

DUNDER MIFFLIN INC. x



KABAM GLOBAL GROWTH CHALLENGE

MEET THE TEAM.



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OVERVIEW.



REVENUE GENERATION

Population metrics, income level, and development of the smartphone industry.



MARKETING STRATEGY

Gaming culture, transit patterns, and popular online platforms.



COMPETITOR ANALYSIS

Top games and developers in each country, number of local games in top rankings, market share of top developers, and revenue share of top developers.

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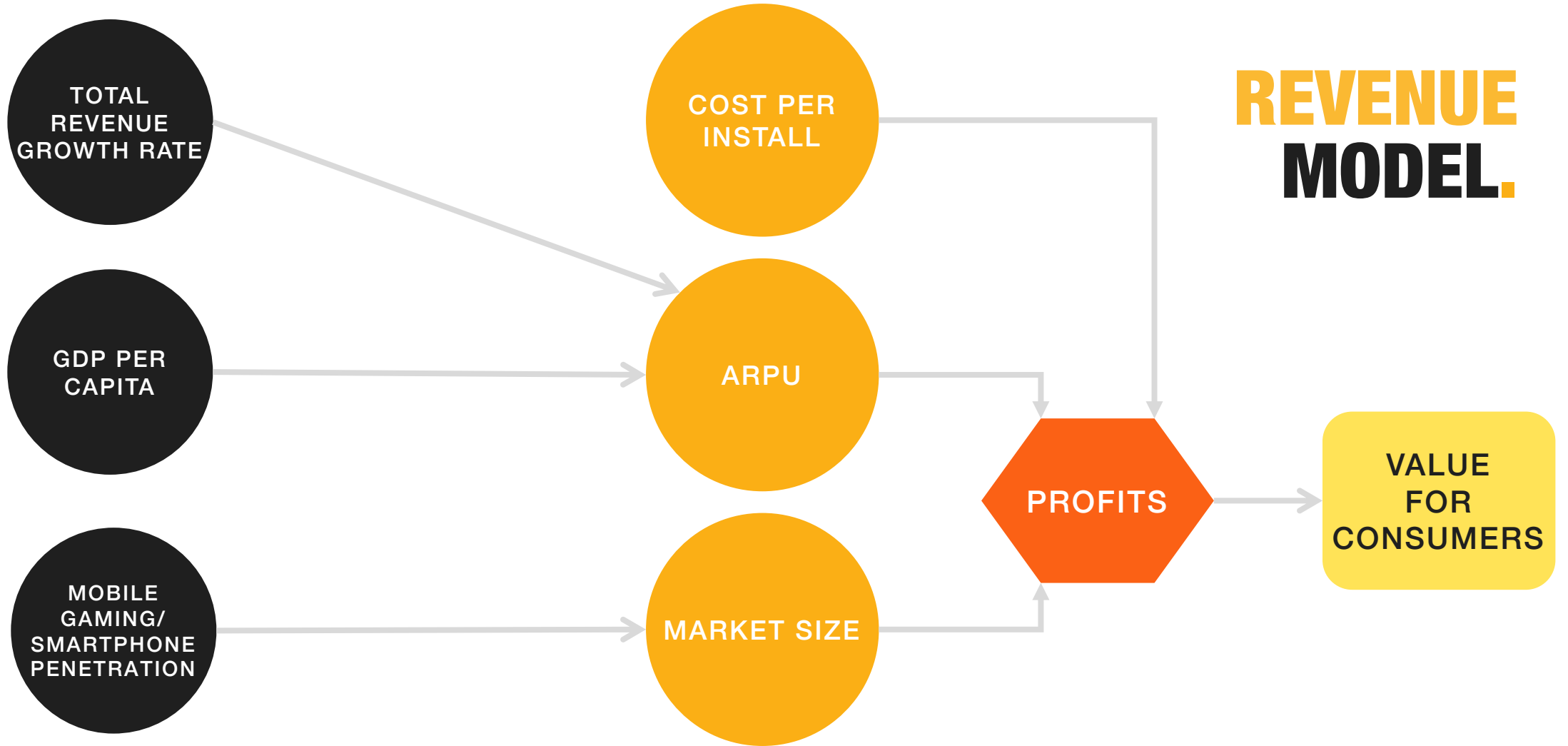
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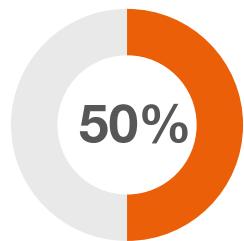
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COMPETITIVE ANALYSIS

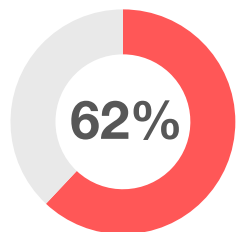
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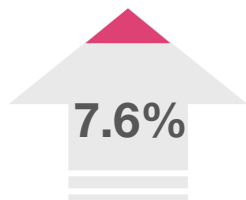
THE **ASIA-PACIFIC** REGION.



HOME TO HALF OF THE
WORLD'S MOBILE GAMERS



CAPTURED MORE THAN
HALF OF WORLD'S TOTAL
MOBILE GAMING REVENUE



HIGHEST AVERAGE ANNUAL
GROWTH RATE OF GROSS
GAMING YIELD IN THE WORLD
Compared to 2.5% in Americas and
1.9% in Europe



SINGAPORE

Population: 5.74 million
Mobile Penetration: 74.9%

TAIWAN

Population: 23.55 million
Mobile Penetration: 78.0%

HONG KONG

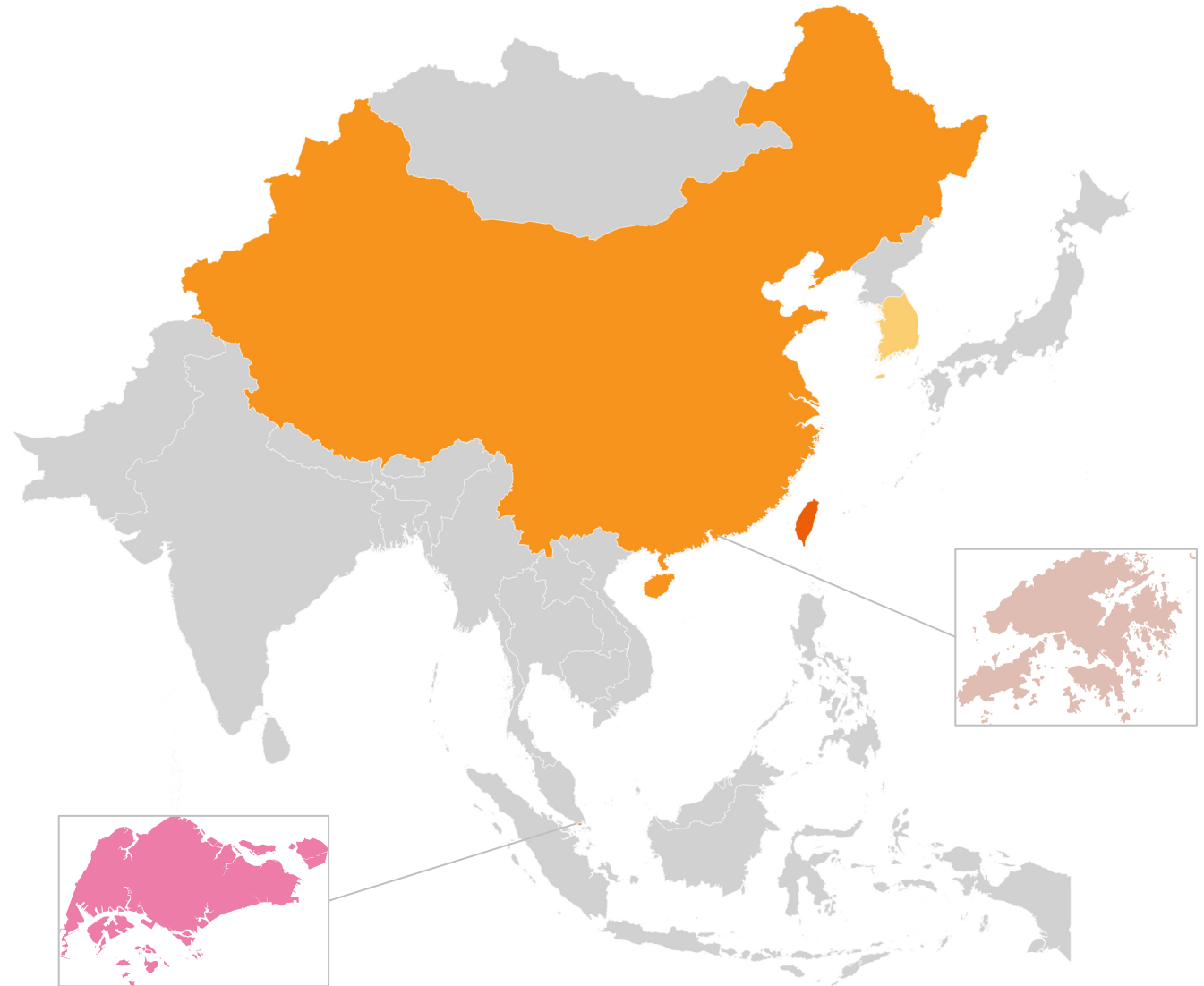
Population: 7.37 million
Mobile Penetration: 74.6%

CHINA

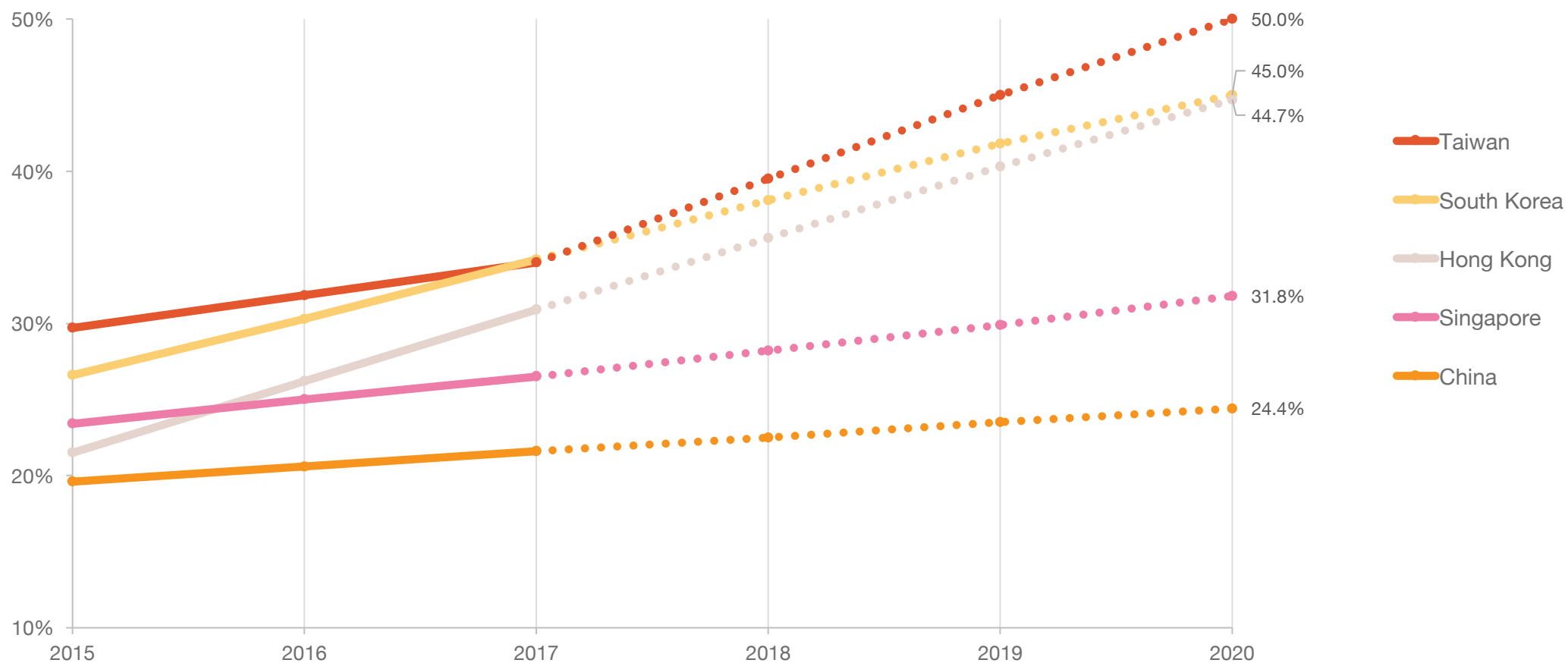
Population: 1.37 billion
Mobile Penetration: 78.0%

SOUTH KOREA

Population: 51.08 million
Mobile Penetration: 78.0%

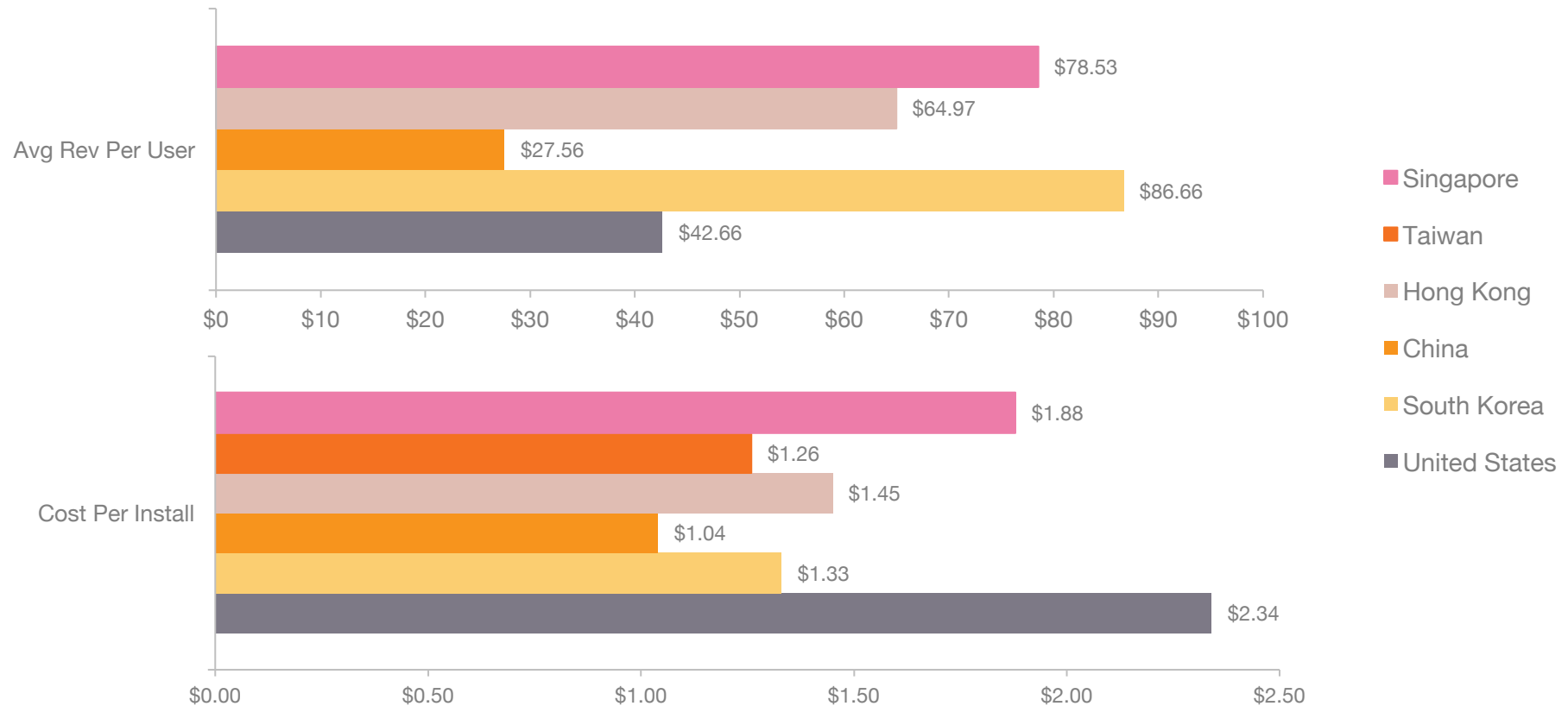


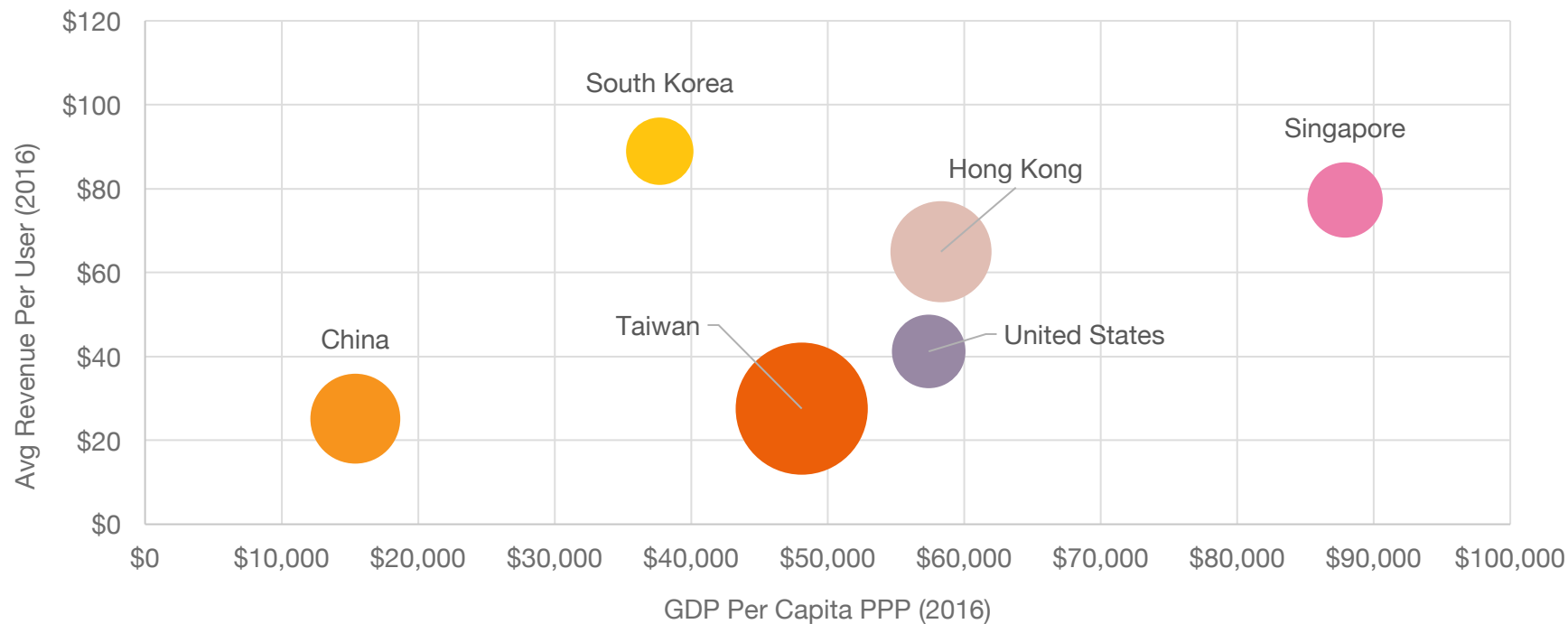
MOBILE GAMING PENETRATION.




AVG REVENUE & COST PER USER.

Top: Average revenue per mobile gaming user by region. Bottom: Cost per mobile application installation (iOS and Android) by region. All data from 2017.





The size of each circle indicates the compound annual growth rate (2015-2021) for total mobile gaming revenue in each market. For comparison:

 = 7.8%
Asia average total revenue growth rate

AVG REVENUE PER USER **VS** GDP PER CAPITA.

REGION	TOTAL REVENUE GROWTH RATE
Singapore	8.50%
Taiwan	26.14%
Hong Kong	15.30%
China	12.10%
South Korea	6.80%
United States	12.10%

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MARKETING OVERVIEW.

How do we gain exposure in countries with different cultures, institutions, and demographics?



GAMING CULTURE: immersive social events for in game bonuses



POPULAR ONLINE PLATFORMS: mobile applications, websites



OFFLINE MARKETING TOOLS: subway ads for highly urbanized countries



CHARACTER RECOGNITION: popularity of IP from Kabam games

SOCIAL GAMING EVENTS.

TAIWAN & HONG KONG

- Most common form of advertising is offline and in-person
- Promotions at stores, events, and outdoor media

SOUTH KOREA

- Popular offline advertising methods include press conferences and booths at expos

OFFLINE ACTIVITIES
FOR IN-GAME BONUSES

INCENTIVE TO ATTEND
EVENTS

SOCIALIZATION WITH
GAMING COMMUNITY

GREATER BRAND
RECOGNITION

POPULAR ONLINE PLATFORMS BY COUNTRY.



70%
OF TAIWAN
USES
LINE



97%
OF SOUTH KOREA
USES
KAKAOTALK



79%
OF SINGAPORE
USES
WHATSAPP



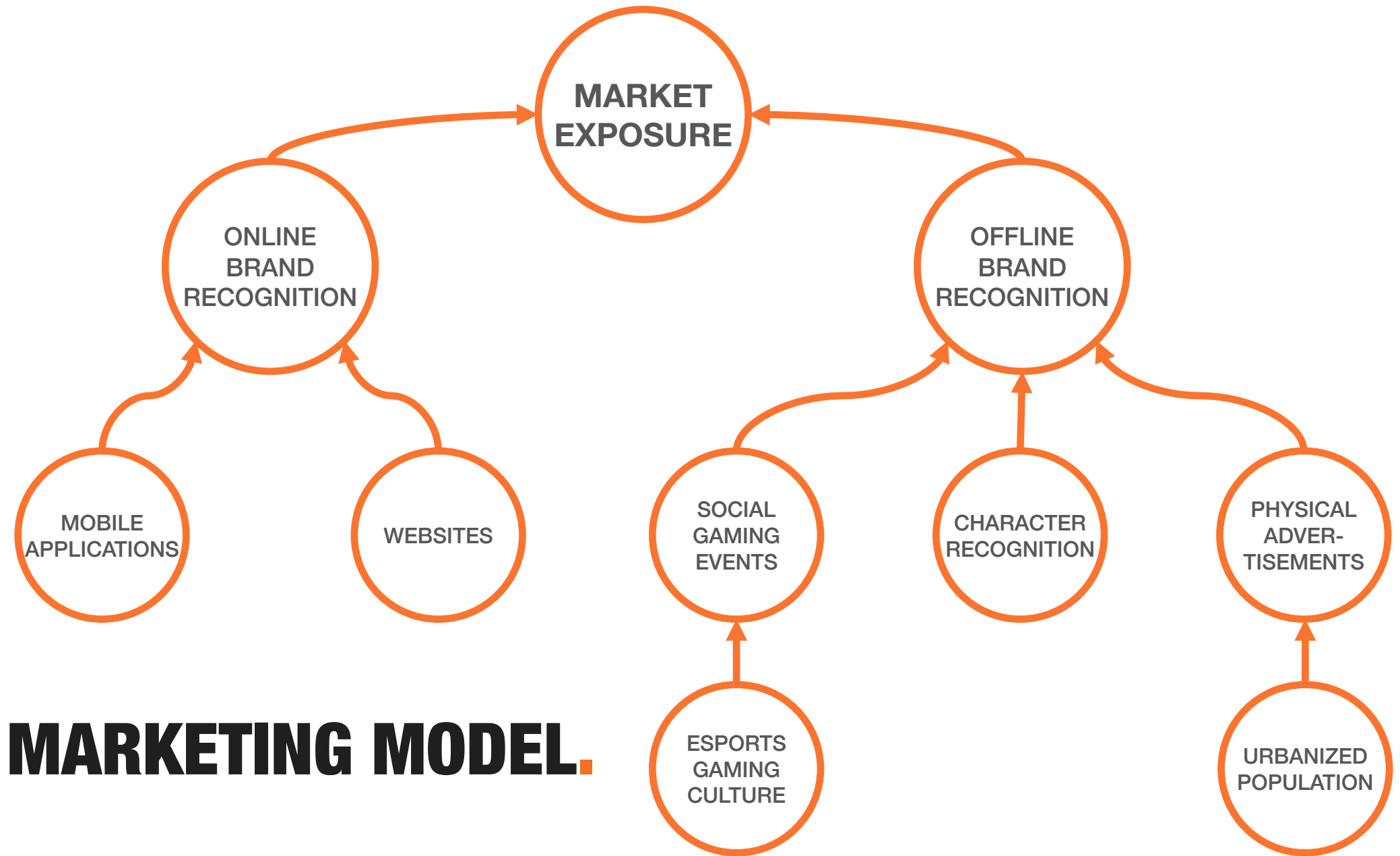
83%
OF TAIWAN
USES
FACEBOOK



69%
OF HONG KONG
USES
YOUTUBE

72% of Hong Kong
64% of South Korea

72% of South Korea



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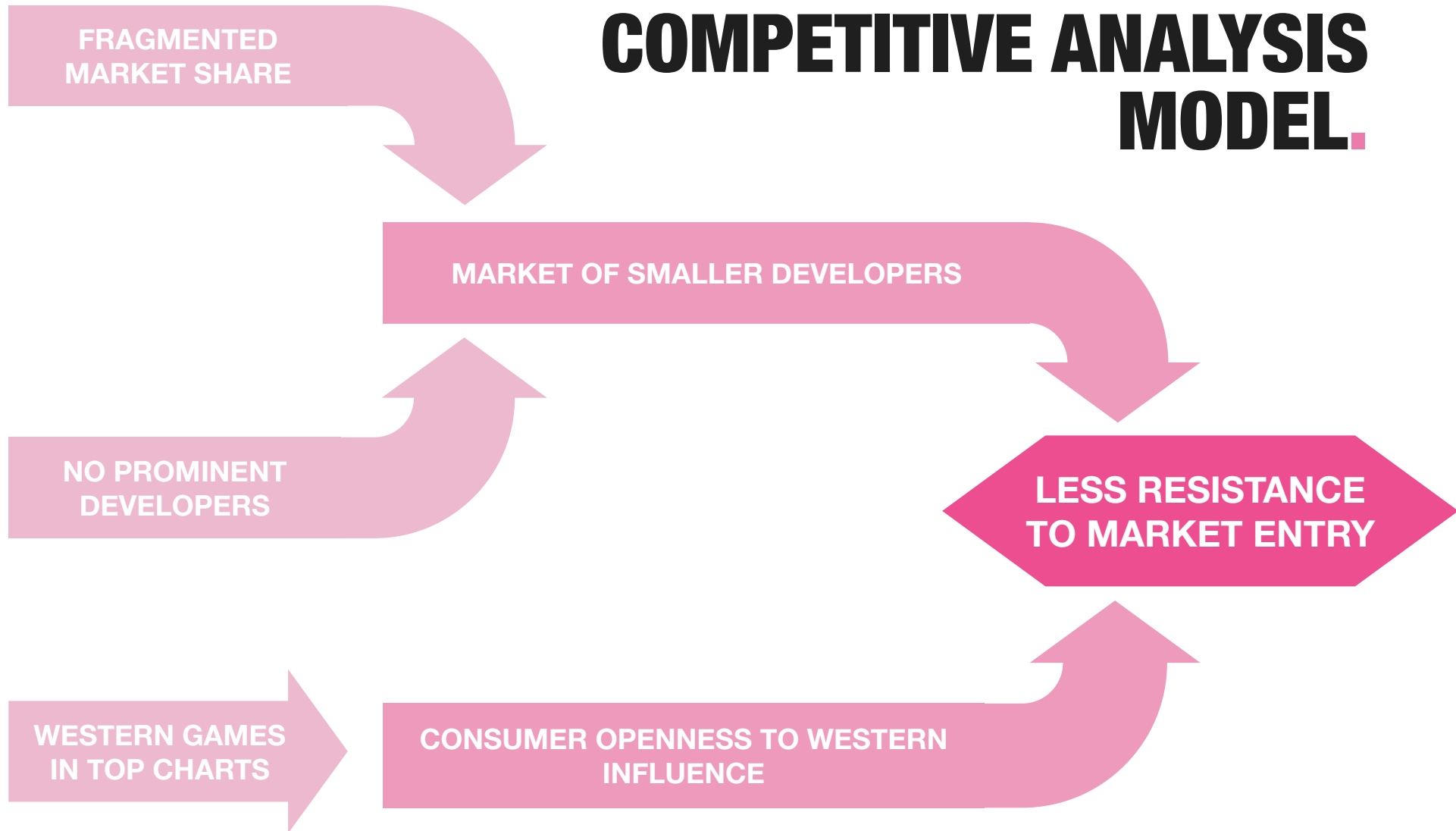
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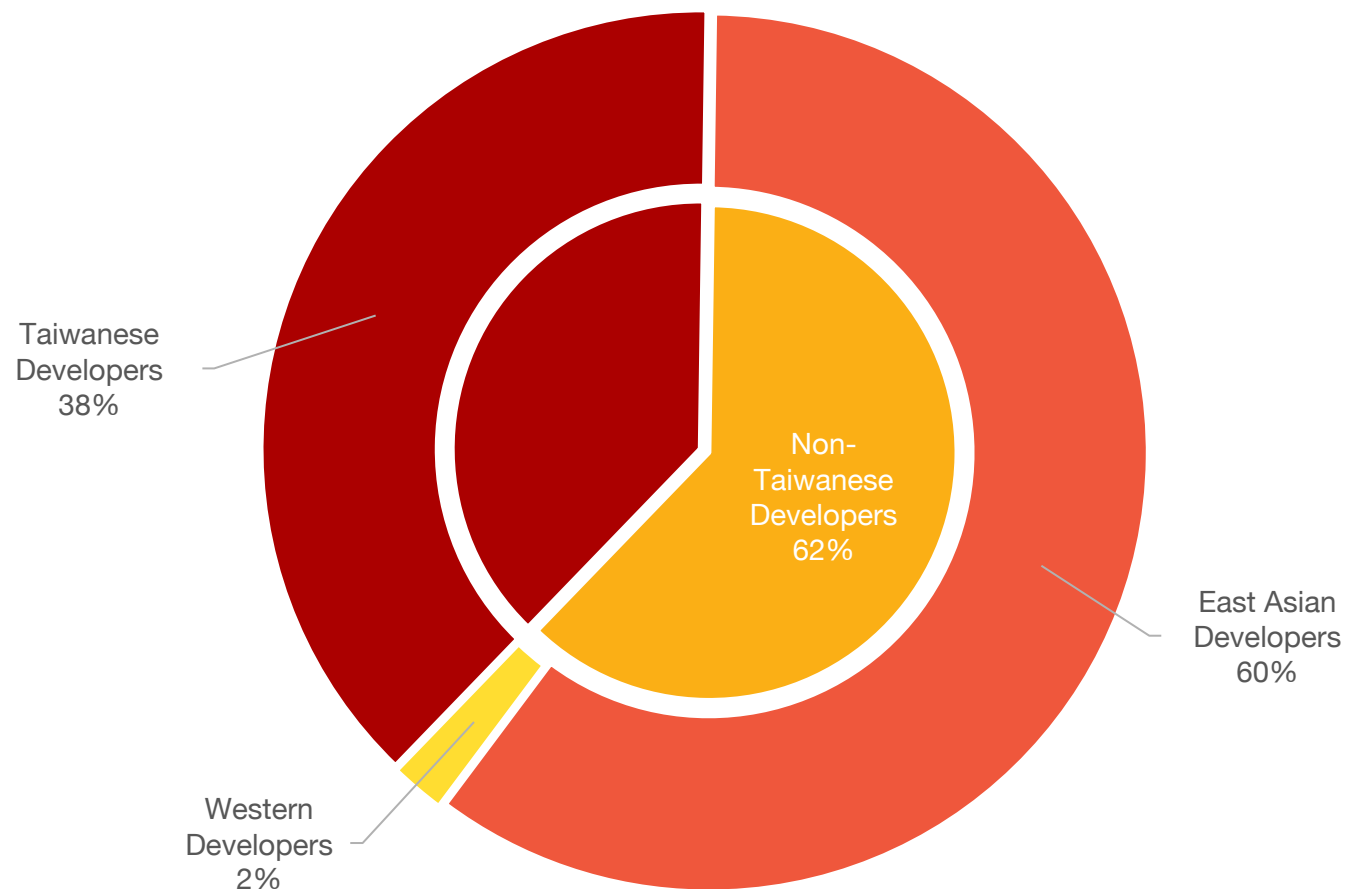
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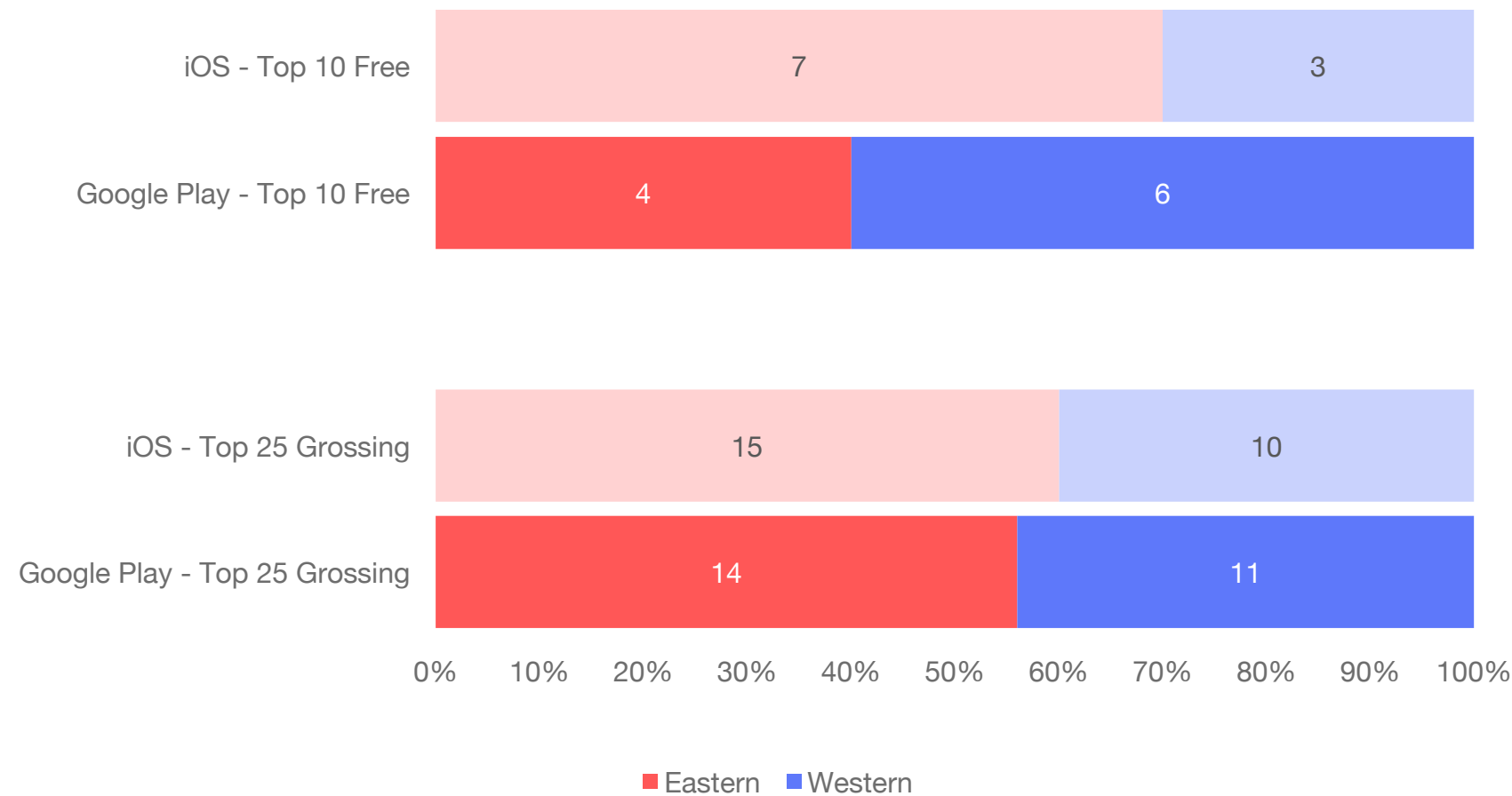
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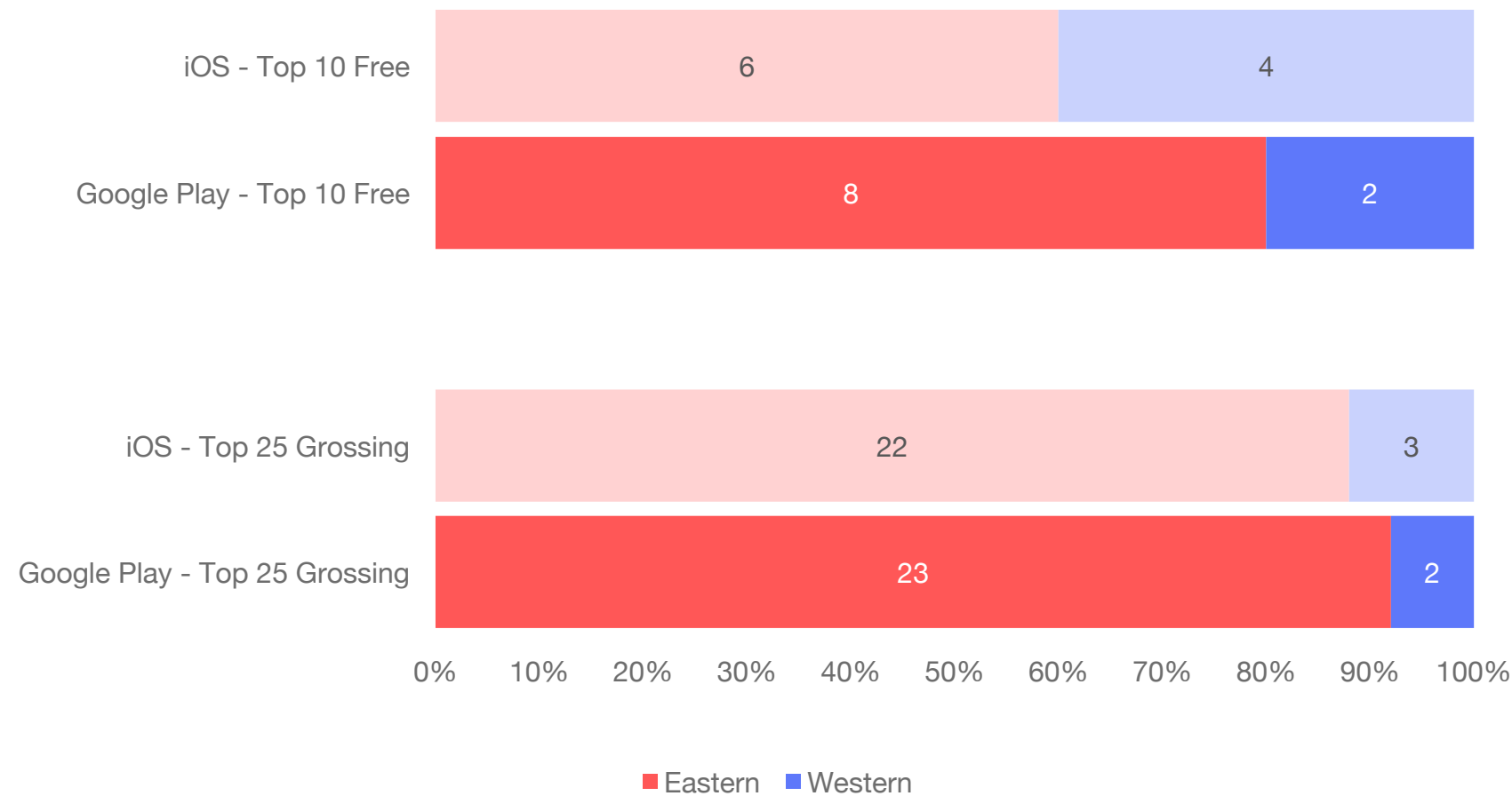
COMPETITIVE ANALYSIS: TAIWAN.



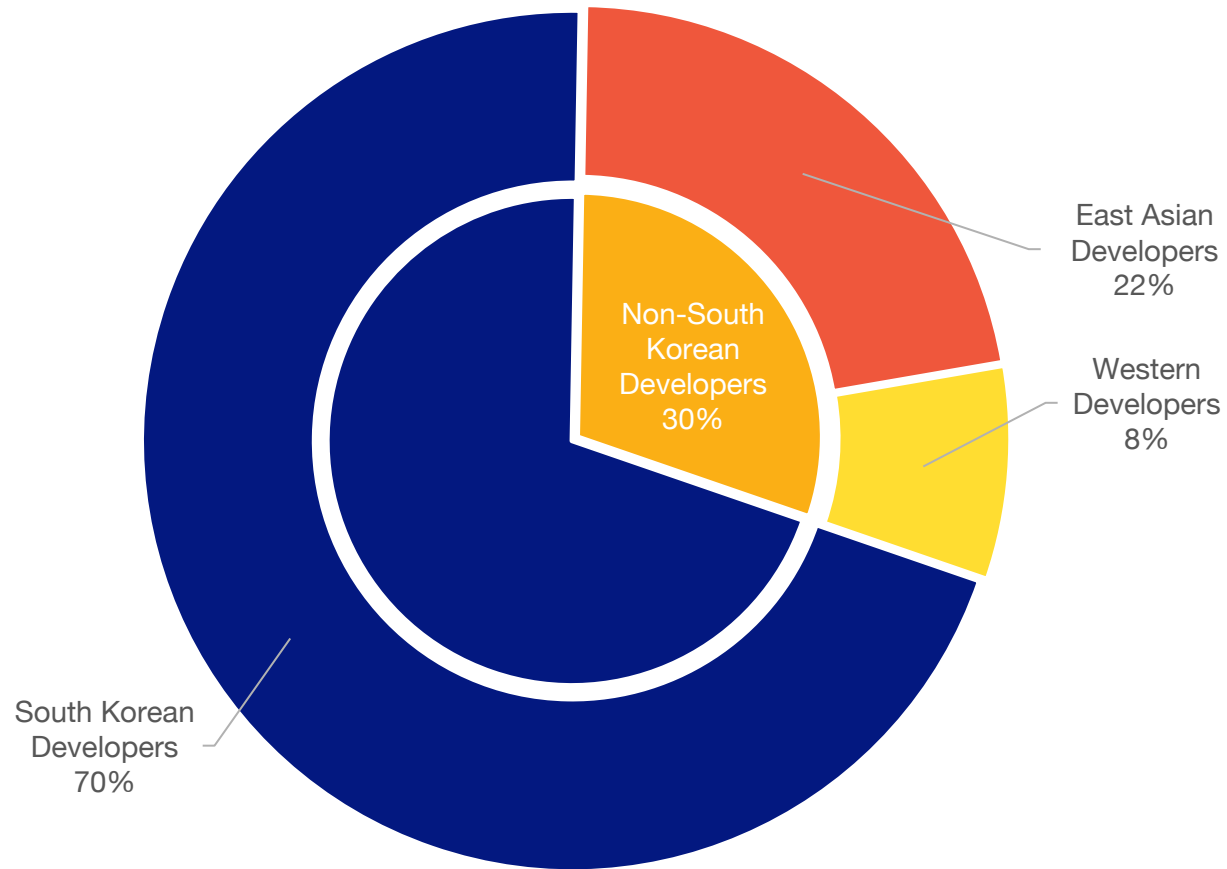
COMPETITIVE ANALYSIS: SINGAPORE.



COMPETITIVE ANALYSIS: HONG KONG.



COMPETITIVE ANALYSIS: SOUTH KOREA.

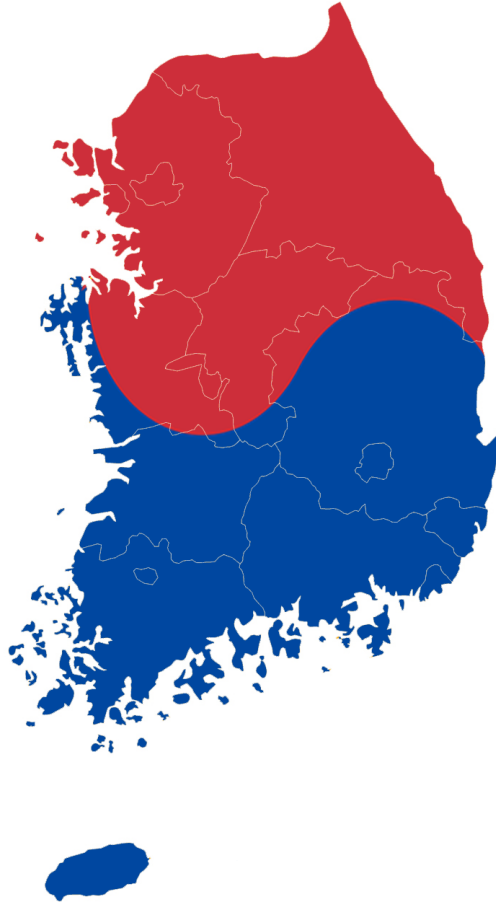


KAKAO

NOTE: SOUTH KOREA.

ADVANTAGES

- \$2 billion market
- 71.5% smartphone penetration rate
- 10% expected annual growth in 2020
- Fastest network speed in the world



DRAWBACKS

- Market saturated with domestic developers
- Declining ARPU
- Requires specialized marketing techniques
- Need local gaming platform expertise

NOTE: HONG KONG & CHINA.

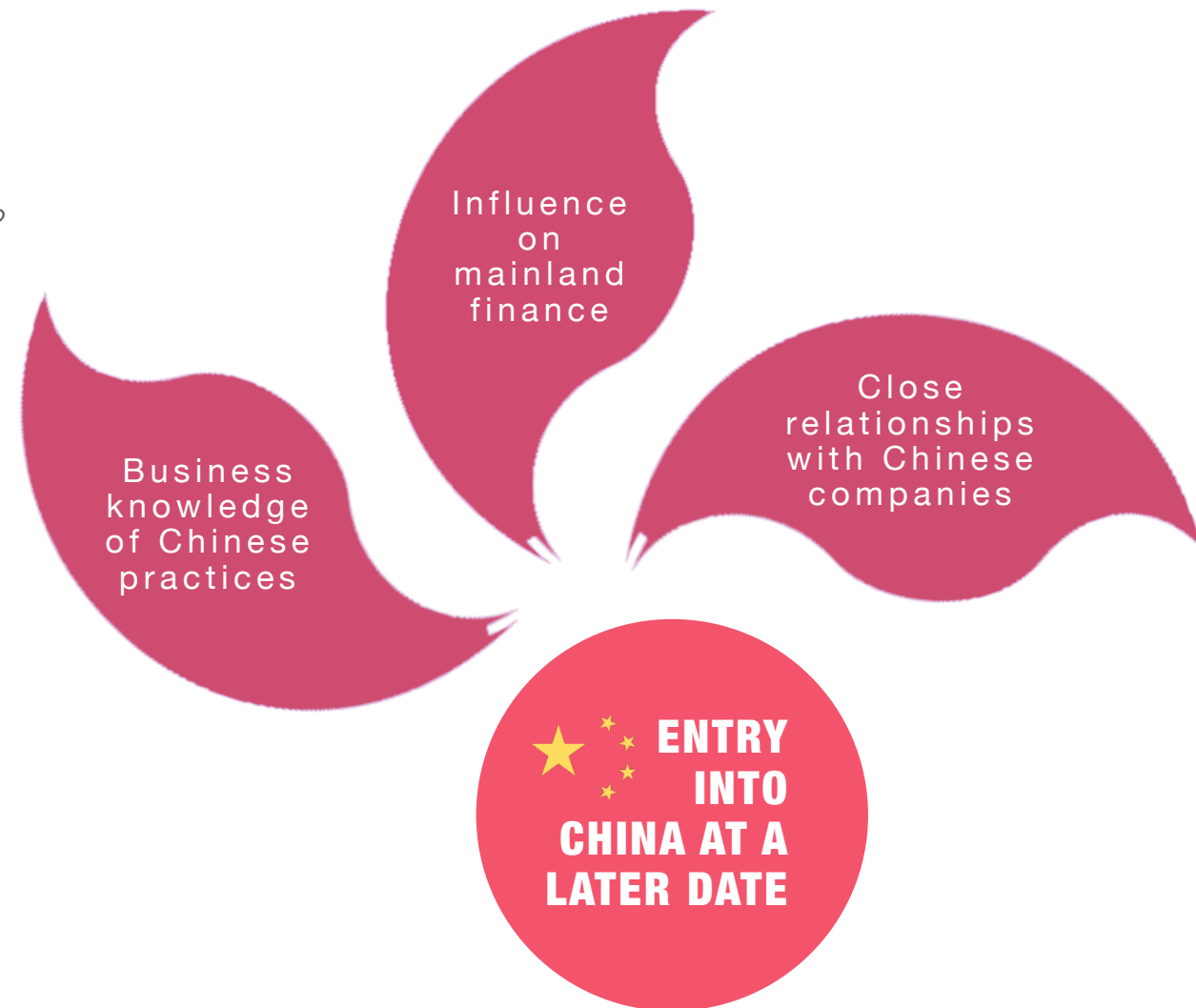
How can Hong Kong Serve as a Proxy market for China?

“Hong Kong’s finance industry is hoping to **help Western businesses get established or expand operations on the mainland**. Competing in an economy dominated by state-owned enterprises calls for a skill-set many foreigners lack.”

NBC NEWS

“Hong Kong is the **key hub for investment in and out of China**. It accounted for two-thirds of foreign direct investment into China last year.”

THE ECONOMIST



CONCLUSION.



REVENUE

- Avg. revenue per user
- Low cost-per-install



MARKETING

- Urbanization
- Social gaming
- Online platforms



COMPETITION

- Market share
- Western gaming