Press Dossier

July - 2010

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eRepublik Labs mission statement:

To transform the way strategy games are created, distributed and played by leveraging the power of communities and the Internet.

- **eRepublik is a mirror version of the real world in which you can interact with other citizens, create original content, get a job, start a company, a political party or get your friends together and invade another country, all in just 15 to 30 minutes daily.**

- **eRepublik leverages the use of the Internet:**
  - Free to play
  - User-friendly and browser based
  - No download or installation of any programs or files
  - Not time consuming (15 min./day average)
  - Playable anywhere from any device with an Internet connection
  - No Artificial Intelligence, only

- **eRepublik is built around the concept of a daily social experience. One of its advantages over other strategy games is that it demands a small fraction of users' free time (15 to 30 minutes), while providing them a much deeper experience for that time.**

Average Computer Usage/Day in Minutes	
Office Applications	240
Email	90
Internet Browsing	80
Instant Messaging	20
E-Commerce	20
Social Networks	15
eRepublik	15

- **eRepublik today:**
  - Over 1,8 million citizens created
  - Over 320,000 active citizens (those players that keep their citizens alive and well)
  - Average age of 24 to 34 years and 90% male

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FOUNDERS

- Alexis Bonte, the CEO of eRepublik, is an entrepreneur and a member of the boards of several companies. His responsibilities with eRepublik include developing the company, marketing, financing and strategy. He previously worked as the managing director of lastminute.com in Italy and of livra.com.

- George Lemnaru brings broad professional experience to the post of Chief Operating Officer at eRepublik. He is responsible for product development and operations. Before joining eRepublik, George worked for Tevin solutions.

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EXECUTIVES

- Carsten Kisslat, Lead Game Designer of eRepublik, is responsible, with his team, for designing new game modules and features. Carsten is a game designer, writer and producer with almost 16 years of experience in the videogames industry.

- Lucian Vacaroiu, Chief Technical Officer (CTO) at eRepublik is responsible of the game's technical development. Lucian was previously a key member of the tech team in a variety of roles from almost day one of the game. He has experience with tech and web development working for a Bucharest-based VoIP startup and other companies in the US and UK.

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TEAM

- eRepublik consists of a team of more than 50 people based in Spain, Romania and Ireland, headed up by Alexis Bonte and George Lemnaru. During its beta phase, it had help from volunteers and received input from many active citizens who provided their comments and ideas.

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- eRepublik takes a reverse approach to game and virtual world development by starting only with what is really necessary for user enjoyment, and building from there based on user input. This means that the existing game really only represents 25% of what the final product will be. You can watch a video that explains this approach.

- As a result, by using the Internet start up model, development tools, and the growing power of user generated content (UGC), Alexis and George created eRepublik faster and for less money than could have been done with the traditional development studio approach that is still used for most online games and virtual worlds.

INVESTMENTS

- **The initial investment for production of the beta version of eRepublik was €200,000 during 2007. In 2008, the French venture capital firm AGF Private Equity, and several Business Angels with broad Internet experience, invested an additional €550,000 for the development of Version 1.**
- **In June of 2009, a further €2m was raised in a series A round from AGF Private Equity.**

AWARDS AND NOMINATIONS

- **Alexis and George's project received the Special Jury prize for the best European Start-up at the LeWeb3 2007 awards.**
  - LeWeb is the #1 Internet event and conference in Europe. The 07 Edition gathered in Paris and had 1,800 participants from 40 countries, including names such as Shimon Peres and Philippe Starck.

AWARDS AND NOMINATIONS

- **October 2008, eRepublik won the TechCrunch Pitch! Competition for startups at FOWA (Future of Web Apps) 08. See eRepublik video.**
  - TechCrunch is an industry renowned blog that profiles and reviews the Internet products and companies that are transforming the Web.
- **April 2009, eRepublik was selected as an Official Honoree of the 13th Annual Webby Awards.**
  - The Webby Awards are one of the most respected symbols of success on the Internet. Entries for the 2009 awards were received from nearly 10,000 companies from over 60 countries.
- **July 2009, eRepublik earned the title of "highly commended" (2nd place) for the TechCrunch Europa award of Best Entertainment Application or Service (EMEA).**
  - "The Europas" - The TechCrunch Europe Awards 2009 – honored the best tech companies and startups across the web and mobile scene from across the continent of Europe. Over 400 entrants were voted on by the industry, expert advisors and the public.
- **July 2009, eRepublik was ranked 22nd on the TechCrunch Europe Top 100 startups list.**
  - This is a constantly updated Index of the most innovative and highest-potential European tech companies.

AWARDS AND NOMINATIONS

- **January 2010, eRepublik chosen by AlwaysOn as one of the OnMedia Top 100 winners.**
  - Inclusion in the OnMedia 100 signifies leadership amongst its peers and game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players.

- **April 2010, eRepublik was selected as an Official Honoree of the 14th Annual Webby Awards.**
  - The Webby Awards are one of the most respected symbols of success on the Internet. Entries for the 2010 awards were received from nearly 10,000 companies from over 60 countries.

AWARDS AND NOMINATIONS

	2007	2008	2009	2010
JAN				
FEB				OnMedia 100 10 — WINNER —
MAR			OFFICIAL HONOREE 2009 WEBBY AWARDS	OFFICIAL HONOREE 2010 WEBBY AWARDS
APR				
MAY				
JUN			The Europas The TechCrunch Europe Awards	
JUL			TechCrunch EUROPE	
AUG				
SEP				
OCT		TechCrunch FOWA FUTURE OF WEB APPS		
NOV				
DEC	Le Web 3 '07 FOURTH EDITION PARIS DECEMBER 11th/12th			

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- **User profile:**
  - Strategy games fans, videogame players, bloggers, members of online social networks and various online gaming communities
  - Ex-videogame players who want something new - people who have the money but do not have the time to play the online games currently available

eRepublik	
20th November 2007 (First 30 Days)	**31st May 2010**
> 138,317 visits	**> 120,959,755 visits**
> 4,000 eRepublik citizens	**> 350,000 eRepublik citizens**
> 2,816,385 pageviews	**> 2,609,846,979 pageviews**

Data from eRepublik (Nov. 20th, 2007 – May.31st, 2010 obtained through Google Analytics ™

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- **The new interactive tutorial and the Advisor make it easy for new players to immerse themselves in the New World.**

I'll guide you trough your first steps in eRepublik

- **There are many careers that players can pursue in eRepublik. Citizens can be employees or start their own business, create newspapers and political parties, run for president of their country, join the military and more.**

Career paths in eRepublik

Military rank	Field Marshal

Skill	Level
Rifle	5 Sharp Shooter
Tank	5 Sharp Shooter
Artillery	5 Sharp Shooter
Air Unit	5 Sharp Shooter

President

Media Mogul

Economy Skills

Profession	Level
Builder	3 Junior
Engineer	4 Senior
Architect	2 Assistant
Carpenter	2 Assistant
Fitter	2 Assistant
Harvester	2 Assistant
Marketing Manager	2 Assistant
Mechanic	2 Assistant
Producer	2 Assistant
Project Manager	2 Assistant
Technician	2 Assistant

- Over 99% of the eRepublik world has been created by its citizens; its social based game play allows it to spread virally in terms of content and users, with almost no distribution and development costs.
- eRepublik keeps growing and evolving rapidly thanks to an active community of citizens and to an experienced team capable of making things come true in the New World.

- In May of 2010, www.erepublik.com received over 10.6 million visits and 225 million page views. In addition, citizens spent over 162 million minutes navigating the eRepublik world. *(Source: Google Analytics™)*

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- **With eRepublik Rising the virtual economy becomes truly diverse and competitive. The key to this is product customization, new industries and the way products are produced by companies.**

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- **The majority of visits to eRepublik since its beta launch have come from the Poland, the United States, Hungary, Romania, Serbia, Spain, Croatia, France, United Kingdom and Germany. As new countries are added to the game, however, the population sizes and traffic will continue to shift and grow.**

Data from eRepublik (Nov. 20th, 2007 – May. 31st, 2010) obtained through Google Analytics ™

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Population number

Top Countries

No.	Name	Population number
1	Poland	29610
2	Serbia	23855
3	Spain	21289
4	Russia	20638
5	USA	17543

Data from eRepublik (Nov. 20th, 2007 – May 31st, 2010) obtained through Google Analytics ™

- **120,959,756 visits have come from 224 countries / territories.**
- **At this time, the top countries in eRepublik (per population) are Poland, Serbia, Spain, Russia, USA, Hungary, Brazil, Indonesia, Romania and Bulgaria.**

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- **What are the technical requirements for playing eRepublik?**
  - Internet connection and browser
  - No downloads or installation files

- **How many accounts can I open?**
  - A single user may create/administrate a single eRepublik account

- **How much does eRepublik cost?**
  - It's absolutely free to register your citizen in eRepublik and start playing. Additionally, you have the option to buy eRepublik Gold with real money, once every seven days

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- **After I've registered in eRepublik, what should I do next?**
  - Follow Carla's suggestions. He is the official eRepublik advisor and will help you out with navigating the New World.

- **How does my citizen eat?**
  - Once a day the highest quality food unit from your inventory is automatically consumed. Food can be purchased from the marketplace. Remember that in order to survive in eRepublik, you need to eat, and that you should always have food units in your inventory as it will influence your wellness level.

- **What is wellness and what is it good for?**
  - Wellness represents your citizen's health and happiness indicator. It helps you reach a higher productivity when you work and also increases your level of damage in a fight. If your wellness is zero, soon your citizen will die.

- **What are the experience points and how can I earn them?**
  - Experience points (EP) represent the knowledge level a citizen reaches in eRepublik. One experience point is received each time you train, work or eat. So a regular user can receive three experience points per day with minimal effort. As a citizen gains experience points he/she will be able to unlock new features and things to do.

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What is Gold and why do I need it?

- Regardless of the terminology used, eRepublik Gold represents a limited license right and is not redeemable for any sum of money or monetary value at any time.
- eRepublik Gold is required for:
  - Create a newspaper (cost: 2 Gold)
  - Create a party (cost: 40 Gold)
  - Create a company (cost: 20 Gold + 20 Gold funding capital)
  - Buy export licenses for your company (cost: 20 Gold)
  - Upgrade your company production quality (cost: minimum 20 Gold)
  - Create an organization (cost: 5 Gold)
  - Increase your health (depends on kind of health kit)
  - Start an official war or a resistance war (cost: from 200 or 50 Gold, respectively)
  - Use Boosters in economy and military (cost varies)
  - Obtain local currency from the monetary market (cost: depends on the exchange rate)

How do I get a job?

- The first step is to visit the Jobs market. Here you will be able to browse through all the job offers posted by companies in eRepublik and pick the one that fits you best. Be careful as there is a minimum skill requirement for each offer.

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How can I join and lead a political party?

- You can start your own party if you have enough Gold and have reached a certain experience level. However, you can join a party early on and share your ideas and opinions with other party members and get elected as party president. You can also run for the Congress of your country.

How can I become president of a country?

- Upon reaching a higher experience level, you will need to gain support from one of the top 5 parties in your country in order to run for presidency.
- On the 5th of each month, in every country, the winner of the general elections becomes the country president.

What are Shouts in eRepublik?

- Shouts are used in eRepublik as a way to communicate with the community. You can see the “Shout box” on the homepage with three types of tabs: friends, official and everyone. Keep in touch with your friends and update them about any recent events in eRepublik that you are involved in (e.g.: "I've created a new company" or "I am now a member of the Yellow party in Argentina").

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- **How can I fight in eRepublik Rising?**
  - Rising features a brand new military module based on Flash.
  - Players can engage in epic turn based battles and PvP fights on the battlefield.
  - Players can pursue their own military careers in various weapon categories (tanks, infantry, artillery, helicopter)

- **How can I quickly learn the basics of the game?**
  - eRepublik Rising features an interactive tutorial to help new players. Furthermore, the Advisor is always present to help players. The new forums are also a great place to ask questions and get help from more experienced players.

- **More questions answered in the eRepublik Wiki**

- Only 28 days after the launch of the beta version of the game, there were already more than 100,000 visits to the site and more than 2 million page views.
- The record number of visits to eRepublik in one day is 320,599. Since the beta launch there have been over 2.6 billion page views (as of May 31st, 2010).
- Over 35,000 active citizens joined eRepublik during beta without any promotional effort or campaigns.
- Over 58,000 companies, over 78,000 newspapers and almost 900 political parties exist in eRepublik.
- After six months, the eRepublik official Wiki reached over 1,000 articles (more than 90% of them being written by eRepublik citizens). It currently contains more than 8,900 articles.
- There is at least one external community site (most of them are forums) for each country in eRepublik. These websites are created and administrated by the citizens.

- Alexis Bonte was having lunch with a friend when someone called his friend's cell phone to remind him to vote in eRepublik.
- eRepublik in-person community meetings have been held in different countries such as Spain, France, Iran, Indonesia and Sweden. Such events are also held monthly in Romania and Hungary.
- Last November's community meeting in Bucharest, Romania gathered more than 50 eRepublik citizens from different cities.
- In the middle of war, the presidents of Hungary and Romania decided to meet at the border for a beer.
- The Spanish community sent an eRepublik t-shirt, with the logo of a major party in Spain, to the headquarters in Bucharest.
- User generated videos are continually uploaded to YouTube.
- Propaganda material is created every day for parties, countries and companies (often posted to the eRepublik official Wiki and YouTube).
- Citizens in the game have created several entities, such as the Chamber of Commerce and national banks, to help them manage the country economy more efficiently.

- eRepublik history has already changed the geopolitical configuration as we know it in the real world. The map below represents how the eRepublik world currently looks, or you can view it more closely by clicking on the map or the link below it.

eRepublik World Map as of August 21st, 2009

The USA and Spain territories reduced to a few regions by enemy countries

eRepublik World Map as of May 31st, 2010

France and Indonesia have suffered the loss of some of their own or previously conquered territories

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• Some fun facts around eRepublik:

1

1.5 Million players have helped design the new version of eRepublik: "eRepublik Rising

= Population of Gabon according to UN estimations
= Population of Philadelphia, PA
= Twice the population of Leeds, UK
= little less than twice the population of Marseille
= Population of Barcelona

2

eRepublik has over 300,000 active citizens worldwide with more than 40% playing every day

= Population of the Maldives
= Population of Pittsburg, PA
= Twice population of Coventry, UK
= Little less than the population of Nice
= Population of Valladolid

3

eRepublik received over 10.6 million visits and 225 million page views in May 2010

= Reading "El Quixote" 1,9 million times
= visitants of Disneyland in one year
= little less than the viewers of "Gone with the Wind", the most viewed film in history

4

Citizens spent over 162 million minutes navigating the eRepublik world in May 2010

= watching 810.000 Hollywood films
= 124 million laps in the Silverstone circuit
= 308 years

5

eRepublik Labs has received €2.75 million in funding

= buying over 6.4 million units of eRepublik Gold
= buying 27 Jaguar XF
= staying 1,000 nights at a luxury hotel suite in NYC

- **You can become whatever you want in eRepublik. Nikkk S an eRepublik citizen revealed what were the New World's country presidents doing in their real life in a series of articles in his newspaper "The RL Express"**
  - Jewitt, the President of **USA**, is 19 years old. He is a college student studying Secondary Education for Government and History from Norfolk, Virginia, USA.
  - Durruti, the President of **Spain**, is 20 years old and lives in Granada, Spain. He is presently studying fourth year of medicine.
  - Luke Magitem, the President of **France**, is 18 years old guy living near Caen, in Normany, France. He has a graphic communication diploma. He works as a illustrator in a communication agency in Caen. He adds, "When I'll save enough money, I'll resume my studies in a high school of illustration and design and later become a comic artist."
  - aliao, the President of **China**, is a lady, who wishes to keep her age secret. She is from Yunnan, China.
  - ArjaaAine, the President of **India**, is 21 years old guy living in Pomona, California. He is a senior student in Bachelors in Computer Engineering and currently working as a Private Tutor and a Sales Person. He was born in Hisar (Haryana), India and moved to USA when he was 18.
  - Adiemus, the President of **Romania**, is 32 years old guy living in Timisoara, Romania. He is works as a civil society activist in the field of participatory democracy and public integrity (anti-corruption).
  - Feherlofia Koppany, the President of **Hungary**, is 27 years old. He lives in Budapest, Hungary and is a horticulturist.
  - Vigil Vox, the President of **Ukraine**, is 23. He lives in the center of Kyiv, Ukraine. He graduated a year ago from the National Technical University of Ukraine and currently works as a journalist and a section editor in a major Ukrainian newspaper. He adds, "From time to time I also do some work in copywriting and translation as a freelancer. Oh, and I'm planning on becoming the President of Ukraine (in real life)."
  - Ines Schumacher, the President of **South Africa**, is a 23-year-old female player living in Johannesburg, South Africa. She is a financial journalist, but recently changed jobs to pursue her real passion - sub-editing (i.e. correcting other people's writing). She adds, "Maybe that's why I'm so bossy. ;)"

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- eRepublik had a theocracy (Pakistan) and several state-controlled "communist-like" economies.
- We had two New World Wars (more than 20 countries involved), with zero casualties, and instead thousands of wounded citizens.
- The most powerful countries of today's eRepublik were almost inexistent one year ago, while the former super-powers lost most of their influence. This shows the dynamism of the New World, and how dreams can come to reality, no matter how impossible it might seem.
- A former president of the US accepted a bribe to cancel a military treaty with Greece.
- Some citizens have found love in eRepublik and several marriages have taken place.
- In eRepublik the International Community is reacting incredible fast and altruistic. For example, when there was a sudden 400 % increase in Poland`s population, almost all the new citizens would have been condemned to death by starvation, had the allied friends failed to provide Poland with tens of thousands of food products as a humanitarian aid.
- The pets seen everywhere in eRepublik are the Hungarian "Sun" (hedgehog) and the Romanian "Matza" (kitty), which are some sort of national symbols and even have their own parties in eRepublik, like the Matza Party.
- One of the most important regions of eRepublik, Heilongjiang (China) is widely called “HelloKitty”.

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Media Contact

- **If you would like more information or to set up an interview, please contact us at:**

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