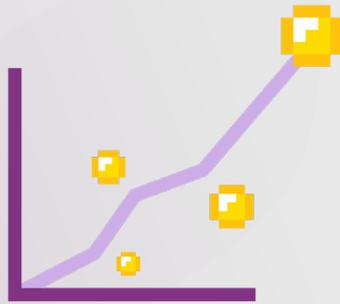




PLAYIGNITE



Play Capital

Play Capital provides early access to your digital store revenues

- Many digital stores, and ad networks have long payment terms, and we know it would be better to plough that money back in to your business sooner rather than later
- With Play Capital, you don't need to wait, we will advance you your locked up revenues
- We've worked out that a studio's revenues are 28-47% higher when they use Play Capital to recycle store revenue back into UA
- Wouldn't you like to benefit from that?

**These are just some of the stores
that we can finance against:**



amazon



Tapjoy™



Vungle



Kwalee Case Study



Kwalee

Igniting game capital

Kwalee is an expanding, independent, mobile game developer based in Leamington Spa who came to us for help and support with their short term cash flow issues.

1. What was your situation prior to working with PlayIgnite i.e. what was the key challenge your studio faced?

Prior to working with PlayIgnite, Kwalee was going through a period of rapid expansion. We had 3 hit games in the top of the US App Store rankings – Looper!, PLANK! & Go Fish. In order to keep the titles growing we needed to spend a lot on marketing, and although we were generating significant revenue, waiting for the revenue to be paid each month whilst having to market them created short term cash flow issues.

2. What did PlayIgnite actually do for your studio?

PlayIgnite gave us some short term flexible loans on the strength of advertising revenue we had generated but not yet been paid for. This allowed us to continue to fund a lot of ongoing UA activity and to keep the momentum going.

3. How are things different now?

Since working with PlayIgnite we are able to spend more on UA every day without having to worry too much about the short term cashflow issues. This has enabled us to maintain strong chart positions for our games for longer and to maximise profits.

4. In general how was the process, how easy was it to work with PlayIgnite?

It was incredibly easy to get setup initially with PlayIgnite – it took just a few days. The fact that they understand the business model for our industry was a huge time saver. They are helpful, responsive and very flexible, and allow us to quickly repeat the process as often as we need to.

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