

Felix & Paul

STUDIOS

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OUR MISSION

CREATE THE HIGHEST QUALITY CINEMATIC XR CONTENT

BRINGING PEOPLE INSIDE STORIES, LIKE NEVER BEFORE POSSIBLE

MONETIZATION

C O N T E N T F I N A N C I N G

D I S T R I B U T I O N

USERS / AUDIENCE

(C F + D I S T R O) x A U D I E N C E = M O N E T I Z A T I O N

SOFTWARE / CONTENT REVENUE

	2016	2017	2018	2019	2020
Mobile	144.1	342.9	1,017.4	2,091.4	4,366.0
Console	56.5	204.5	575.3	1,424.6	2,344.9
PC	98.7	188.6	763.5	2,704.0	5,089.1
Standalone	N/A	31.5	237.5	635.5	4,291.9
LBE	11.2	17.6	62.3	239.1	812.2
Total	310.5	785.2	2,655.9	7,094.6	16,904.1

SUPERDATA NOVEMBER 2017

IN MILLIONS

MAU GROWTH

	cum. 2016	2017	cum. 2017	2018	cum. 2018	2019	cum. 2019	2020	cum. 2020
Oculus Rift	0.24	0.21	0.45	0.68	1.13	1.88	3.01	2.34	5.35
HTC Vive	0.42	0.31	0.73	1.20	1.93	3.24	5.17	4.54	9.71
Playstation VR	0.75	1.04	1.79	1.42	3.21	3.40	6.61	6.74	13.35
Samsung Gear VR	4.51	5.52	10.03	8.23	18.26	9.81	28.07	11.00	39.07
Google Daydream	0.26	2.51	2.77	7.02	9.79	11.61	21.40	14.19	35.59
Microsoft WMR	0.00	0.00	0.11	1.55	1.66	3.49	5.15	5.16	10.31
Oculus Go	?	?	?	?	?	?	?	?	?
Oculus Santa Cruz	?	?	?	?	?	?	?	?	?
Xiaomi, Huawei	?	?	?	?	?	?	?	?	?
Apple?	?	?	?	?	?	?	?	?	?
Total	2.01	2.83	4.84	6.65	11.49	13.57	25.06	24.93	49.99
YoY Growth			37%		134%		104%		83%
Total Growth (Jan '17+)			37%		230%		575%		1140%

SOURCE: SUPERDATA NOVEMBER 2017 & FPS

IN MILLIONS

MAU GROWTH

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Oculus Go	?	?	?	?	?	?	?	?	?
Oculus Santa Cruz	?	?	?	?	?	?	?	?	?
Xiaomi, Huawei	?	?	?	?	?	?	?	?	?
Apple?	?	?	?	?	?	?	?	?	?
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IN MILLIONS

20M MAUs BY JUNE 2019?

1 - 5 % OF AVAILABLE MARKET

\$ 2 . 9 9 / E P X A V G O F 3 O F 8 E P S

\$ 9 P E R C U S T O M E R X 2 0 0 K (1 % M A U s)

L O W : \$ 1 , 8 0 0 , 0 0 0 (T V O D)

\$ 9 P E R C U S T O M E R X 5 0 0 K (2 . 5 % M A U s)

B A S E : \$ 4 , 5 0 0 , 0 0 0 (T V O D)

\$ 9 P E R C U S T O M E R X 1 M (5 % M A U s)

H I G H : \$ 9 , 0 0 0 , 0 0 0 (T V O D)

$$6 \times 20 = 120 \text{ min}$$

\$ 7 5 k / m i n

H O U S E O F C A R D S	\$ 9 0 k / m i n
B O A R D W A L K E M P I R E	\$ 8 5 k / m i n
T R U E D E T E C T I V E	\$ 7 5 k / m i n
B R E A K I N G B A D	\$ 7 0 k / m i n
O I T N B	\$ 6 0 k / m i n

PLATFORMS SUBSIDIZING THE MARKET

B R E A K I N G “ C H I C K E N O R T H E E G G ”

PLATFORMS' M.O.

U S E R A C Q U I S I T I O N

C O N T E N T A S M A R K E T I N G

H O W P L A T F O R M S M A K E \$ \$ \$

H A R D W A R E

STORE FEES (TVOD)

A D S (A V O D)

SUBSCRIPTIONS (SVOD)

BUILDING A CYCLICAL ECOSYSTEM

PROVING THE MARKET
(TO 3RD PARTY \$)

NIMBLE & FLEXIBLE

P R I O R M E D I A : W H A T W E C A N L E A R N ?

W I N D O W S & T E R R I T O R I E S

TAX CREDITS & COPROS

THE ULTIMATE GOAL

3RD PARTY SLATE FUNDS FOR ALL!

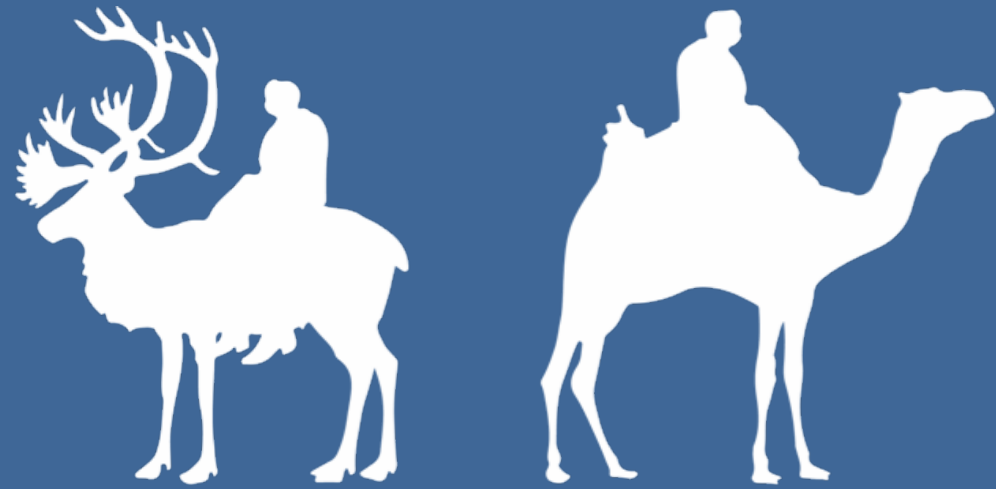
P L A T F O R M S D O W H A T P L A T F O R M S D O

ENJOY WHAT THEY'VE
BUILT AND COLLECT!

NEW MODELS

C R O W D S O U R C E D / B L O C K C H A I N

ONE BIG TAKE AWAY



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