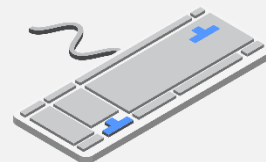
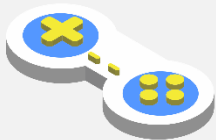




**East2West Games** is all in one publisher and trusted partner for Western developers in China

**East2West Games** specializes in realizing greatest value of Western titles improving their monetization, right localization and personalized promotion with dedicated teams across China



## East2West China for Western Developer:

- Dedicated team
- Localization experts ensuring all aspects are shown
- Repeated featuring and constant monitoring of those
- Personalized marketing with Chinese IP s involved
- Active community management
  - Promotions
  - Fans support
  - Suggestion implemented in games

# EAST2WEST | TEAM

🕒 Est.

8 Years

👤 Team

40 people

🎮 Games

100+





# STATS



**100k**  
Daily New Users



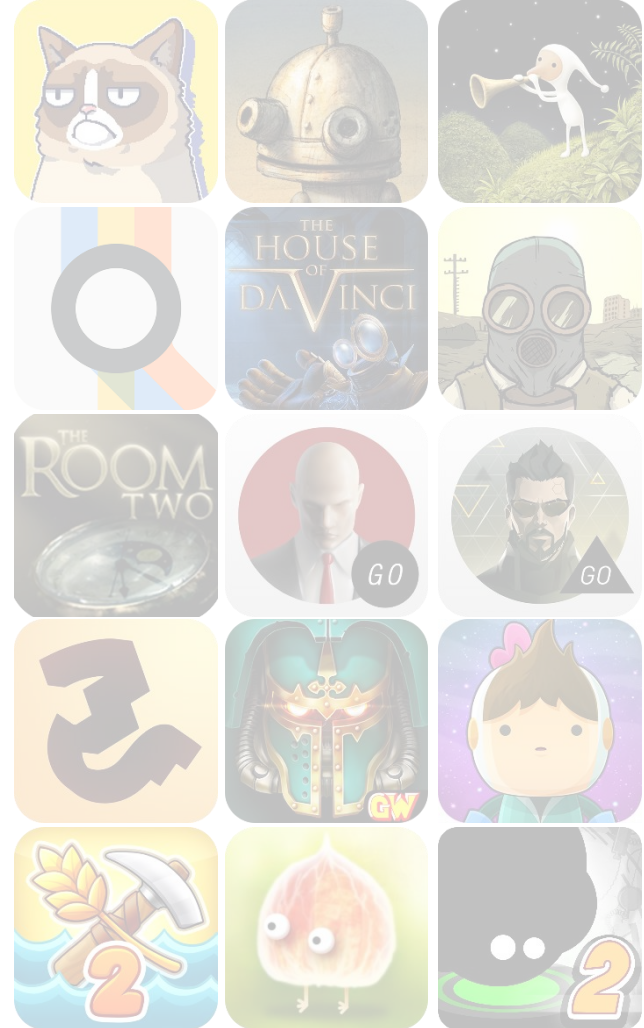
**120 million**  
Users



**200k**  
Daily Active Users



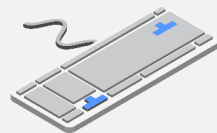
**100+**  
Games







# BUSINESS INTRODUCTION



**East2 West Games** is the most professional and reputable games publisher in China. East2West Games continuously keeps enlarging the release territory and expanding on more platforms.

**East2 West Games** will always continue exploring



*CHINA  
WORLDWIDE*



*CHINA  
WORLDWIDE*



*WORLDWIDE*



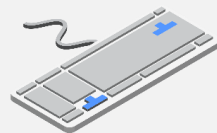
*CHINA  
WORLDWIDE*



*CHINA*



# VALUE ADDED SERVICE



**East2West Games** offers turnkey service to our clients. With one source code, everything is taken care of and Western developer is focused on creating the greatest titles.



*HIGH QUALITY  
LOCALIZATION*



*QUICK UPDATES AND  
MASSIVE  
MAINTENANCE*



*CULTURALIZATION*



*MONETIZATION  
OPTIMIZATION*



*PORTING*



# 1. HIGH QUALITY LOCALIZATION

East2west provide highest quality localization for the products from our clients such as Square Enix, Ironhide, Amanita Design, Team 17, 11 Bit, and etc.



Iron Marines



Machinarium



The Escapists 2



This War of Mine



Hitman Sniper



The Sandbox: Evolution



The Room Two



Samorost 3

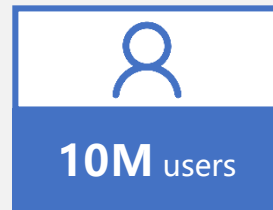
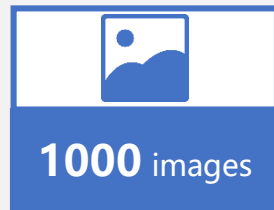
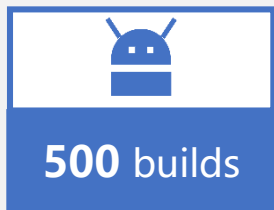
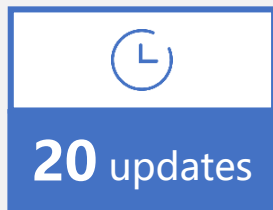
## 2. QUICK UPDATES AND MASSIVE MAINTENANCE

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**East2West Games** is passionate about successful publishing which requires dedicated, consistent and detailed work: handling a number of quick updates for all platforms and channels and creating thousands of marketing assets for just one title

Western games are featured everywhere

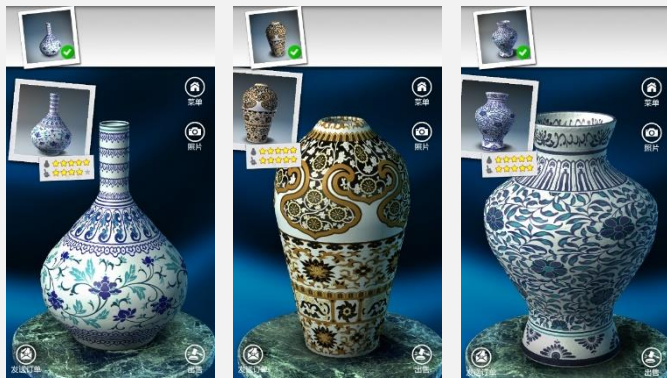
For our one key project in LTV, on average we make over:



## 3.1. CULTURALIZATION: NEW CONTENT

**East2West Games** proposes to developer new content / makes it by ourselves on a number of titles.

We will take the opportunity of the festivals, **meet stores, platforms and end - users various needs.**



*Our producer provided over 1000 pictures from over 20 books, to help Infinite Dreams to create the last three tasks in the game Let's Create! Pottery.*



*We help Ironhide, the creator of Kingdom Rush series to create the Chinese character Guiyi, make her the best seller in their new game Iron Marines.*

## 3.2. CULTURALIZATION: NEW ICON

**East2West Games** re-designs icons of our products for Chinese players and other territories, to make sure it is fully localized or cross cultured

We can enjoy much wider success

*DEVELOPER VERSION*



*EAST2WEST VERSION*



*We designed some new icons for amazing game **The Sandbox: Evolution** with brighter colors and more cartoon style = more welcomed among the local young players.*

## 3.3. CULTURALIZATION: NEW UI

East2West Games could re-design the whole UI, always to make sure it is more player friendly and most successful



LOGO



MENU



STORE: CURRENCY



STORE: PERK



VIP

## 4. MONETIZATION OPTIMIZATION

---

**East2 West Games** ensures the commercial success for games from a broad range of monetization approach:

- Tailor the F2P elements to the local market
- Integrate advertising
  - Monitor and monetize those on regular basis
    - IAPs creation
    - Various monetization mechanics, e.g. prescription mode, etc. when we see the opportunity



We are passionate about looking for monetization opportunities

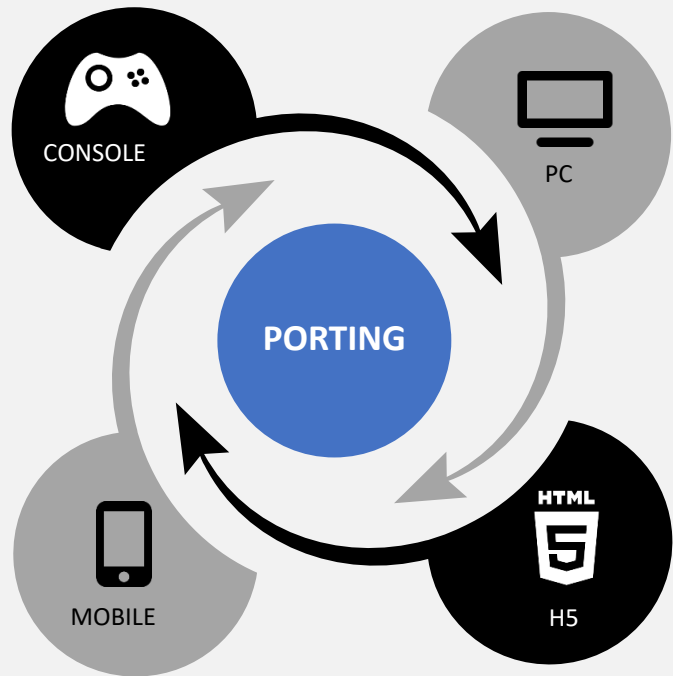


## 5. PORTING



**Games2West Games** has devoted programming and porting team of 30 people

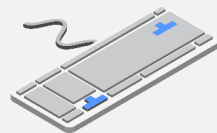
We can port games across PC, Mobile, Console and H5 to **maximize the revenue as best possible**







# MARKETING



# East2West Games has personal long term co-operation with all important media across China

East 2West co-operates with various promotion approaches , both B2C and B2B

We ensure we always expand our influence so players are paying more attention to East2West games and continue downloading them

Developers reputation and reach across China is constantly growing



LAUNCH  
CEREMONY



INVITED  
LECTURE



RECEPTION  
AND  
PARTY



EXHIBITION



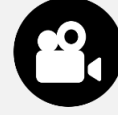
DERIVATIVES



KOL



CAMPAIGN



MEDIA



BUS ADS



ART  
EXHIBITION

# 1. LAUNCHING CEREMONY

---

**East2West Games** holds the launch ceremony in the National Stadium where the 2008 Olympic Games was held:

- 100 media showed up and reported
- Game ranked top 5 in China



## 2. INVITED LECTURE

East2West Games is passionately arranging lectures for our games



*Mason, VP of our company*



*Sébastien Borget, COO of one of our partners*

# 3. RECEPTION AND PARTY

East2West Games held widely attended reception and cocktail party during 2018 China Joy Shanghai





## 4. EXHIBITION

East2West games are shown in top Chinese exhibitions.



## 5. DELIVERABLES

**East2West Games** made over 100 kinds of deliverables for our games and send them to free to players to promote our games even further

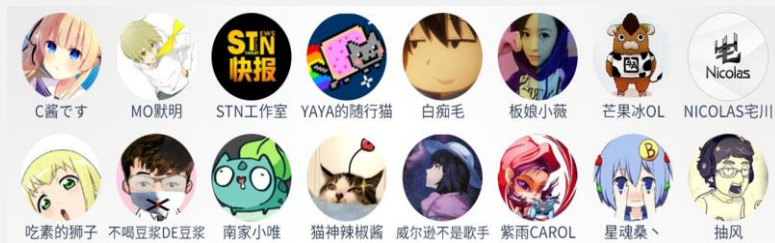




## 6. KOL

East2West Games has an excellent budget for promoting our games through KOLs, we work with many top influencers – many over millions fans!

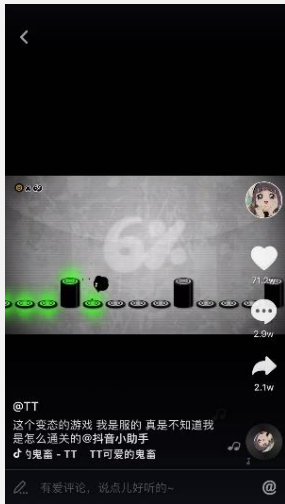
The screenshot shows a Bilibili search results page for the keyword 'SHELTERED'. The search bar at the top contains the text 'SHELTERED' and a search button labeled '搜索'. Below the search bar, there are navigation tabs for '综合', '视频 99+', '番剧 0', '影视 0', '直播 0', '专栏 0', and '话题 0'. Under the '综合' tab, there are filters for '综合排序', '最多点击', '最新发布', '最多弹幕', and '最多收藏'. There are also filters for '全部时长' (10分钟以下, 10-30分钟, 30-60分钟, 60分钟以上) and '全部分区' (动画, 番剧相关, 国创, 音乐, 舞蹈, 游戏, 科技, 生活, 鬼畜, 时尚, 广告, 娱乐, 影视, 纪录片). The main content area displays four video thumbnails for 'SHELTERED' survival series episodes, each with a title, a thumbnail image, and a duration. The first video is '#10' with a duration of 01:21:00, titled '王老菊的避难所生存第10天: 阖家团圆 (完)', with 53.3万 views and a date of 2016-02-12. The second is '#5' with a duration of 01:20:00, titled '王老菊的避难所生存第五周: 垃圾刁民', with 47.5万 views and a date of 2016-02-06. The third is '#4' with a duration of 01:09:00, titled '王老菊的避难所生存第四周: 欣欣向荣', with 43.3万 views and a date of 2016-02-03. The fourth is '#6' with a duration of 01:11:00, titled '王老菊的避难所生存第六周: 汽油大亨', with 38.9万 views and a date of 2016-02-09. All videos are uploaded by '怕上火暴王老菊'.



*Some of the KOLs we have worked with*

## 7. CAMPAIGN

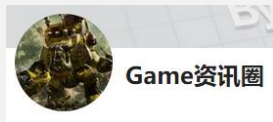
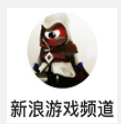
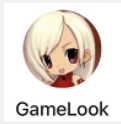
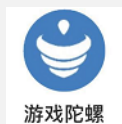
**East2West Games** respects creative ideas and virus marketing , as an example a campaign for one of our game, which finally have over **2 billion watches**, and **100 million “likes”**, while **ARPU increased 5 times**, **DNU increased 10 times** – becoming top campaign in China!



## 8. MEDIA

East2West Games cooperates with top media across China covering B2B and B2C, any types of media.

Our games are promoted on all kinds of media / anywhere in China !



## 9. BUS ADS

East2West Games game is widely broadcasted in more than 220,000 buses across 127 cities!



220K buses



127 cities

# 10. ART EXHIBITION

**East2West Games** selected several high-quality games for the Art Exhibition, including Machinarium, Hitman Go, the Sandbox and etc. We also invited Square Enix, Xiaomi and 11 Bit Studios to give speeches during the event.





**WE LOOK  
FORWARD TO OUR  
PARTNERSHIP!**

