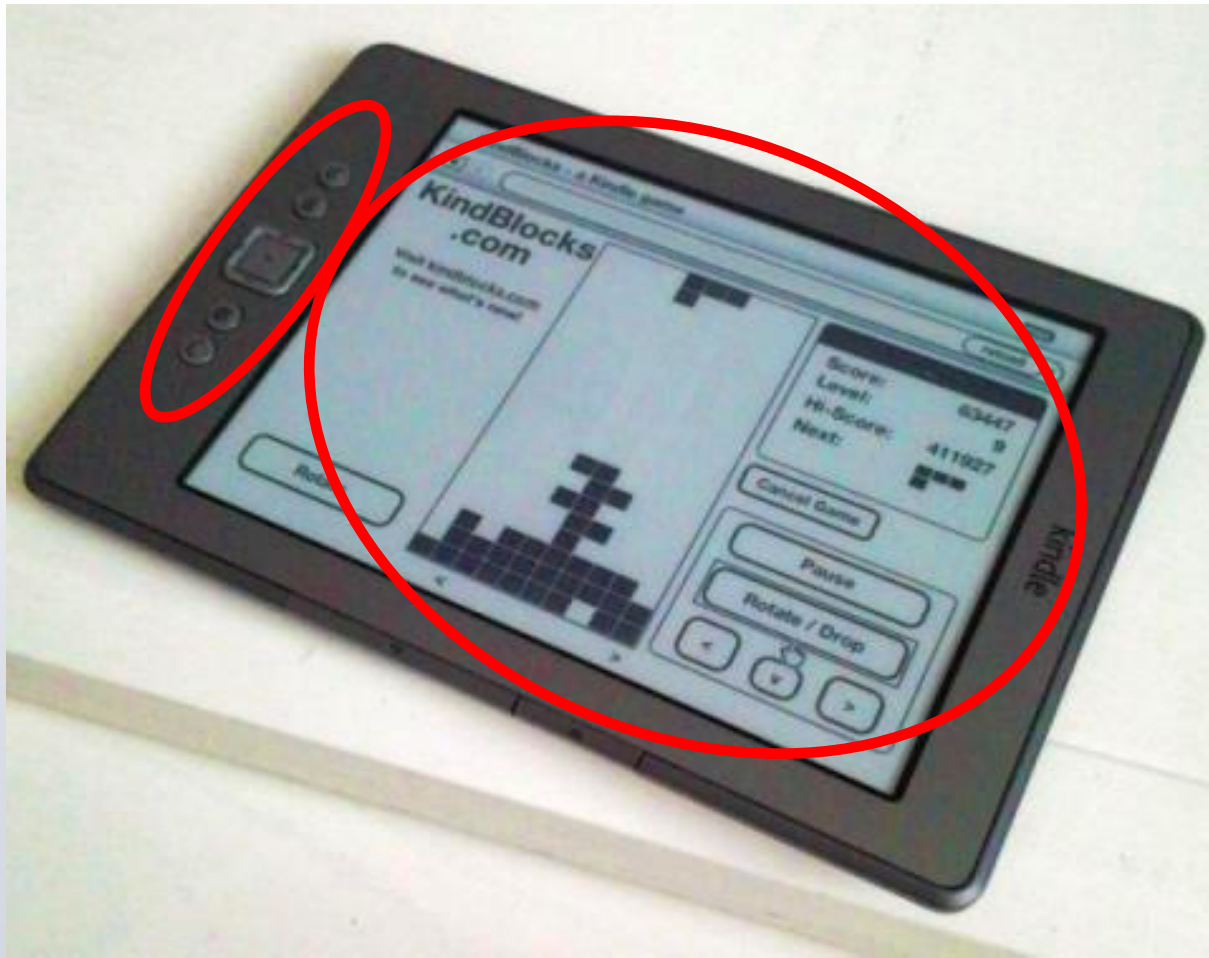
Screen Drag  
- ON -



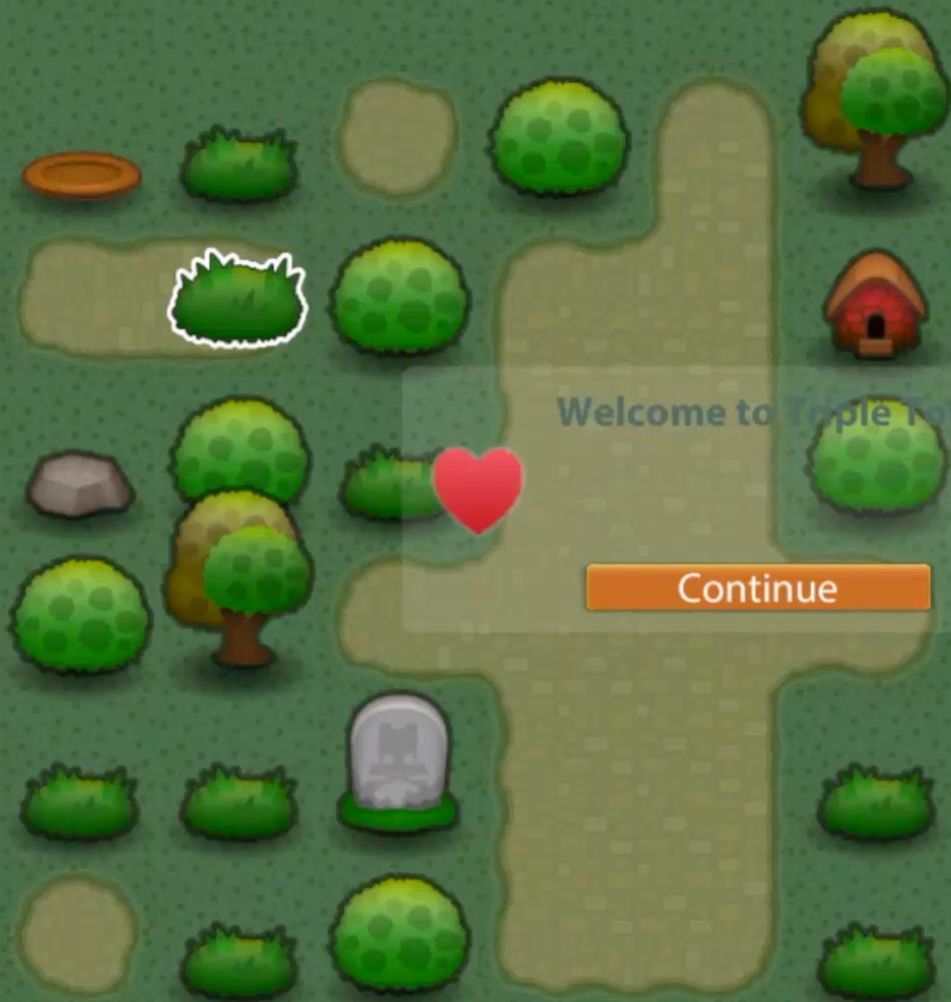












0

KruGame's  
pts



Goal: 20,000 points

0%



Store (tap to buy)

3000



place some grass

1,500 turns left

Welcome to Triple Town!

Continue



menu



next



challenges



# MERGE TOWN!

71.6

1.6 /sec



2/40



Release Date	Aug. '17
Revenue	\$750K
\$/Install	\$0.05



Release Date	Aug. '18
U.S Revenue	\$12.3M
\$/Install	\$0.12





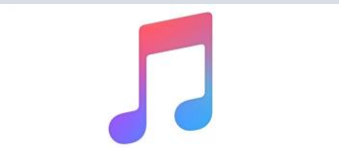
Release Date	Sept. '17
Revenue	\$356.9M
\$/Install	\$7.06

# MERGE MAGIC

Release Date	Sept. '19
U.S Revenue	\$34.7M
\$/Install	\$10.83

# EVERMERGE

Release Date	May '20
U.S Revenue	\$3.8M
\$/Install	\$5.66



+



Release Date	Sep '19
U.S Revenue	\$1.1M
\$/Install	\$4.00

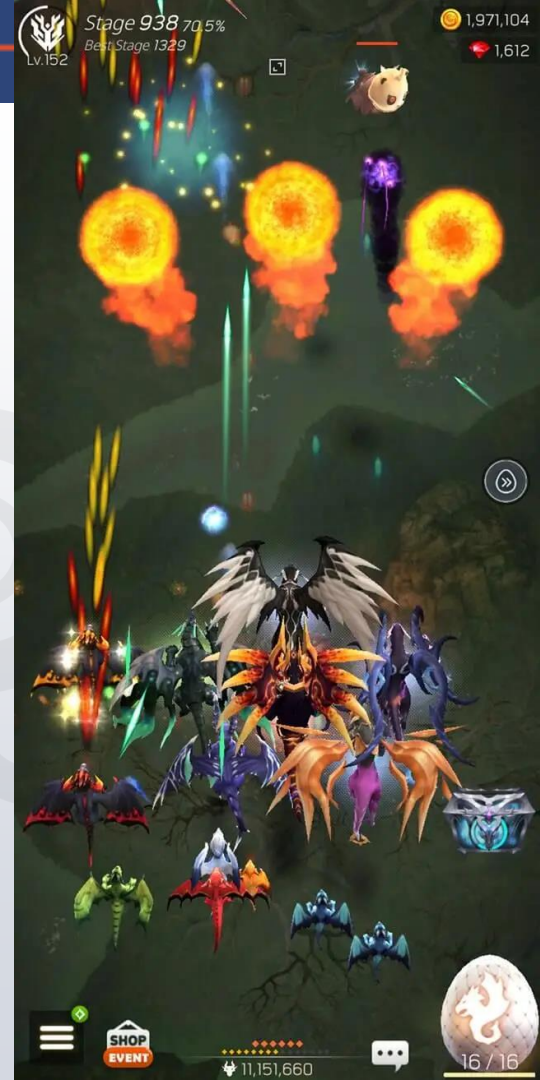






Release Date	Sept. '19
U.S Revenue	\$25.4M
\$/Install	\$4.30

Release Date	July '18
U.S Revenue	\$12.8M
\$/Install	\$45.77





# Learnings

- Merge mechanics appeal at a very deep level
- Extremely simple underlying mechanics
- Appeal to basic human desires to create order and maximize space
- With simplicity comes amazing universality
- Amazing results in the right context(s)
- Oh the places you'll merge!