Inventing a New World of Epic Fun

Change the world and rewrite history!

What is eRepublik?

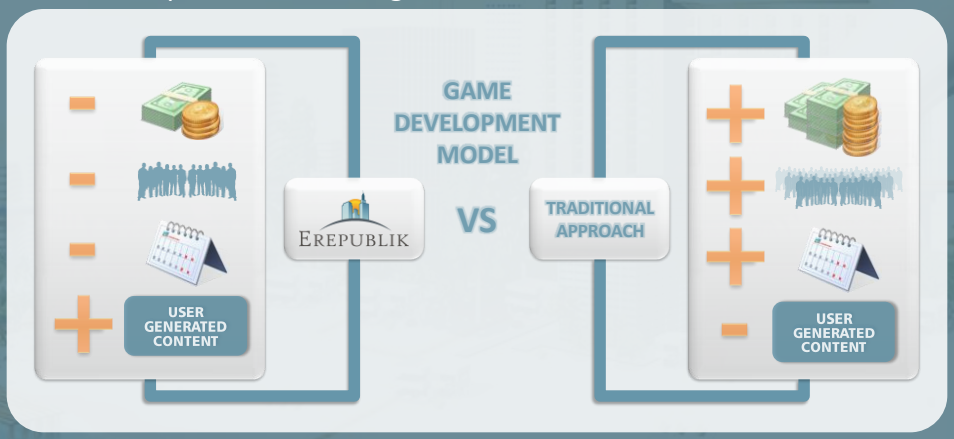
eRepublik is the multiplayer strategy game world developed by eRepublik Labs Ltd that is transforming the way strategy games are created, distributed and played by leveraging the power of communities and the Web:

- 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 human

The game is built around the concept of a daily social experience. One of its advantages over other strategy games is that it demands a smaller fraction of users' daily free time (15 to 30 minutes), while providing them a much deeper experience for that time and months of fun. 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 even get your friends together and invade another country.

Developing the New World

Rather than taking the classic development approach for a new game –investing millions upfront before launching and rely exclusively on an internal team of experts– eRepublik decided to launch in 2008 with a team of 6 people and only the core functionality of its concept ("eRepublik beta") and to complete the game over the following 3 years based on its players behaviour and feedback. Today over 50 people are part of the eRepublik team, the game has over 300,000 active citizens and a huge community of fans.



The initial investment for the 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 €2 million were raised in a series A financing round from AGF Private Equity.

About eRepublik

Four distinct traits differentiate eRepublik from other strategy browser-based online games:

- eRepublik is the **most social game on the Web**: with approximately 99% of its contents being generated by its users and 100% of the game-play being based on user interaction and not on any kind of artificial intelligence.
- eRepublik is among the first of a **third generation of online social games**, whose growth does not depend on social networks but on their inherent virality, which is built in the game's own concept and mechanics. "It is a mix between a social network, a strategy game and a virtual world with a much deeper experience than actual social games", states Alexis Bonte, Co-founder and CEO of eRepublik. "It perfectly combines social interaction with fun game play objectives you can only achieve with the help of your friends and other players in the game", ends Bonte.
- eRepublik also has **one of the highest stickiness** or DAU / MAU (Daily Average Users / Monthly Average Users) **ratio in the online games industry**, 42%, which means that its citizens play an average of 13 days out of 30 every month.
- eRepublik offers online gamers a **set of unique values**. Players love eRepublik because it offers them the opportunity to play in a mirror version of the real world, feeling they are part of their e-countries and being able to become what they always wanted to be in the real world.

eRepublik hit the one million citizens' (registered users) mark only 15 months after releasing its public version and reached the 2 million unique visitors per month landmark in January 2010. In **May 2010** www.erepublik.com received over **10.6 million visits** and **225 million page views**. In addition, during that period, **citizens spent over 162 million minutes navigating the eRepublik world**.

The New World's social based game play allows it to spread virally in terms of content and users, with almost no distribution and content creation costs. Listening to its community, the eRepublik team has been able to make regular releases, adjust game-play, try new things and add new features so as to increase the vast number of options players have to interact among each other.

Now, after the launch of its newest version ("eRepublik Rising"), over one million citizen accounts have been created and eRepublik has an active community of over 300,000 people worldwide with more than 40% playing every day.

User Profile

Our users are mainly strategy games fans, videogame players, bloggers, members of online social networks, various online gaming communities, and also 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 or do not find them interesting or deep enough.

eRepublik Today

- Over 1,8 million citizens created
- Over 300,000 active citizens (players that keep their citizens alive)
- Average age 24 to 34 years & 90% male

31 MAY 2010	• **Over 120 million visits** • **Over 300,000 eRepublik citizens** • **Over 2.6 billion page views**
20 NOV 2010	• **Over 138,000 visits** • **Over 4,000 eRepublik citizens** • **Over 2.8 million page views**

eRepublik Rising

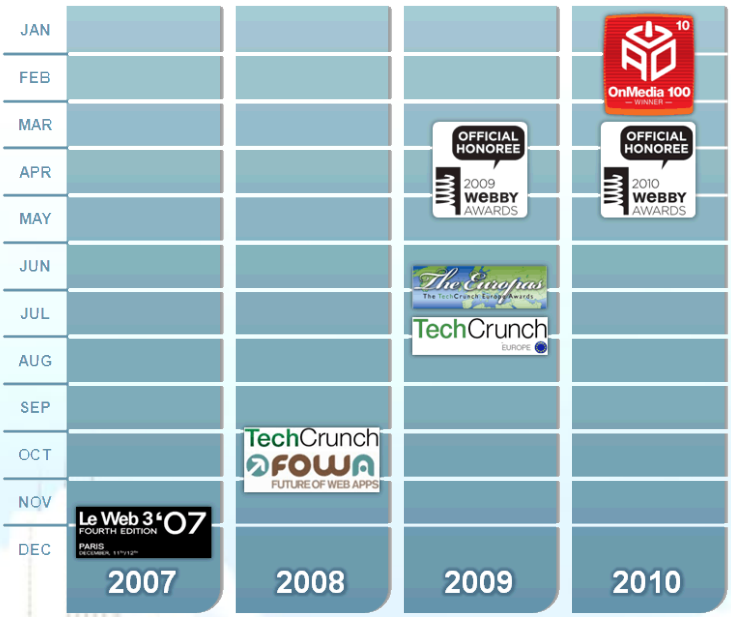
The current version of the New World provides users with **more tools to change and rewrite the course of history in the New World**. Players will find new strategies, new industries and product customization, new professions, a new war module including new weapons and Player vs Player fights, and an improved time management tool to organize their daily activity.

The new version of eRepublik is the result of many inputs:

- One year of **marketing research** through surveys.
- **eRepublik Insiders** (official in game bulletin with more than 140,000 subscribers and thousands of feedback comments per article).
- **Monitoring of the most voted articles**: More than 50.000 newspapers in eRepublik.
- **Monitoring external forums, chats and blogs**. There are hundreds of external fan sites.
- **Follow up** of **Twitter.com/erepublik** and **Facebook.com/erepublik** pages feedback.
- Practical **lessons from the launch of new features**: trial & error learnings.
- **Direct feedback from the players**.

Awards & Nominations

- December 2007. Special Jury prize for the best European Startup at the LeWeb3 2007 awards
- October 2008, eRepublik won the TechCrunch Pitch! Competition for startups at FOWA 08
- April 2009, eRepublik was selected as an Official Honoree of the 13th Annual Webby Awards
- July 2009, eRepublik earned the title of "highly commended" (2nd place) for the TechCrunch Europa award of Best Entertainment Application or Service (EMEA)
- July 2009, eRepublik was ranked 22nd on the TechCrunch Europe Top 100 startups list
- January 2010, eRepublik was chosen by AlwaysOn as one of the OnMedia Top 100 winners
- April 2010, eRepublik was selected as an Official Honoree of the 14th Annual Webby Awards



Our 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.

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, public relations, 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.

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.