



## FROM LAUNCH TO GROWTH

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The April 2024 **launch of Starborne Frontiers is going well**. The game is now available on the Google (Android), Apple (iOS), 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 [2%]. *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 cross-platform *Hero collector* and live service game that evolves with regular expansions and content updates to keep players engaged. Many well-maintained *Hero collector* games achieve long-term success.

The Key Performance Indicators (KPIs) of the game have strengthened from the launch of Starbrone Frontiers. Our key metric is Return on Ad Spend (ROAS), measuring revenue per advertising dollar and indicating profitability and scalability for Starborne Frontiers. As the game evolves with new content, ROAS improves, supporting sustainable growth. The main opportunity is scaling marketing spend while maintaining strong ROAS returns.















### PAST YEAR'S DEVELOPMENT PROGRESS

We have been rapidly expanding our content offering with consistent weekly patches and monthly Live Ops releases. Additionally, we have launched two Major Expansions that introduced entirely new features that meaningfully increase player progression. With these updates, we've gone from offering several weeks of meaningful progression to providing over a year's worth of engaging content.

A further core pillar of our development has been **enhancing our community**, as players who join our community are much more likely to stick around for years. These efforts have been immensely successful, with **over 3.8 Million PvP battles fought**.

#### Social Play Enhancements

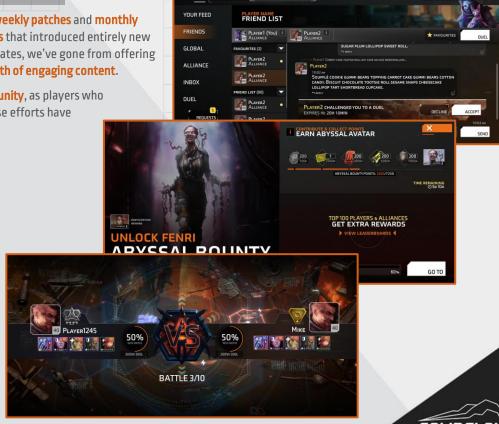
- Friends & Chat System
- PvP Duelling System
- Greatly enhanced PvP Arena Systems

#### **Community Driven Events**

- Global Boss Events
- 4x Seasonal Events w/ Leaderboards
- Arcade System w/ Leaderboards

#### New Game Modes & More..

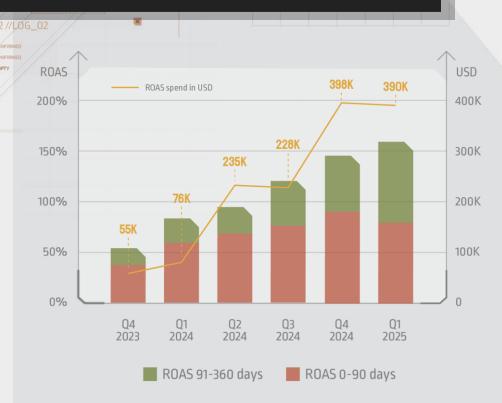
- Faction Operations
- Crafting System & Dispatch
- 28x New Epic & Legendary Units
- Campaign Incursions
- Static Abyss & New Storylines
- .. and much much more!



HOME SOCIAL PRONTIER ID: 4E32SDA5

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### **ROAS TRENDS**



Return on Ad Spend (ROAS) has consistently increased each quarter in 2024, even as the marketing budget was scaled significantly. Solid Clouds projects reaching 77% ROAS within 90 days and around 157% within 12 months for players entering in Q12025.

As marketing efforts ramp up in 2025, the company will need to **enter new platforms and markets**, which may impact short term ROAS.

Ongoing optimization and development present robust long-term growth prospects, with sustained improvements potentially delivering 400–500% long-term ROAS returns over several years.

The primary objective is to maximize **absolute ROAS in USD**, rather than focusing on percentage-based metrics.





## **REVENUE AND DAILY ACTIVE USERS**

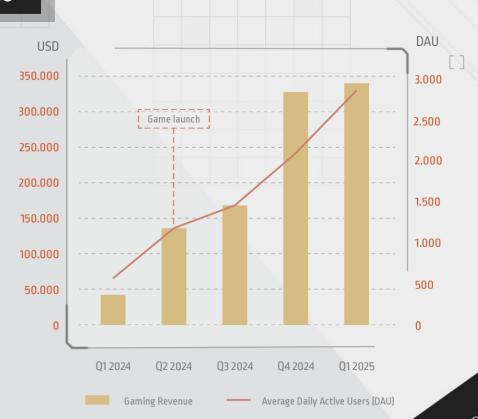
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**Growth Since Launch:** Since launching **Starborne Frontiers** in April 2024, there has been increases in revenue and average Daily Active Users (DAU) as the KPI'S have strengthened and the marketing budget has expanded.

Monthly Active Users (MAU) grew from **5,446** in January 2024 to **24,651** in March 2025.

Solid Clouds has focused its marketing efforts on acquiring **high-value players in key Western markets** like the U.S. The company is now scaling up by expanding into new markets and marketing channels to drive further growth.







## REVENUE BY PLATFORM

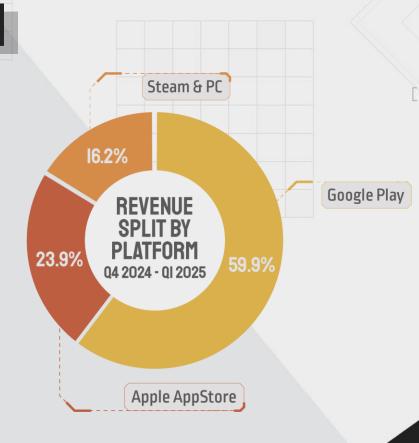
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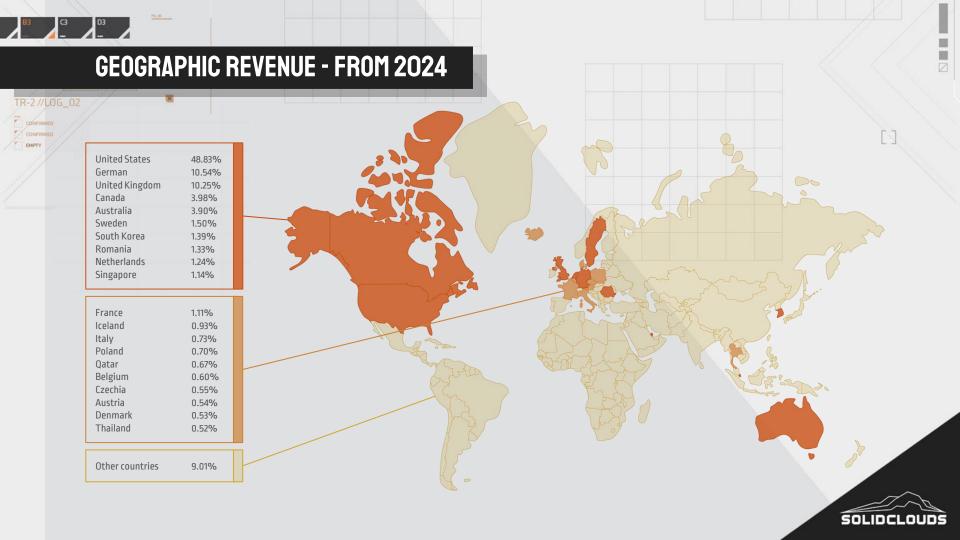
Starborne Frontiers launched on **Steam** in mid-October 2024.

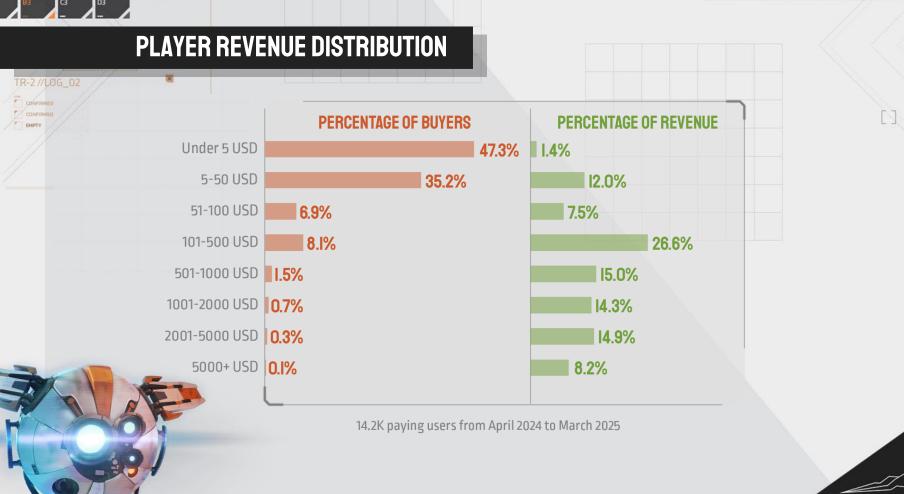
From November 2024 to March 2025, the majority of revenue came from **Android devices** on Google Play.

Expanding across **multiple platforms** allows Solid Clouds to optimize ad rates and increase visibility through platform-specific features.













## **MARKETING GROWTH STRATEGY 2025**

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In 2024, **Solid Clouds** focused on top-tier **English-speaking markets** via **Google Ads and Meta**, achieving strong **ROAS results**. The key challenge is **scaling marketing spend** while maintaining a **profitable ROAS**.

In 2025, **Solid Clouds** will **increase ad spend** while sustaining ROAS by:

#### NEW MARKETING CHANNELS

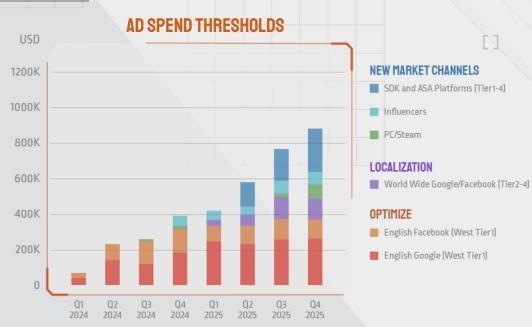
 SDK platforms (Applovin, Mintegral, Ironsource etc.), Apple Search Ads (ASA), influencers, and Steam promotions.

#### LOCALIZATION

Translating the game to enter new markets.

#### • OPTIMIZE TO SUPPORT HIGHER AD SPEND:

- a. Refining gameplay and introducing new content.
- Enhancing marketing with higher-quality creative materials.



For **Q12025**, the **marketing ceiling** was at **\$390K per quarter**, with a target to scale up to around **\$900k per quarter by Q4 2025** through **new marketing channels, localization and optimization**.





## **LOCALIZATION ENTERING OPEN TESTING**

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#### **German Localization**

We have been focused on making the game more accessible worldwide, with localization as a key part of that effort. Our team has developed a system to support multiple languages and ensure a smooth experience for players across different regions.

The first live test of this system is now rolling out with German language support. This marks the start of a broader rollout, with more languages to be added over time as we continue to grow our global audience.



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### **FEATURING**

As a premium Google Play partner, Solid Clouds has consistently submitted feature requests for major updates and in-game events resulting in regular featuring of the game.

Since the April 2024 pitch, Apple has granted three global (ex-US) features.

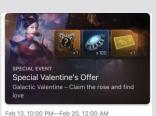
Overall, Google and Apple features have boosted organic installs by up to 5x, adding approximately 25,000 new players.

Going forward, the plan is also to engage the platforms' local editorial teams to pursue regional and localized featuring opportunities.

Solid Clouds is also coordinating with the **Nordic Conference for a Steam feature** tied to the **Nordic Game Awards** in May, and with IGI for a 'Made in Iceland' feature in July.



Feb 18, 12:00 PM-Mar 19, 12:00 AM





1000 daily organic installs ~150 baseline daily organic installs Jul Aug Sep Mar 2024 2024 2024 2024 2025 2025 2025





Apr 14, 12:00 PM-Apr 30, 12:00 PM





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### **ROADMAP 2025**

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### IMPERIUM - DUELS

- PVP focused socially oriented end game content.
- Early game social onboarding update.

### Q2 VOIDBRINGERS

- Player versus Environment (PVE) for Mid/End-Game.
- Equipment Calibrations.

### Q3 DOMINION

- Global boss events.
- Community-driven progression.

### Q4 CHAMPIONS

- Alliance Vs Alliance (PVP)
- Community Events.

Solid Clouds has aligned its roadmap this year to maximize **promotion opportunities** by bundling features into expansions.

Starborne Frontiers will have **eight updates** annually— four content expansion and four seasonal updates—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 lapsed players** to revisit the game.





## **GROWING CORE COMMUNITY**

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#### **Discord Member Growth**

 Discord members. Started with 850 members in February 2024, reaching 6,527 members as of 28th april 2025.

#### **Key Milestone: Commanders Conclave Events**

By the final Conclave (Live meetings on Discord) of 2024, there were 90
participants, reflecting 800% growth in event engagement during the year.

#### **Engagement Drivers**

- Increased focus on community-building initiatives, including themed events and diverse voice channel activities.
- 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 such as Duel tournaments.
- Look further into correlation between Community events and revenue.

