

Just the Facts

EXPERIENCED MANAGEMENT

EEDAR's investment products are managed by prominent industry analyst, Mr. Jesse Divnich.

Mr. Divnich has over 12 years of experience in video games, 8 of which as a consultant and analyst for numerous private and institutional firms with a financial interest in the interactive entertainment sector.

Mr. Divnich is most known for his appearances on Bloomberg, G4TV, The Street, Reuters, Dow Jones, Forbes, GameSpot, and thousands of others.

Additionally, Mr. Divnich is a regular on the speaking circuit and has presented at DICE, CES, GDC, MIGS, DigiLond, EMA Conferences, Nordic, Game Connect Asia Pacific, and many more.



RESULTS THAT DELIVER

EEDAR frequently performs an internal review on the performance of all its products. Below are the results of EEDAR's Just the Facts product over the last 3 years. Numbers reflect the frequency EEDAR's top-line non-GAAP revenue forecast is closer to a company's actual results and its projected guidance for future quarters when compared to industry consensus.

EEDAR BEAT CONSENSUS

- **2009:** 78%
- **2010:** 84%
- **2011:** 76%*

*As of November 2011

EEDAR does not provide equity based recommendations or earning per share (EPS) forecasts and keeps a limited amount of investment subscribers. Please inquire on whether we are currently accepting new subscribers to the *Just the Facts* product.

JUST THE FACTS

EEDAR's Just the Facts product is the most comprehensive weekly report for fund operators and institutional investors.

EEDAR is able to produce highly accurate bottoms-up and revenue models for any developer, publisher or retailer using only publicly available information from EEDAR's leading video game intelligence database. EEDAR's Just the Facts report is a constantly evolving product that even captures data for emerging markets such as Social, Mobile, Free-to-Play, and MMORPG.

While many claim to have "bottoms-up" models, EEDAR is the only firm that puts its money where its mouth is and delivers Just the Facts subscribers the raw data, giving full transparency in how forecasts are generated.

Whether you are new or an expert in the industry, EEDAR's Just the Facts report is organized to deliver information that is actionable and effortless to interpret.

No guesswork. No conjecture. No speculation. It's Just the Facts.

Just the Facts

JUST THE FACTS REPORT (FRIDAYS)

- A 60+ page PDF report.
- Excel spreadsheet containing all model builds and raw data.
 - Covering all major publishers and retailers.
 - Includes mobile and social publishers and retailers.
 - Bottoms-up build for every game for all covered companies.
 - Top-line non-GAAP revenue forecast for every covered company.
 - › Up to four quarters in advance.
 - Weekly price changes.
 - Weekly social and mobile data.
 - › Includes in-app purchases and ARPU estimates.
 - Specialty Retail information.
 - › Circular activity, Used Promotions, Online Activity and comparisons year-over-year.
 - Total industry revenue forecasts by sector and category.
 - › Includes international and hardware forecasts.
 - Consumer purchase intent by game.
 - Monthly MMO Subscription Tracker

COVERED COMPANIES INCLUDE:

Activision
Capcom
Electronic Arts
GameStop
Majesco
Nintendo
Square-Enix
THQ
Take-Two
Ubisoft
Zynga

OTHER BENEFITS

Aside from EEDAR's robust Just the Facts report, EEDAR includes a wide range of additional services that are included with each subscription:

WEEKLY RANKINGS/NEWS REPORT

Delivered every Monday and recaps all the significant news for publicly traded publishers.

The report also includes:

- Weekly price changes from over 40 retailers.
 - Only for new releases of publicly traded publishers.
 - Spots signs of over-shipments or low demand!
- Social Recap.
 - Weekly recap of all MAU and DAU activity.
 - Europe Sales Rankings.
 - Pre-Order Report.
 - Consumer Interest/Purchase Intent by Game.

UNLIMITED CONSULTATION

Anytime and anyplace, a certified EEDAR analyst is always available.

UNLIMITED CUSTOM DATA REQUIREMENTS

Where licensing agreements allow, EEDAR is always happy to provide our clients with custom exports of data to facilitate our clients own internal analysis.



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