

# Games2win

**One of the fastest growing online game companies in the world**

Executive Introduction

## Founding Team

- **Alok Kejriwal - Co- Founder & CEO :**

- Alok is one of India's well recognized Internet serial entrepreneurs who has launched contests2win, mobile2win (acquired by Walt Disney and Norwest) and media2win in the past 7 years. Click on this [google link](#)
- Alok has relationships with over 300 brand owners including some of the largest Media Property owners in India.
- Mentored Ideacts Media - funded subsequently by Sequoia India (2007)
- Alok has raised venture capital from Softbank, Siemens Mobile, ICICI Bank, Clearstone Venture Capital and Silicon Valley Bank.

- **Mahesh Khambadkone - Co-Founder and CTO**

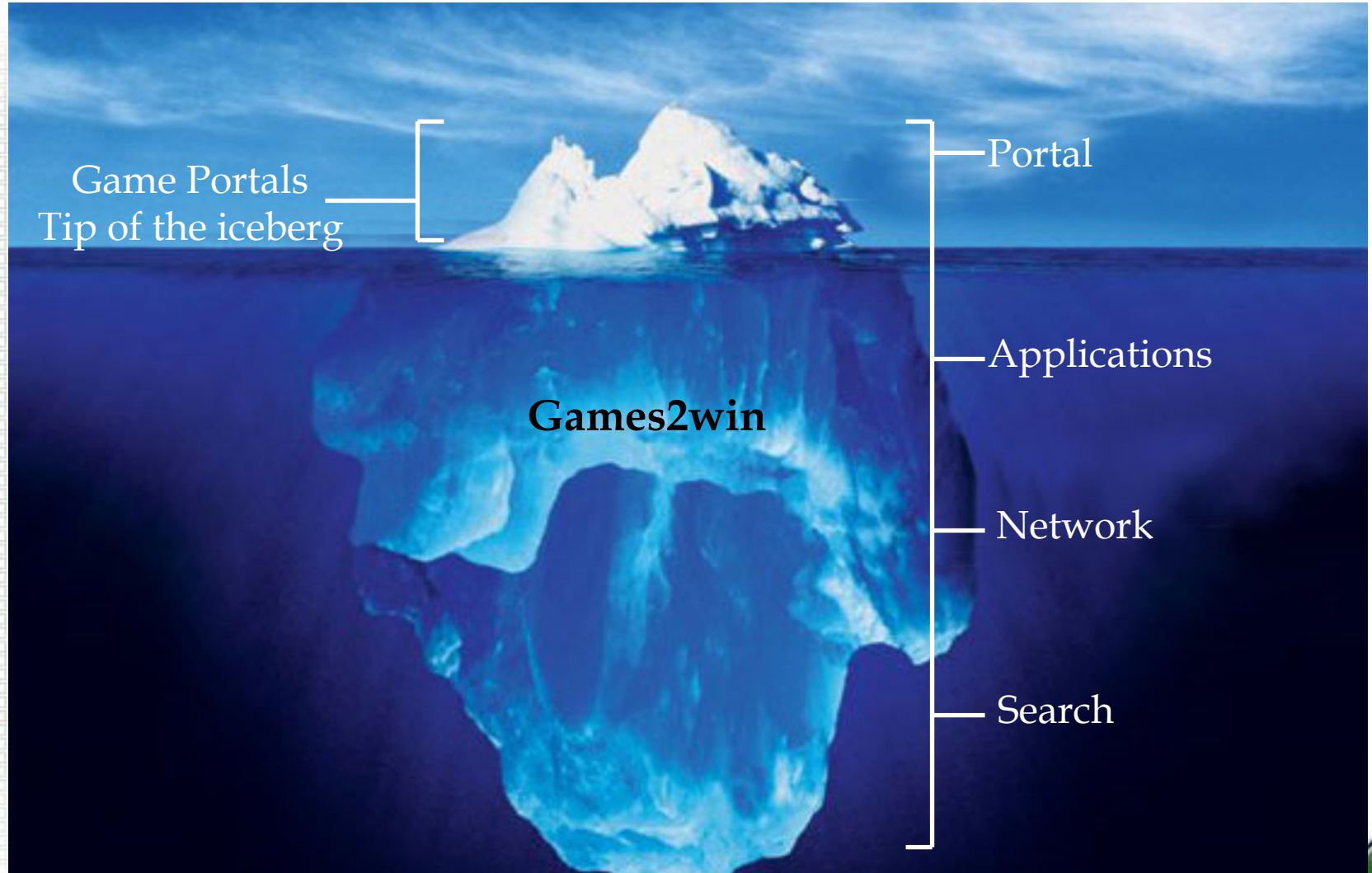
- Mahesh is one the pioneering gaming professionals from India and has been closely associated with the gaming Industry for the past 10 years.
- Mahesh specializes in building large and scalable game architecture for online gaming
- Mahesh is very proficient in building and assembling off shore and on shore teams and partners all over the globe.

## Games2win Introduction

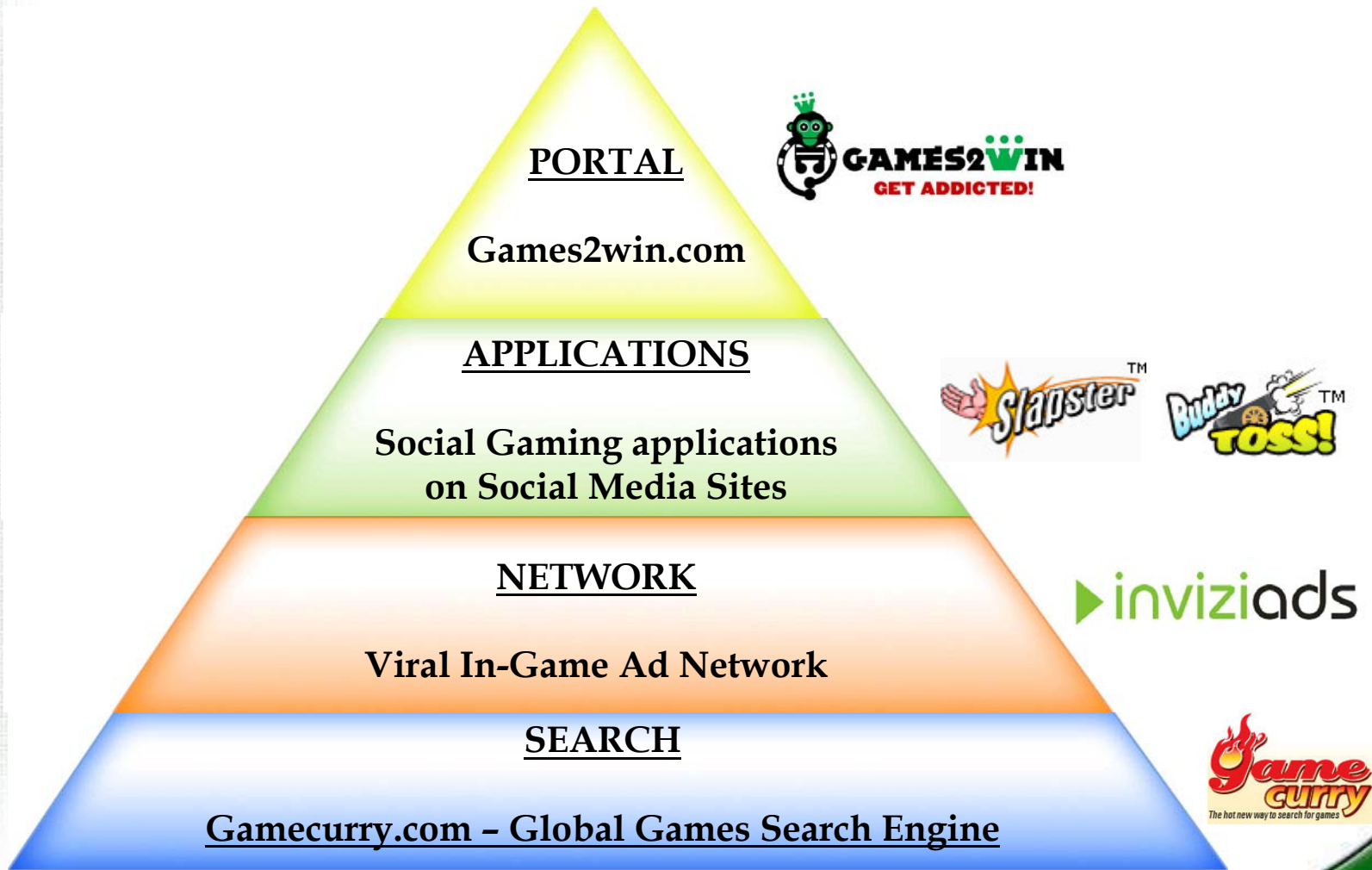
- Games2win is an online games company that operates a very powerful Search, Network, Apps and Portal (SNAP) business.
- Based out of India with a global business presence in over 200 countries (60% of the top traffic comes from USA, Canada, China, Europe and Latin America)
- Venture Funded by Clearstone Venture Partners and Silicon Valley Bank
- Games2win.com is ranked by comScore as
  - 44<sup>th</sup> most popular online gaming destinations in the world (*as per comScore Jan 09 in the 'online games' listing*) making it one of the fastest growing gaming companies in the world with a traffic of 5 million + monthly uniques



# The SNAP business model of Games2win Search, Network, Applications and Portal



SNAP business model of Games2win is:  
Search, Network, Applications and Portal



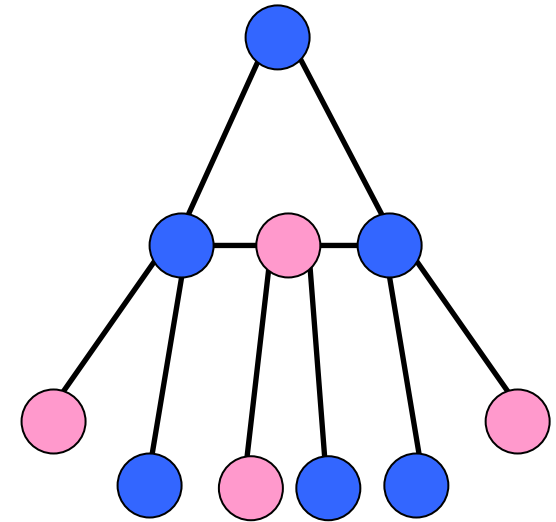
## Games2win.com – the Unique online Game Portal

- Delivers a proprietary style of games to global audiences featuring unique themes:
  - [Car parking in Mumbai](#)
  - [Playing baby sitter to a cute baby](#)
  - [Online speed dating](#)
  - Download the complete Catalogue [here](#)
- Provides immersive brand solutions with:
  - In-Game branding opportunities including pre-roll, mid-roll and post-roll advertising opportunities that yield 2%+ CTR's
  - Customizing games for brands
  - An engaged audience : 10+ minutes per visit



## Applications - Social Media Games

- Unique games for the SNS platform
- Top games app creator on Orkut.com, the leading SNS website owned by Google.
  - 5 Games2win applications are currently among the top 10 most popular applications on Orkut.com
- Games2win is successfully monetizing these apps as content and not as ad impressions
- Games2wins will be implementing Social games on its own site in the next 2 quarters



## Invizi Ads The In-Game Ad Network



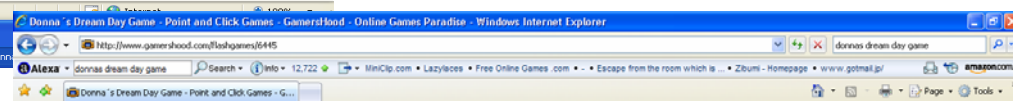
- All of games2win games are scraped within minutes of going live on our site
- Rather than using disruptive 'no play' DRM, we invented a software that embeds 'invisible' ads that the scraper site automatically inherits - [www.inviziads.com](http://www.inviziads.com)
- Games2win has full control over these ads - we can change and target ads as per our advertisers requirements.
- The business has scaled from 10 million ad impressions a month in March 07 to a run rate of 200 million ad impressions this month
- **External game developers and publishers have also begun using the service - Clients already signed include Viacom**



# Invizi in Action



The Donna's Dream Day game on games2win has an invisible ad embedded in the container that plays the game



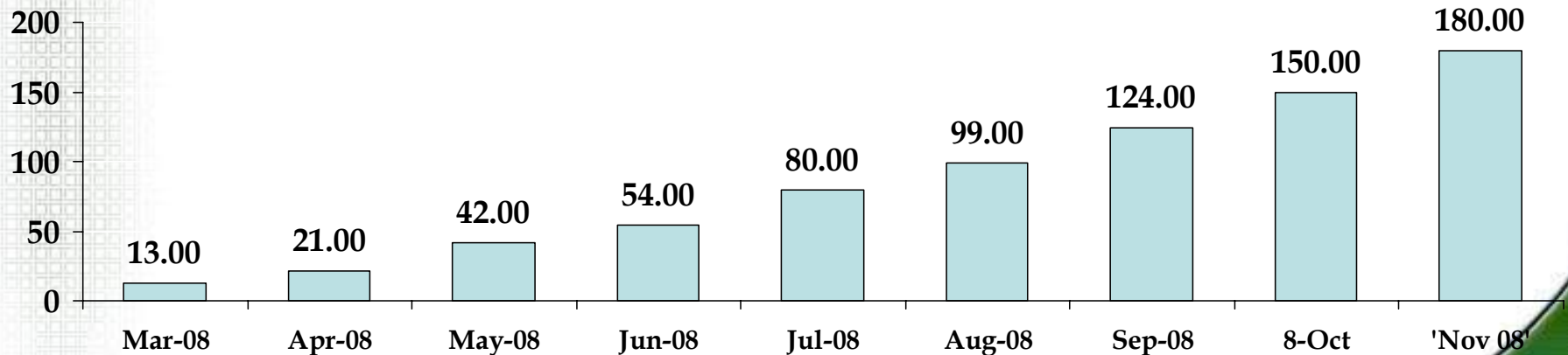
When the site Gamershood.com scraped the game and it placed on their [site](#), the Invizi ad appears



## Growth in Traffic -Inviziads

- Impressions generated on Inviziads has moved from 13 million impressions served in March 08 to 180 million in November 08 – again purely on Viral ‘weblifting’

Impressions in Millions



# Game Curry

## The world's first search engine for flash games



- Online games are played by over 500 million users (*comScore Dec '08*)
- The most important problem faced by these users is game 'discovery'
- Search specialists exist for Travel, Shopping, Auto's etc.
  - There is none for games
- Game Curry will be the first and leading games search engine available on [www.GameCurry.com](http://www.GameCurry.com)

Existing search verticals



First in the world!



# Advertisers on Games2win



## Our Mission

- Games2win will be among the top 10 online entertainment companies by the end of 2009
- How?
  - By unleashing a massive content engine that will produce
    - New, unique and differentiated game, released in 25 global languages and published every 48 hours
  - By connecting with consumers :
    - Leveraging the all-for-all game search engine
  - By leveraging advertisers:
    - Using our massive reach achieved by the network, search and on-site advertising opportunities we will deliver the highest engagement rates within the casual games/flash games industry

Contact:



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