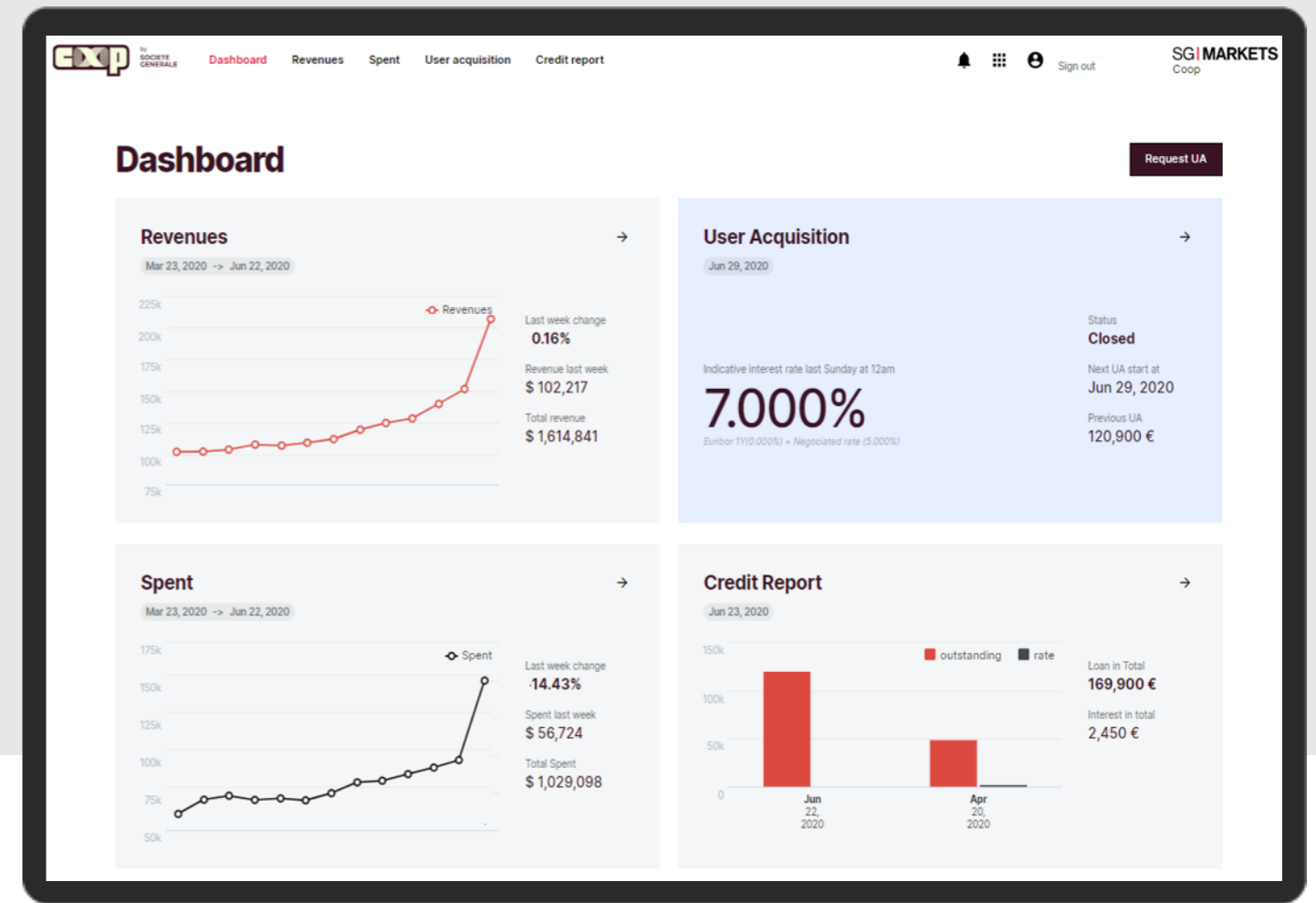


COOP

User Acquisition Financing for Mobile Games Industry



All figures are given for illustrative purposes only

OVERVIEW



by SOCIETE GENERALE

SG Markets Coop provides **flexible and online loans** to finance **User Acquisition** for video game studios and publishers.

We leverage on **rich game analytics datasets** retrieved directly from stores, attribution and analytics platforms, to grant loans backed by future revenues.

info.sgmarkets.com

KEY FEATURES

- **Borrowing capacity can be scaled**, as it's directly linked to the games' performance and **based on our predictions of your future revenues**.
- Disbursement & repayment requests can be introduced weekly thru a dedicated digital portal, offering a **highly flexible financing solution**.
- **Fair & transparent costs**, with highly competitive interest rates and foreign exchange rates.

Since 2018, Société Générale is a major partner of **GamersOrigin** esports team and of **Académie des Arts et Techniques du Jeu Vidéo**



- **For studios & publishers**
 - **With a turnover of at least 500K€** in the last 12 months
 - Based in the European Union.
- **Scaling without fundraising**
 - You have led a **successful soft-launch** with high-potential ROAS, or
 - Have a well-performing portfolio of titles.
- **Any mix of IAA/IAP**
 - Our predictive model covers a **wide range of business models**, from hypercasual to hardcore games.
- **First-class online banking tools**
 - Manage your financing and your foreign exchange transactions on our platform, accessible 24/7.
 - Use our digital dashboard to get a consolidated view of your UA spending, revenues and repayment due dates.
- **A long-term partner**
 - We are a **global bank with a wide array of financing products** and a worldwide coverage.
 - We already work with some of the biggest players in the video game industry.
- **Contact us for a demo**
 - Stéphane Rappeneau**, clients' relationship
 - Roland Nicolas**, Financing & Credit expert
 - Mathieu Cappe**, co-head for digital & data-driven financing
 - Jawad Alaoui**, lead data scientist

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