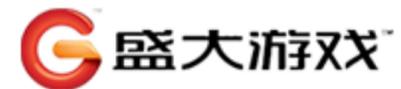


Protocol One is a project by founders and developers of GameNet – one of Russia/CIS’s largest PC games publisher with proprietary digital distribution platform operating in the market since 2010.



Our Partners



Key advantages of Protocol One

- White Label Open Source (Apache 2.0, GPL 3, MIT license family) and IaaS.
- Fast distribution via third-party stores around the world.
- Segmentation of prices and discount offers for narrow audience segments (all the way down to the level of the individual user) based on data analysis.
- Distribution storefronts and an editor for creating storefronts and marketing materials.
- Middlemen are no longer required to launch an advertising campaign, which can save you up to 20% on advertising.
- Quick payments and reciprocal transactions between system participants; reduced payment processing fees

Technical solutions for copyright protection (DRM), anti-cheat, and an advanced key-management system

- Cross-tracking of user movement from banner to game and activity within the game.
- A global remarketing system for the games industry and solutions for handling local traffic in all regions without any intermediaries.
- Open-source game launcher
- Acceleration budget for new games with a complex algorithm governing financing and functionality
- A transparent system for participant interaction, sales, and product promotion based on open and secure protocols.

The Video Games Market (CAGR 2012 – 2021)

GameNet is operating in the enormous and fast growing market of video games

Mobile

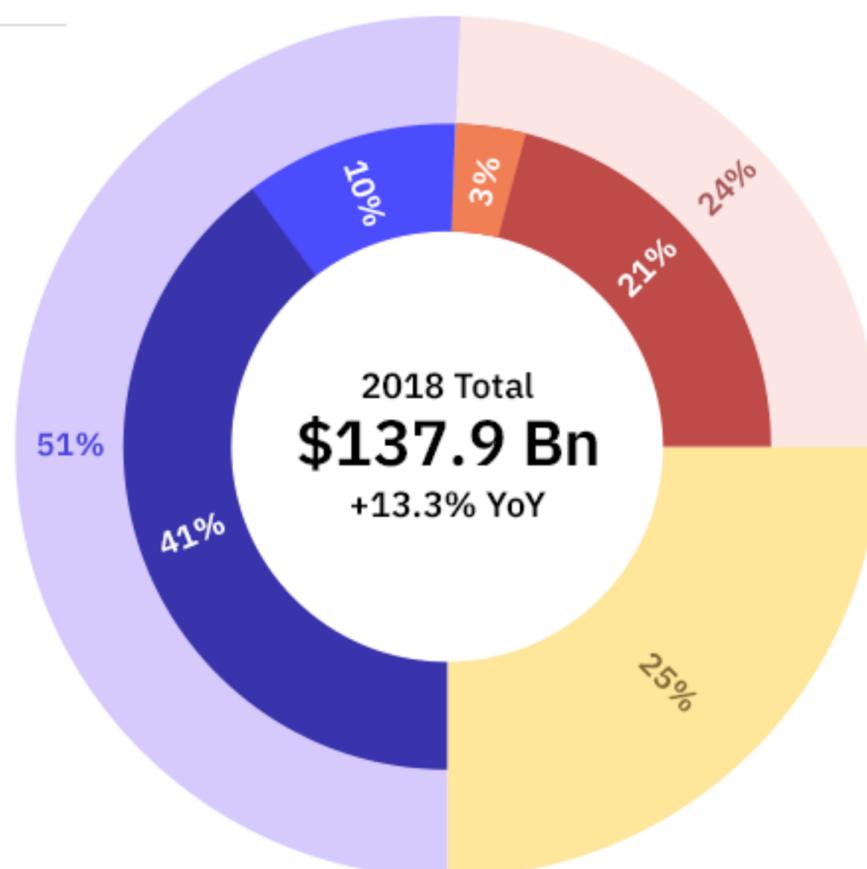
 **\$70.3 Bn**
+25.5% YoY

Tablet Games

 **\$13.9 Bn**
+13.1% YoY

(Smart) Phone Games

 **\$56.4 Bn**
+29.0% YoY



PC

 **\$32.9 Bn**
+1.6% YoY

Boxed / Download PC Games

 **\$28.6 Bn**
+4.5% YoY

Browser PC Games

 **\$4.3 Bn**
+13.9% YoY

Console

 **\$34.6 Bn**
+4.1% YoY

What Protocol One is

Protocol One is a stack of technical and business solutions designed to bring together existing video game platforms, stores, banks, and traffic companies. It also offers open-source tool sets for creating new game platforms that can then be integrated into a unified ecosystem.

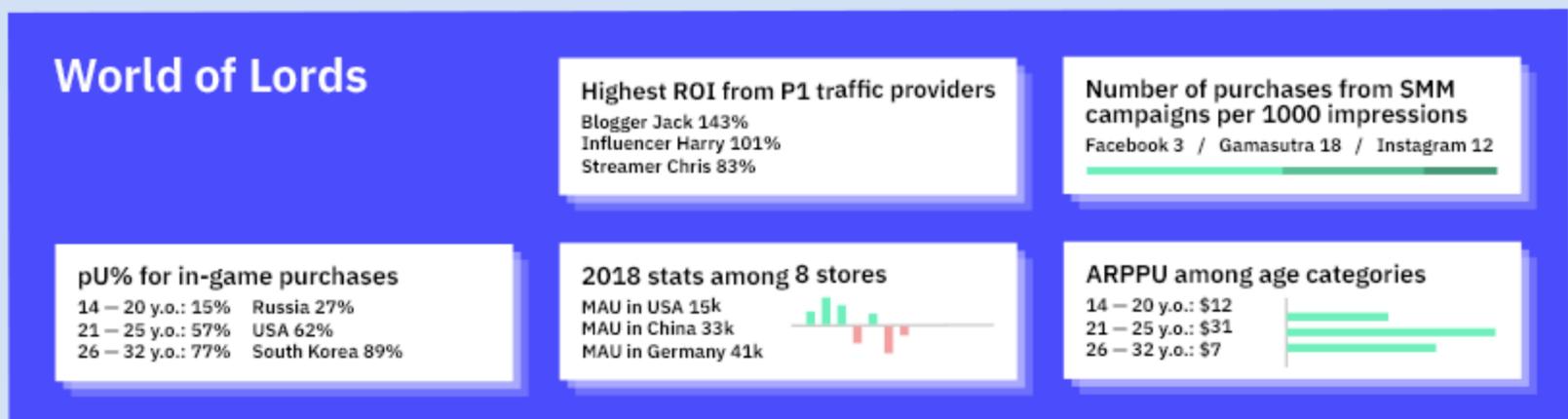
Protocol One brings together users, publishers, developers, new and established platforms and storefronts, traffic suppliers, banks, and investors. Each participant can build his own solutions within the ecosystem or use those that already exist (if the owners of the solutions have enabled this option).

P1's perfect world for a store or publisher

- A store-owner signs up at Protocol One and may now pick the games he wants to be sold on his storefront by clicking a tab of a specific game. All game keys from different stores and developers are synchronized within P1 ecosystem. No need to conclude agreements or adjust technical requirements for each game key type. A single agreement with P1 is required for handling all interactions within the ecosystem



- Each game in the list has a thorough description of data-based analytics of its market performance among particular audiences and regions. All data are auditable and trackable, as it is gathered with uniform P1 analytic tool set, much like it is done in Google Analytics.



- By connecting its storefronts with P1 ecosystem, a store can now easily pack and sell the marketing analytical data to other parties. It can also trade user data related to its audience in full compliance with GDPR and other similar legislations.



- A store-owner, having grown weary of numerous payment acquiring services with unfavorable terms can embed P1 SaaS legally compliant acquiring solution into its storefronts by clicking the tab. The fees of P1 acquiring are transaction-coverage based.
- After getting listed on P1, the store can be chosen by developers who want to distribute their games as wide-reaching as possible. After a developer or publisher applies for distribution of a specific game through the store, its managers decide on whether they want their game to be present on their storefronts and either approve or decline the application. Everything takes place without any red tape and unnecessary obstacles, while joining P1 ecosystem is free of charge.

P1's perfect world for a game developer

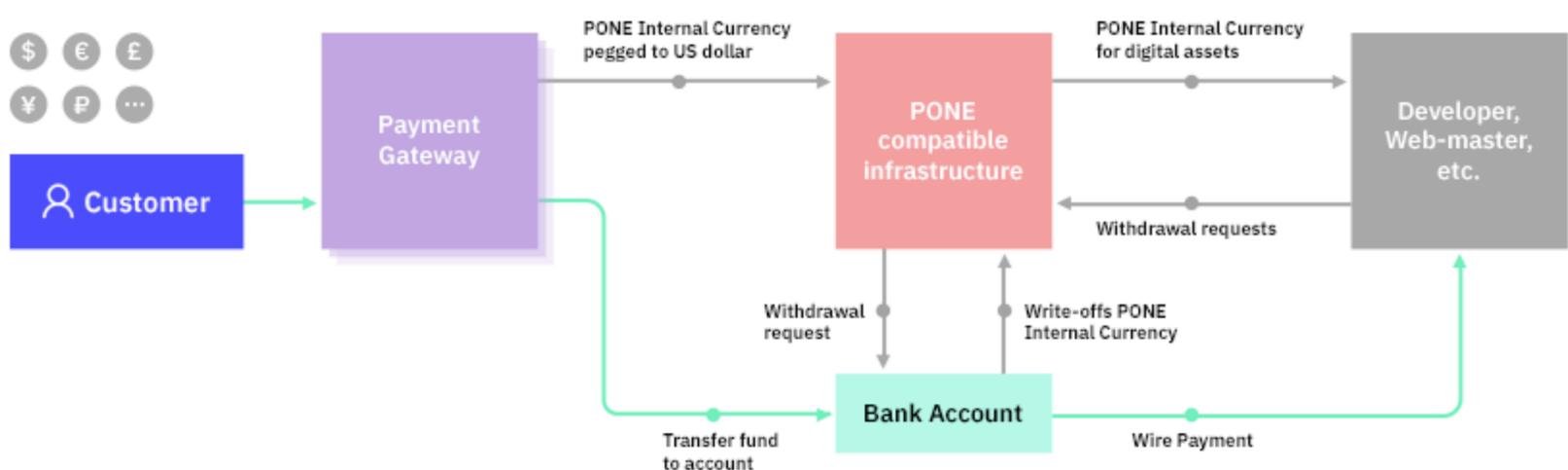
- A game developer or a publisher signs up at Protocol One, uploads his game and starts distributing it globally by clicking the tabs at what stores he wants his game to be sold.



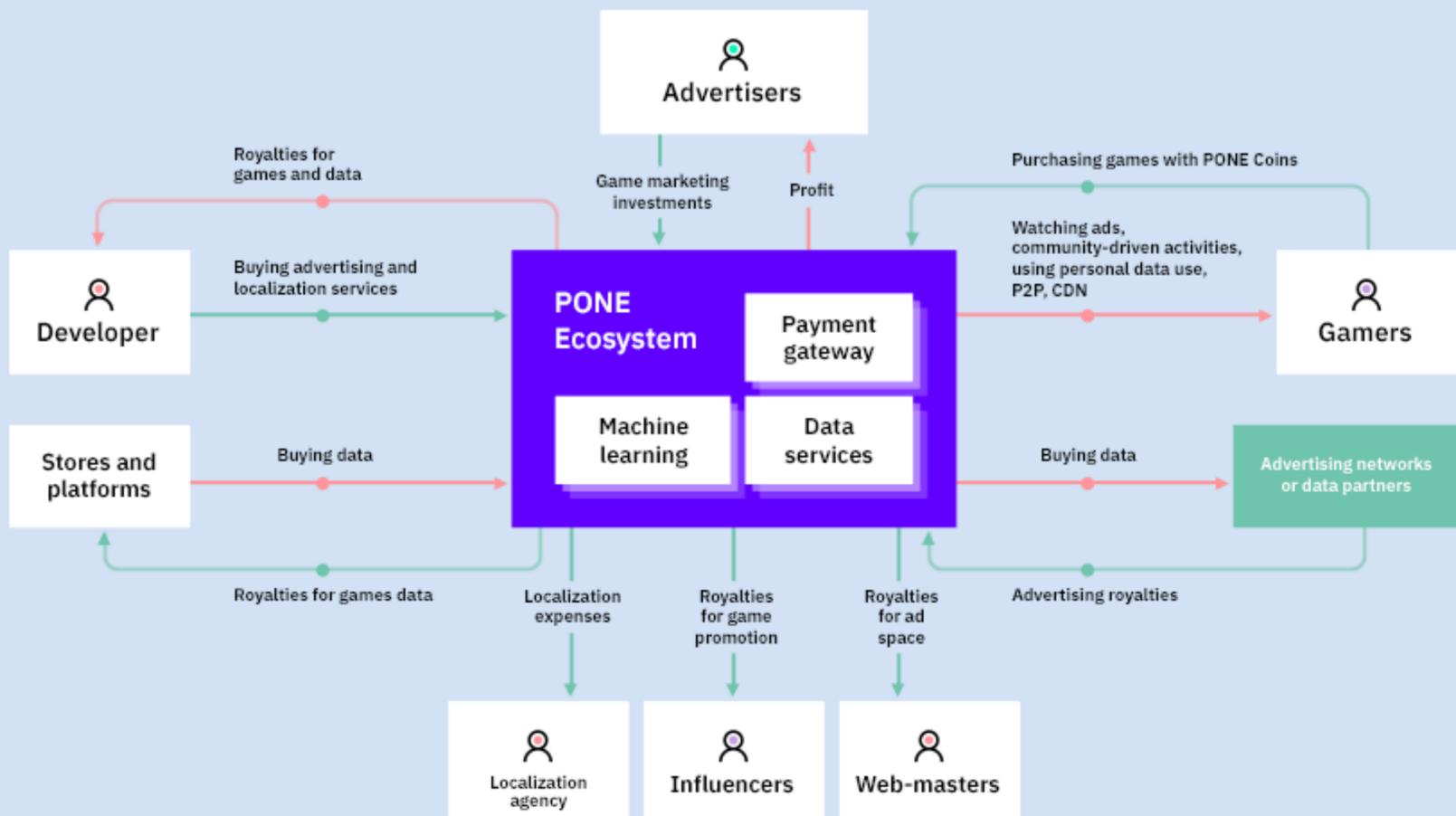
- The distribution is supported by smart, data-based regional price formation and high-quality traffic that he buys right in his personal dashboard for fair prices formed upon the traffic's performance for a specific type of game. He also takes advantage of cutting-edge marketing analytical tools that track gamers' behavior from their actions on landing up until the level or location of the game where they stopped playing.



- He receives money for his game's sales almost instantly with lowest fees in the market. Now, he can reinvest the revenue in further marketing or development of the game.



P1 ecosystem business model



Marketing acceleration for early adopters

At least 50% of Protocol One fees will be invested back into the acceleration budget, which is used to attract ad platforms/traffic sources and motivate users. The acceleration budget features a platform where the most qualified publishers and developers (along with their user base) rate projects that are currently in development and looking for investors. All projects listed on this platform are supplied with sales and conversion data for other games in the same genre or setting. This will assist investors in evaluating their projections and risks.

Protocol One pays in advance for a fixed volume of traffic for platforms that join the ecosystem. The system also guarantees advertising turnover for large DSPs (Facebook, Google) in order to reduce their fees. When Protocol One first launches for public use the team will invest no less than \$1,500,000 into the acceleration budget.