



SOLIDCLOUDS
Presentation 10 January 2025

RECENT BUSINESS HIGHLIGHTS 2024

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The April 2024 **launch of Starborne Frontiers is going well**. The game is now available on the Android, Apple, PC and Steam platforms. Starborne Frontiers has been well received, averaging 4.5+ stars across all target markets on both Google Play and Apple App Store. The game was also **nominated as the best small screen game** for the **Nordic Game Awards** in 2024.

The game has received attention from both Apple and Google—the kind of recognition typically only reserved for top-tier games. **Starborne Frontiers has already been promoted on the mobile stores**, and it is anticipated that these promotions will become a regular occurrence.

Starborne Frontiers is a live service game, meaning it continually evolves with regular expansions and new content to keep players engaged and invested. Good live service games that are actively maintained can have a long shelf life and achieve significant business success.

The Key Performance Indicators (KPIs) of the game are strengthening. Metrics like Daily Player Conversion, Average Revenue Per Active User (ARPPU), and Average Revenue Per Paying User (ARRPU) have delivered strong results.

The most important metric is **Return on Ad Spend (ROAS)**, which tracks revenue per advertising dollar. ROAS is crucial because it measures the profitability and scalability of Starborne Frontiers. As the game is optimized and new content is introduced to increase player engagement, ROAS improves.



NOVEMBER 2024 IMPERIUM RELEASE

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Imperium Expansion Success

In early November, Solid Clouds released the Imperium expansion for *Starborne Frontiers*, which has proven to be a success, delivering promising results. The expansion's primary achievement was enhancing and extending the game's single-player experience. Moving forward, development efforts will focus on further strengthening the multiplayer aspect.

The strong performance of the Imperium expansion has led a **Google** to offer Solid Clouds up to six feature placements per quarter in their app store—an opportunity typically reserved for the top 2% of maintained games. **These features have the potential to generate thousands, or even tens of thousands of free installs.**



ROAS IMPROVEMENTS IN 2024

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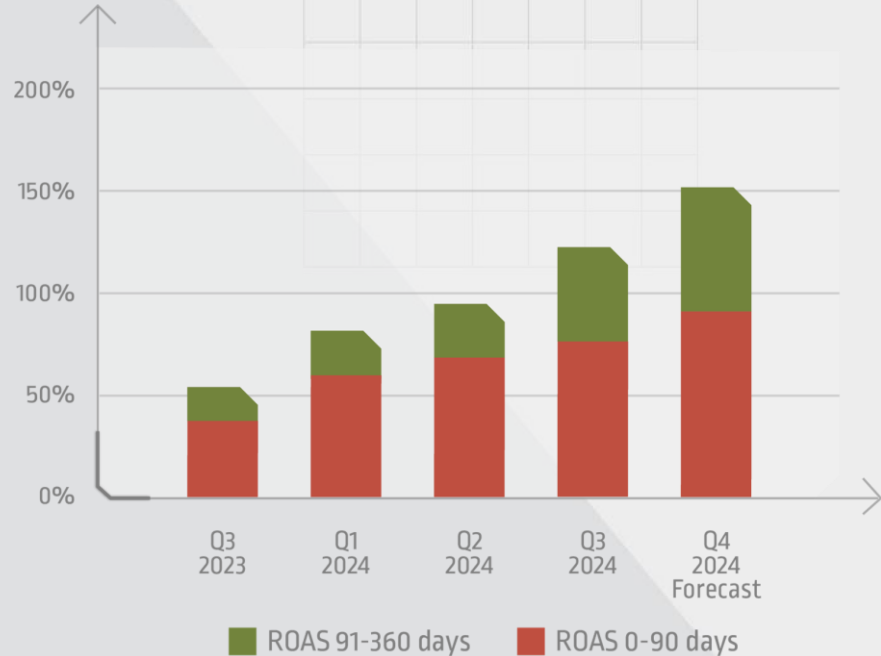
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Return On Ad Spend (ROAS) has steadily increased in each quarter of 2024.

Solid Clouds now projects achieving around **90% ROAS within the first 90 days** for Q4.

The company has identified multiple opportunities for further optimization and development to boost ROAS in the short and long term.

Sustained ROAS improvements have the potential to drive **400–500% ROAS returns over several years**, reflecting significant long-term growth potential and comparison with top performing games in the genre.



REVENUE AND DAILY ACTIVE USERS 2024

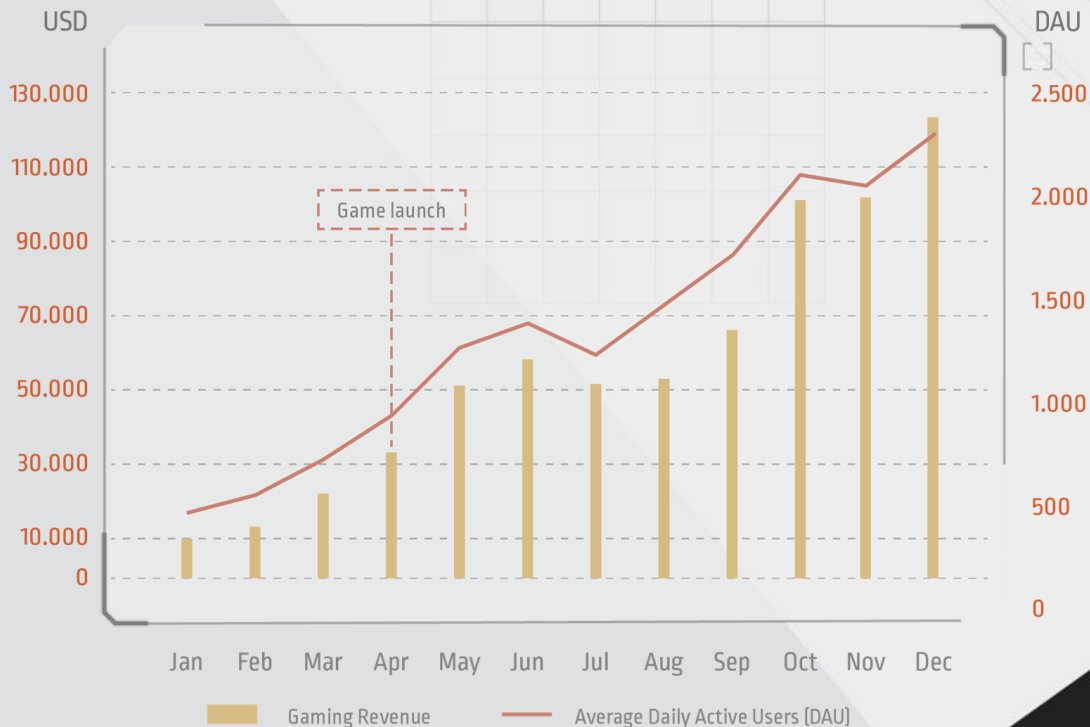
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Growth Since Launch: Since launching *Starborne Frontiers* in April, Solid Clouds has experienced increases in both revenue and average Daily Active Users (DAU) as the KPI'S have improved and the marketing budget has expanded. The dip in July and August is due to the seasonal lull in gaming—a common industry trend.

Strategic Marketing Focus: Solid Clouds is concentrating its marketing efforts on acquiring high-value players in key Western markets like the U.S., targeting those most likely to engage with the game and make in-game purchases.

Accelerating Scaling: After securing additional financing, the company plans to accelerate growth by improving Return on Ad Spend (ROAS) and increasing ad spend.



DAILY PLAYER CONVERSION

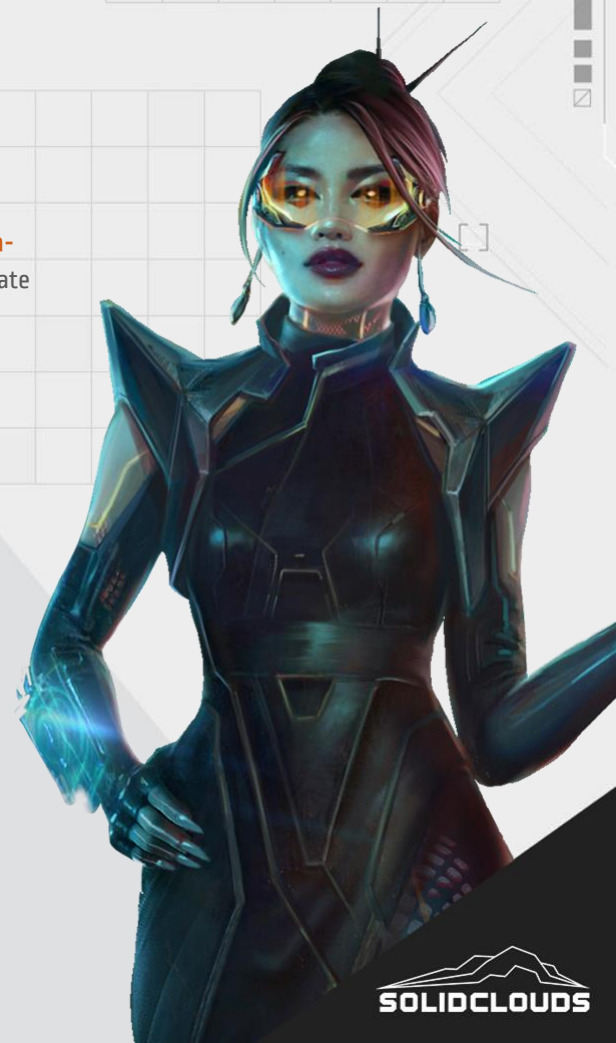
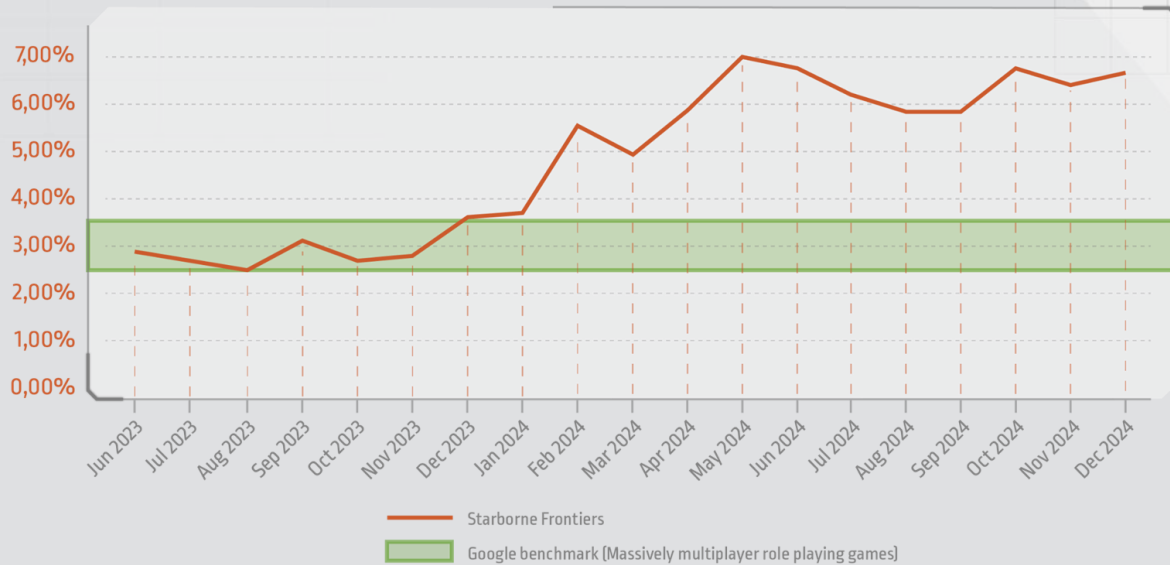
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Daily conversion for Starborne Frontiers **rose steadily** from 3% in June 2023 to 7% in May 2024, **before leveling off** at 6.6% on average in October to December.

The conversion rate for Starborne Frontiers is **significantly higher than the average Google benchmark** for massively multiplayer role playing games.

Daily conversion measures the **percentage of players who make in-game purchases each day**. A high rate indicates strong engagement and effective monetization.



AVERAGE REVENUE PER DAILY ACTIVE USER

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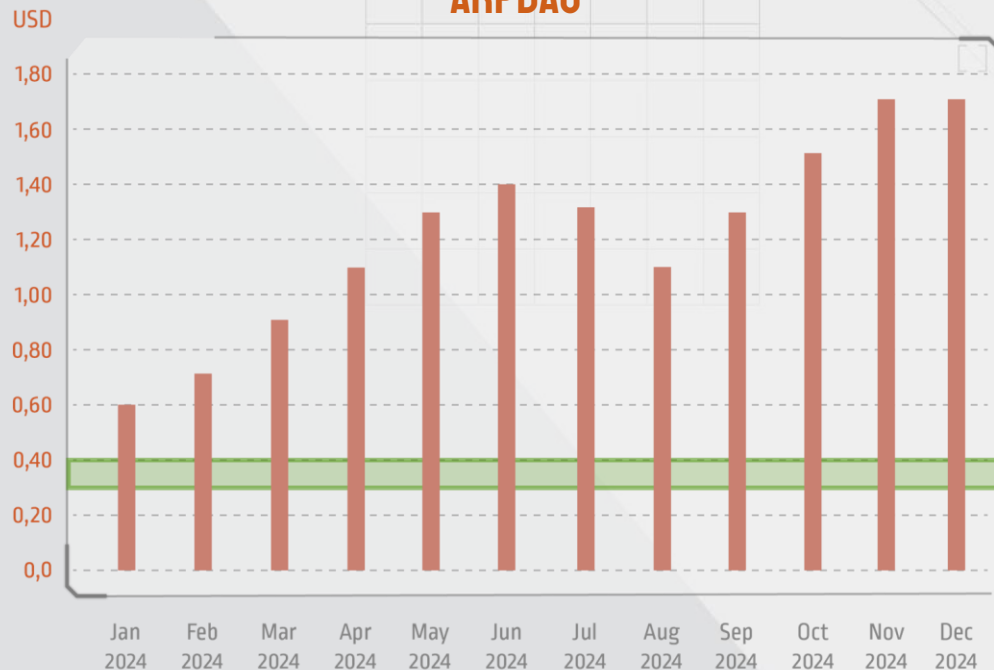
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Average Revenue Per Daily Active Users (ARPDau) has **increased** from January to November, already far **surpassing the Google benchmark** for Massively Multiplayer Online Role-Playing Games (MMORPGs) of \$0.36.

Solid Clouds achieved a **record** ARPDau in November and December at **1.70 USD**.

The dip in late summer is due to a low season in gaming during the summer months.

ARPDau



- Starborne Frontiers
- Google benchmark (Massively multiplayer roleplaying games)

AVERAGE REVENUE PER PAYING USER



Average Revenue Per Paying User (ARPPU) measures how much paying users spend each month. Solid Clouds has seen consistent growth in 2024, supported by in-game optimisations, clear player goals, and a well-balanced daily active player base. Q4 2024 in particular has shown strong ARPPU compared to industry benchmarks, and combined with a high daily player conversion rate, this indicates that *Starborne Frontiers* is outpacing many other mid-core mobile titles.

Looking ahead to 2025, we expect ARPPU to keep rising as *Starborne Frontiers* benefits from regular updates and further refinements to its monetisation systems.

REVENUE BY PLATFORM IN NOV & DEC 2024

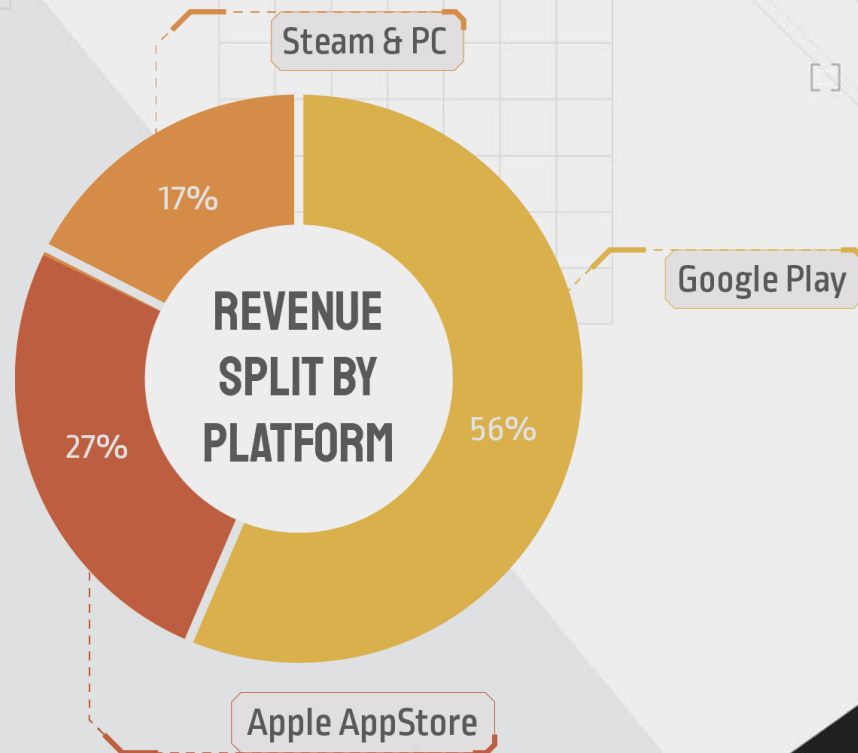
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Starborne Frontiers launched on Steam in mid-October 2024.

During November and December, the majority of revenue was generated through Android devices on the Google platform.

By releasing on multiple platforms, Solid Clouds can leverage varying ad rates and increase the chances of being featured across different platforms.



GOOGLE AND APPLE FEATURING

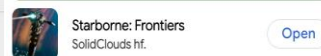
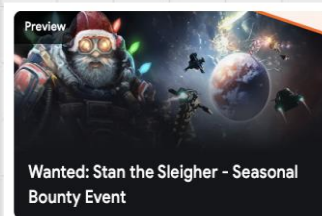
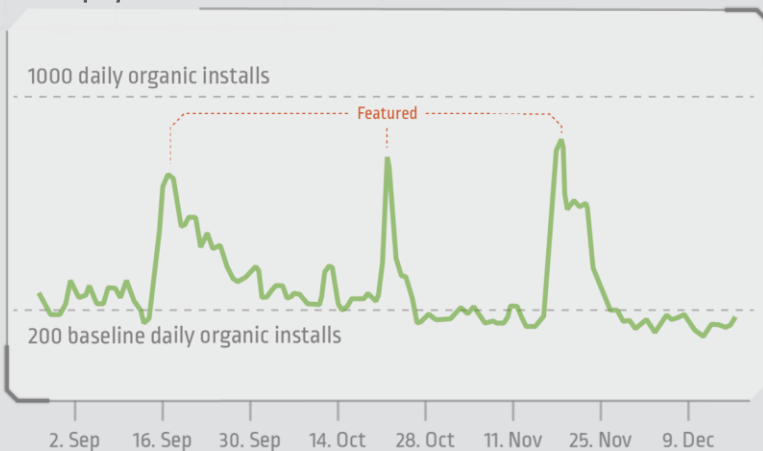
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Since September, Google has allowed Solid Clouds as a premium partner to submit feature requests for major updates and in-game events. The October Imperium update was well received and secured total 6 quarterly slots for Google features for the upcoming updates.

Apple received a custom made pitch deck in April and has since provided two global (ex-US) features.

Overall, Google and Apple features have increased organic installs up to 4x, adding approximately 12,000 new players.



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GROWING COMMUNITY

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Discord Member Growth

- Started with 850 members in February 2024, reaching 5,152 members by January 1, 2025. Achieved an **506% growth** over the year.

Key Milestone: Commanders Conclave Events

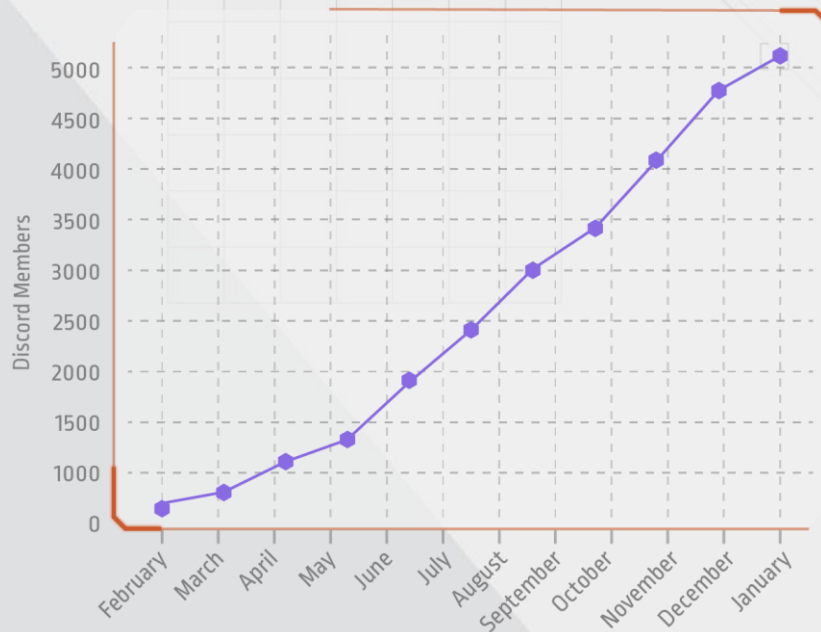
- By the final Conclave (Live meetings on Discord) of 2024, there were 70 participants, reflecting **600% growth** in event engagement during the year.

Engagement Drivers

- Increased focus on community building initiatives like themed events and divers voice channel events.
- Strong correlation observed between revenue and general engagement levels on Discord.

Goals for 2025

- Capitalize on the momentum of Commanders Conclave to drive consistent engagement.
- Leverage growing community size to expand into **community made content** and exclusive content for the community.
- Look further into correlation between Community events and revenue.



ROADMAP 2025

Q1

VOIDBRINGERS

- Player versus Environment (PVE) socially oriented end game content.
- Early game social onboarding update.

Q2

CHAMPIONS

- PVP focused for Mid/End-Game.
- Equipment Calibrations.

Q3

WORLDEATER

- Global boss event.
- Community-driven progression.

Q4

SURVIVORS

- PVE Mid/End game progression.
- New unit progression system.

Solid Clouds has aligned its roadmap for the next 12 months to **maximize promotion opportunities** by bundling features into expansions.

Starborne Frontiers will have **eight releases** annually— four major and four seasonal—providing multiple chances to pitch for promotions on the Apple, Google, and Steam platforms.

Each expansion and seasonal update also provides an **opportunity to retarget older players** to revisit the game.





www.solidclouds.com