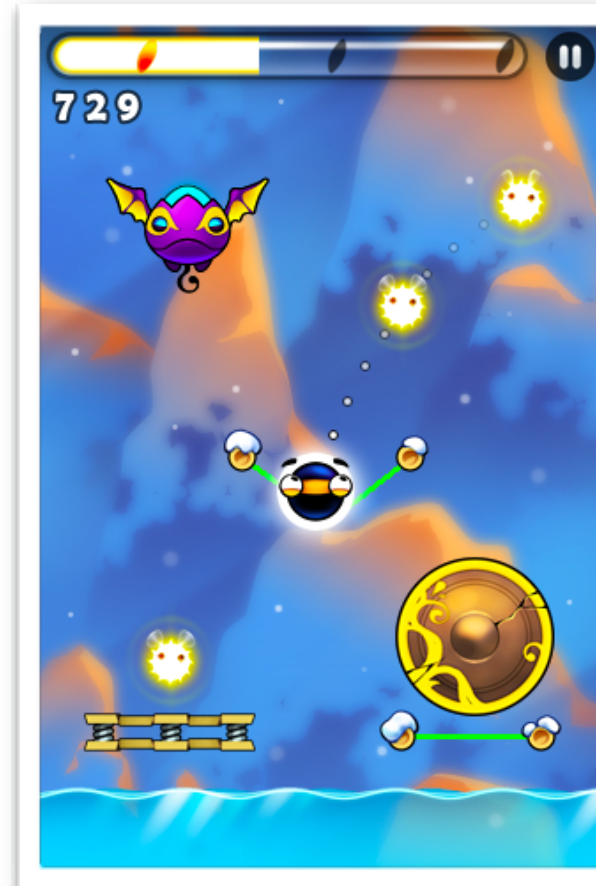




VAS. St Petersburg. 2011

The Team



ZeptoLab - founded by **Efim and Semyon Voinov**, twin brothers with over 10 years of experience in mobile game development. Semyon, Chief Creative Officer of ZeptoLab, has worked as a lead artist for many years. Efim, Chief Technical Officer, brings years of technical expertise .

Now the team of 15 and growing fast



The Game



Cut the Rope

The game for iOS and Android platforms.

Available on Apple App Store, Google Android Market, Amazon Appstore for Android and others.

Released on October 4th 2010.

Price is \$0.99 on iPhone/Android and \$1.99 on iPad.

#1 paid, #1 free, #1 top grossing all over the world.

High user rating in app store: 4.95/5.

Awards

- ★ Best Handheld Game — BAFTA Awards 2011
- ★ iPhone Developer Showcase - Apple Design Award 2011
- ★ Best Handheld Game — Game Developers Choice Awards 2011
- ★ Most Innovative Game — Pocket Gamer Awards 2011
- ★ Best Casual/Puzzle Game — Pocket Gamer Awards 2011
- ★ Best Puzzle Game — Best App Ever Awards 2010



The Game



Cut the Rope: Experiments

Available for iOS platform iPhone/iPod/iPad.

Released on August 3rd 2011.

Price is \$0.99 on iPhone/iPod and \$1.99 on iPad.

#1 paid app globally.

Over 2,5 million purchases.

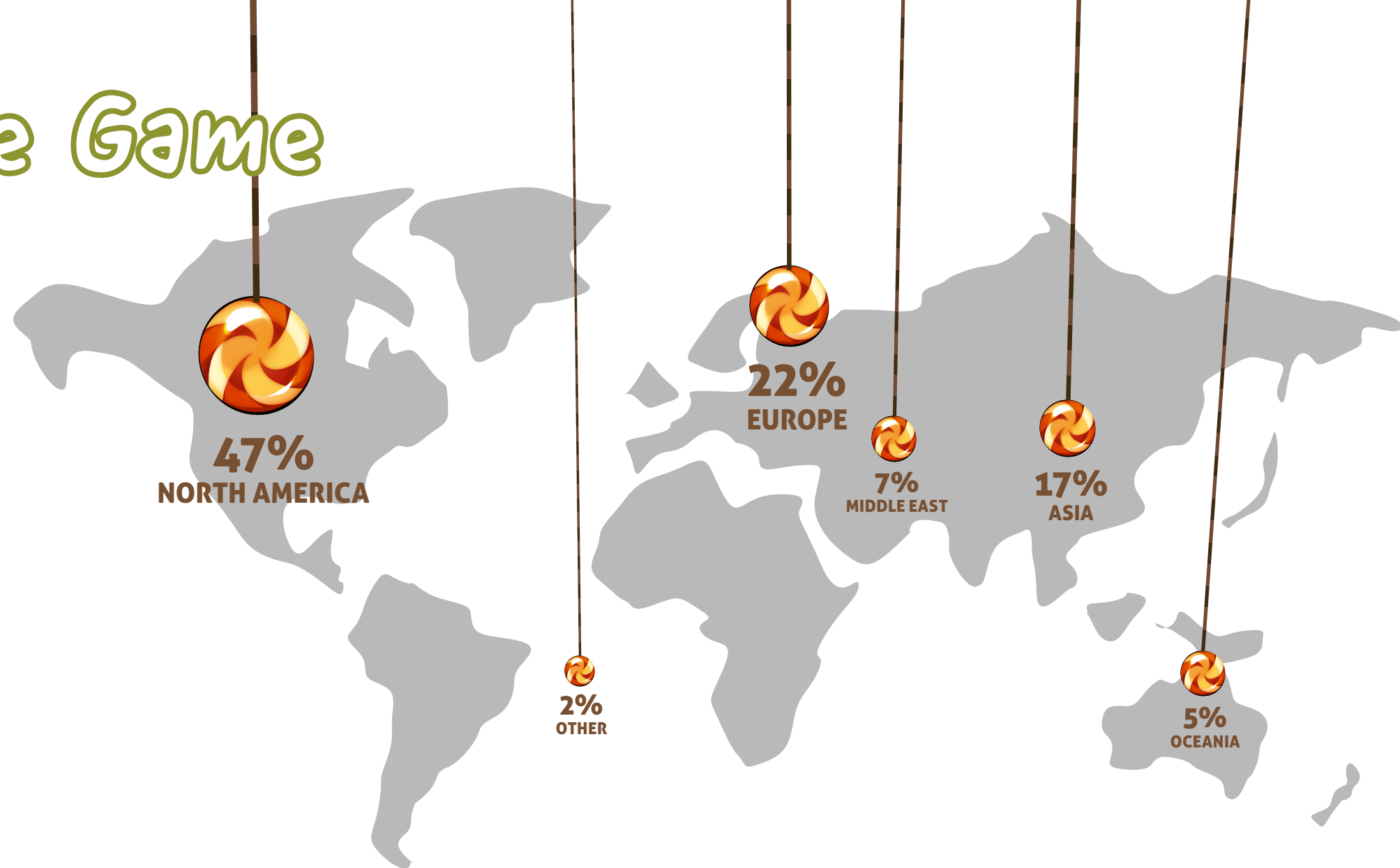
High user rating in app store: 4.84/5

Special Thanks to:

- ★ Apple for pre-installation on iPhone 4S demo devices.
- ★ Slide to Play for "Must Have" review.
- ★ Pocket Gamer for "Silver Award" review.
- ★ IGN for "#1 in the AppStore".



The Game



Cut the Rope and Cut the Rope: Experiments

Downloads: **65+ million**
Largest groups: **13-35 & kids**
Monthly active users: **20 million**
Daily active users: **2 million**
Sessions per day: **5 million**
Session length: **3 min**

Every day users give **thousands of games** to their friends as gifts.
Gamers play **20 years** per day.

The Brand



Om Nom is cute, easy recognizable and appealing character to adults and children, while remaining cartoonish and live.

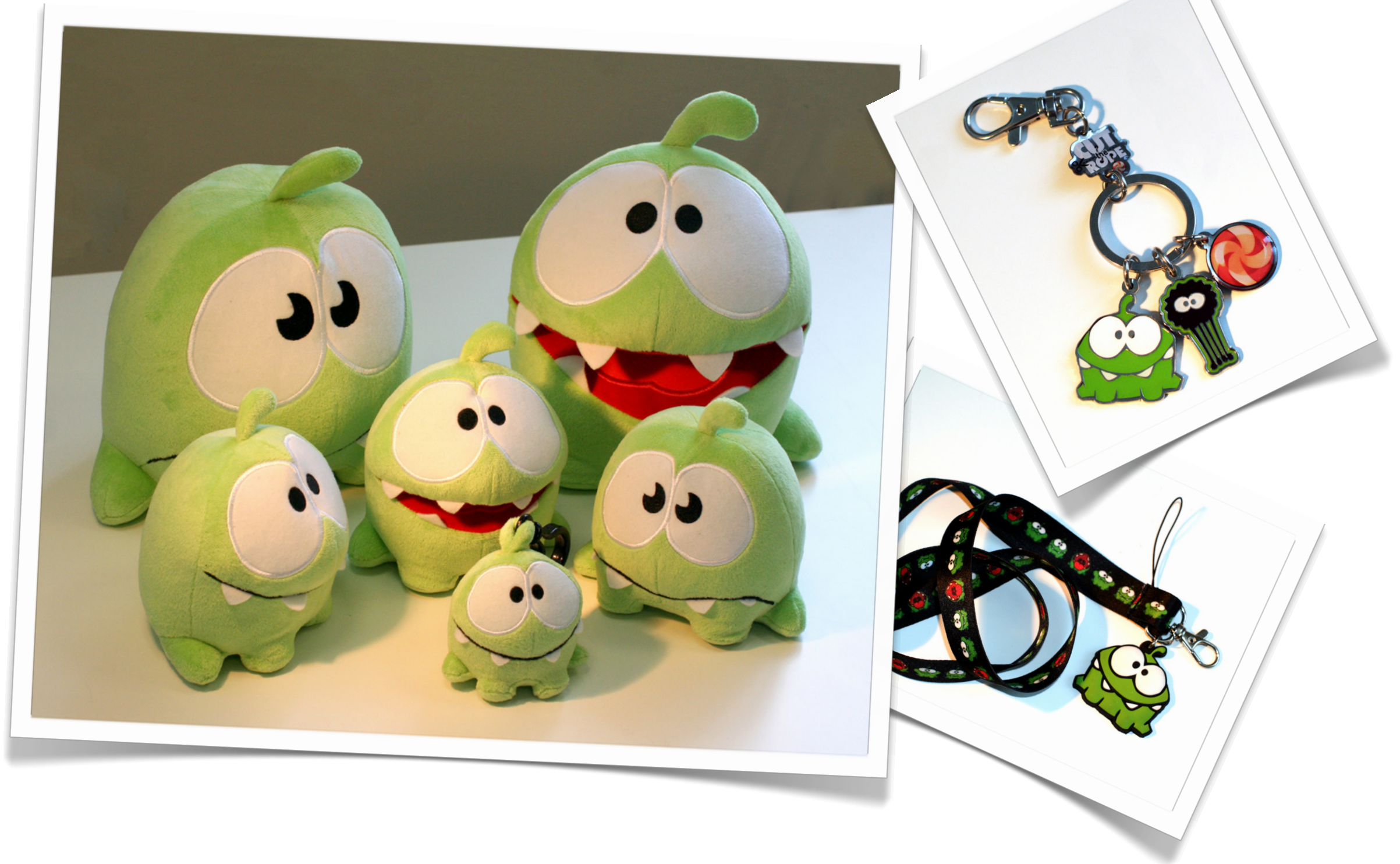
The game itself has innovative yet easy-to-grasp concept and provides nice and smooth platform-oriented gameplay (touch controls, short game sessions).

The Brand



People love Om Nom!

The Brand



Huge merchandising & licensing opportunities

The Business



ZeptoLab is a massive growth business based on world-class game expertise, brand development & innovative marketing.

Cut the Rope could be compared to an extremely successful animation franchises with hugely popular main characters... and with all the power of the internet in a palm of your hand.

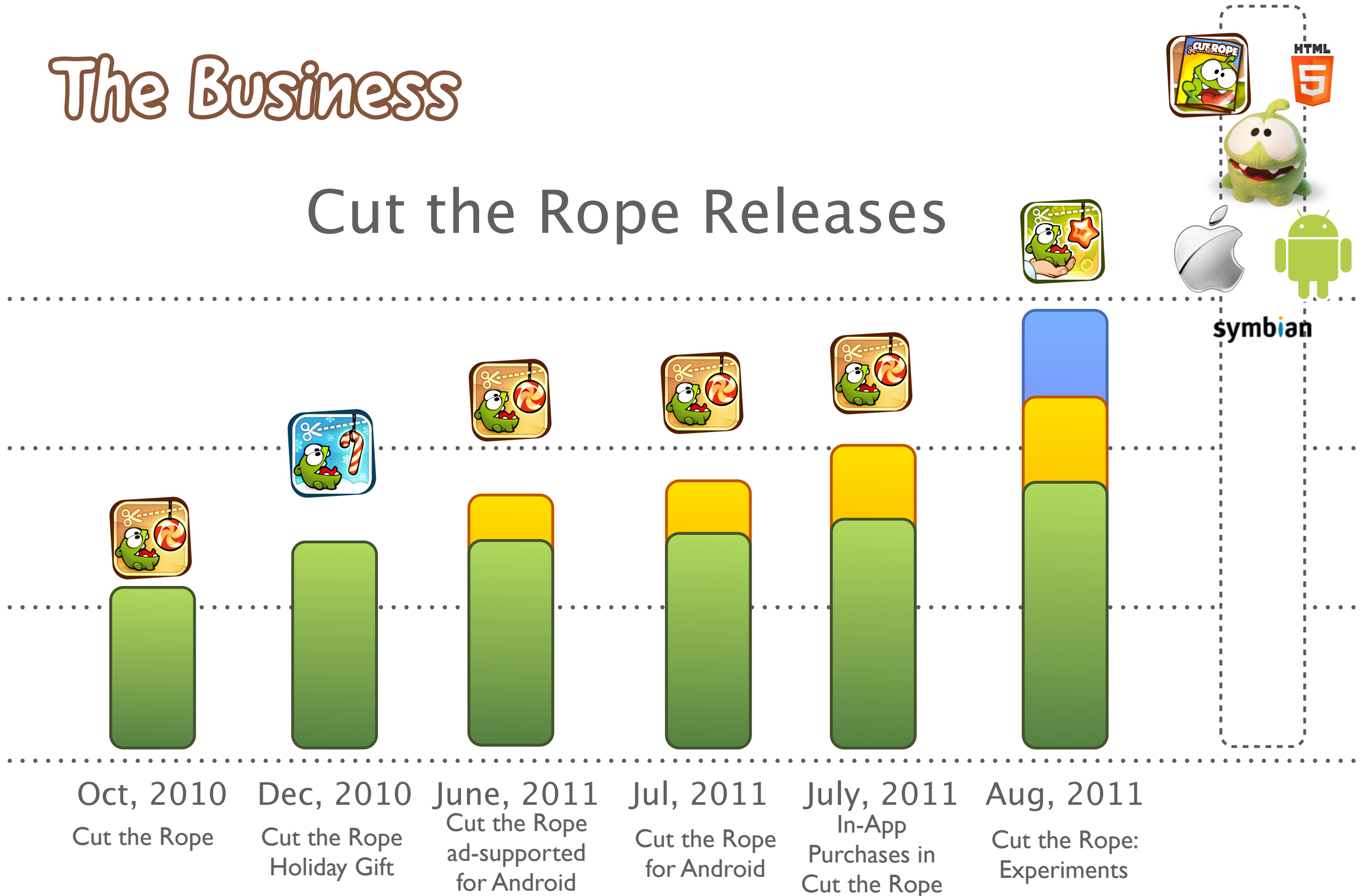


The Brand



The Business

Cut the Rope Releases



ZeptoLab has strong titles on app stores of the world covering all bases from audience, gameplay depth to In App Purchases, advertising & cross promo.

The Business



100+% growth. No end in sight.
100% open for business
Over 500k apps - stiff competition
72% In App Purchases vs. 28% straight purchases
92% revenue by just 4% of developers

Already bigger than iOS
550k+ activations daily
30x smaller revenue than Apple on average
10% of iOS in terms of monetization
Freemium & Advertising



Massive growth potential for true cross device, cross platform apps and services

Billion installs / huge cross promo & monetization

The Business



"Nook Tablet doesn't light my fire.

You can get "Angry Birds", but you won't find "Cut the Rope," "Plants vs. Zombies" or "Tetris," among other popular games that are available for the Fire."

San Jose Mercury News

"Amazon's Kindle Fire is likely to be the first successful tablet not sold by Apple, and there are several good reasons for it: the low price of \$199, the convenient, portable size of 7 inches, and a rich catalog"

Ars Technica

**Today is a device and content era on a fast network.
Tomorrow content will play even bigger role.
Future is bright!**



We are hiring!

Misha Lyalin, CEO & Chairman

misha@zeptolab.com

[@mishalyalin](https://twitter.com/mishalyalin)

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