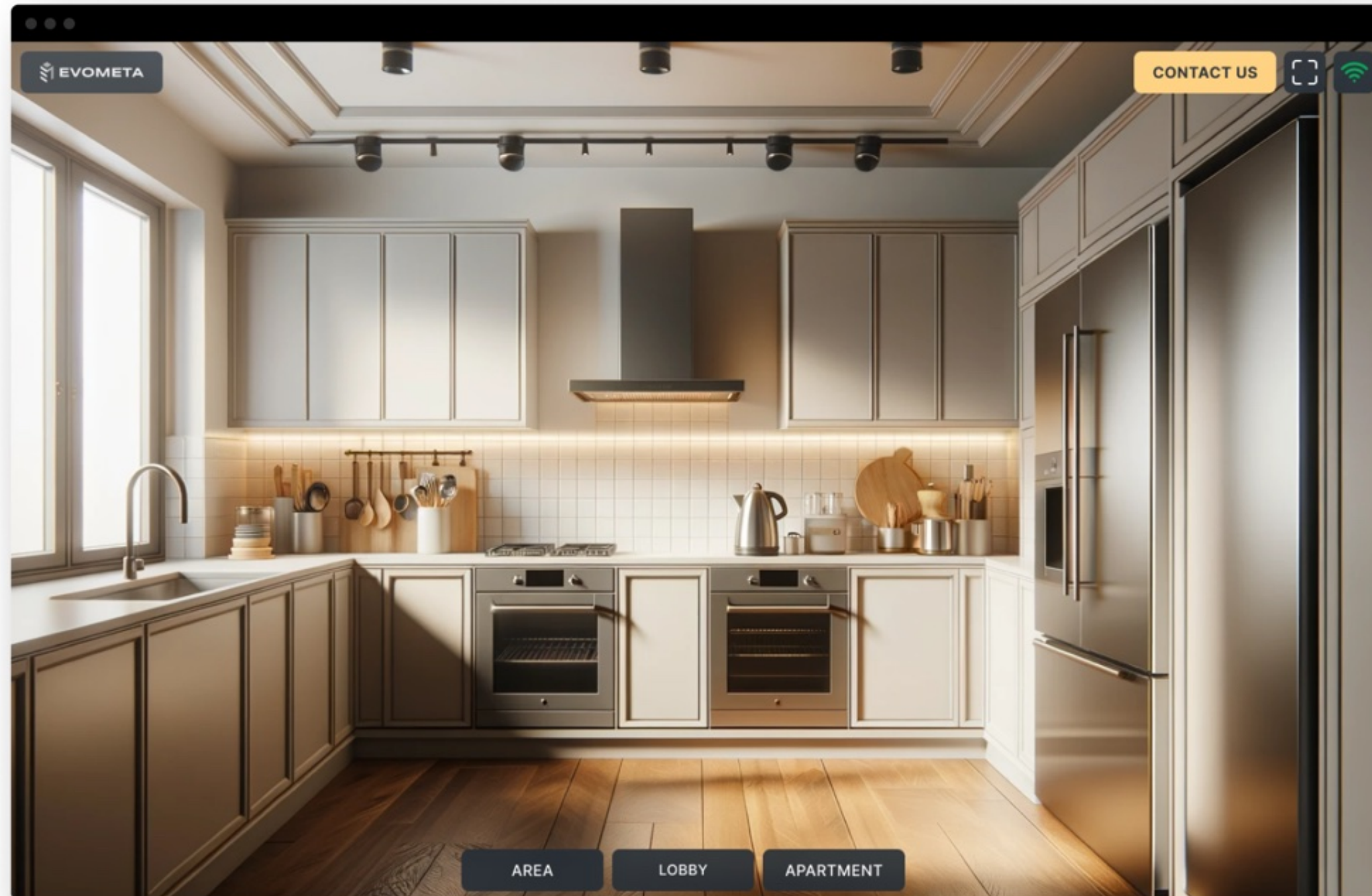


Platform for native advertising

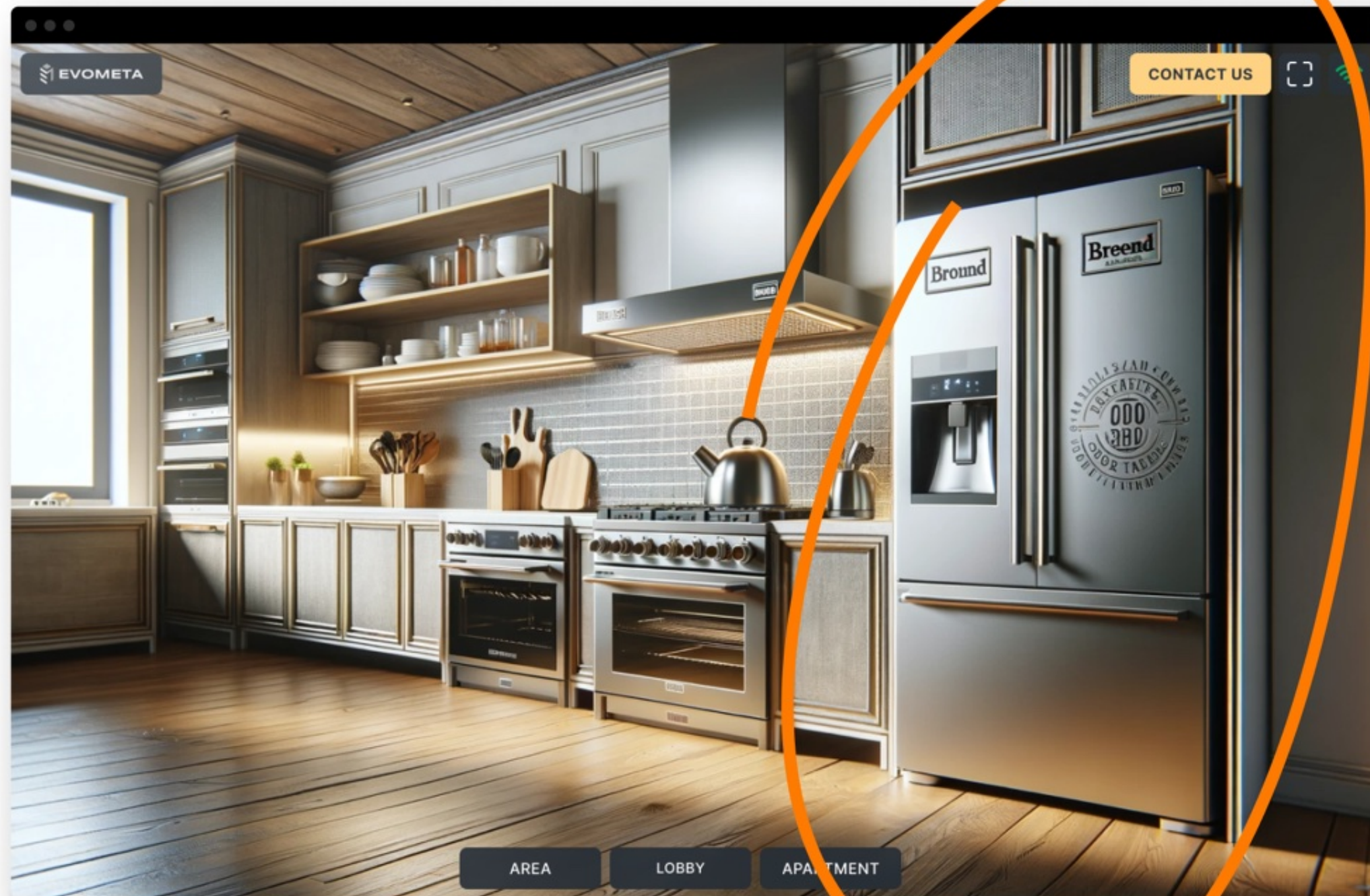
in video-games
and virtual products



Low ROI real estate 3D showroom



High ROI real estate 3D showroom



Blue ocean of in-game advertising

Social Media

\$215.5 Bn



Advertising spends

4.9 Bn



Users

Video Games

\$7.6 Bn



Advertising spends

3.1 Bn



Users

Blue ocean of in-game advertising

Social Media

\$215.5 Bn

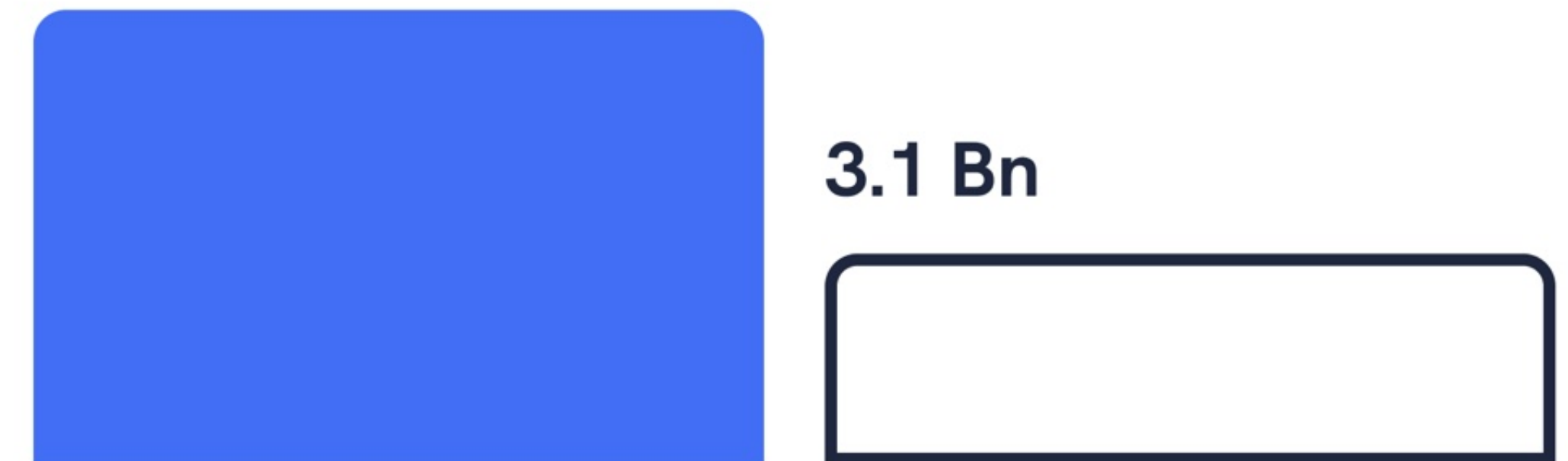


Advertising spends

Users

Video Games

\$133.3 Bn



Advertising spends

Users

Brands **avoid** current in-game advertising

Hated intrusiveness

Poor targeting & relevancy

Expensive integration

Poor result measurement



Our platform solution

Native ads

Non-disrupting ads blended with the game environment

Targeting

System that delivers right ads to right audience

Analytics

Our focus analysis provides maximum accuracy of impressions counting

Benchmark: Facebook Ads, Game Analytics



Ad types

Banner Ads

2D ads



Product Placement

3D ads

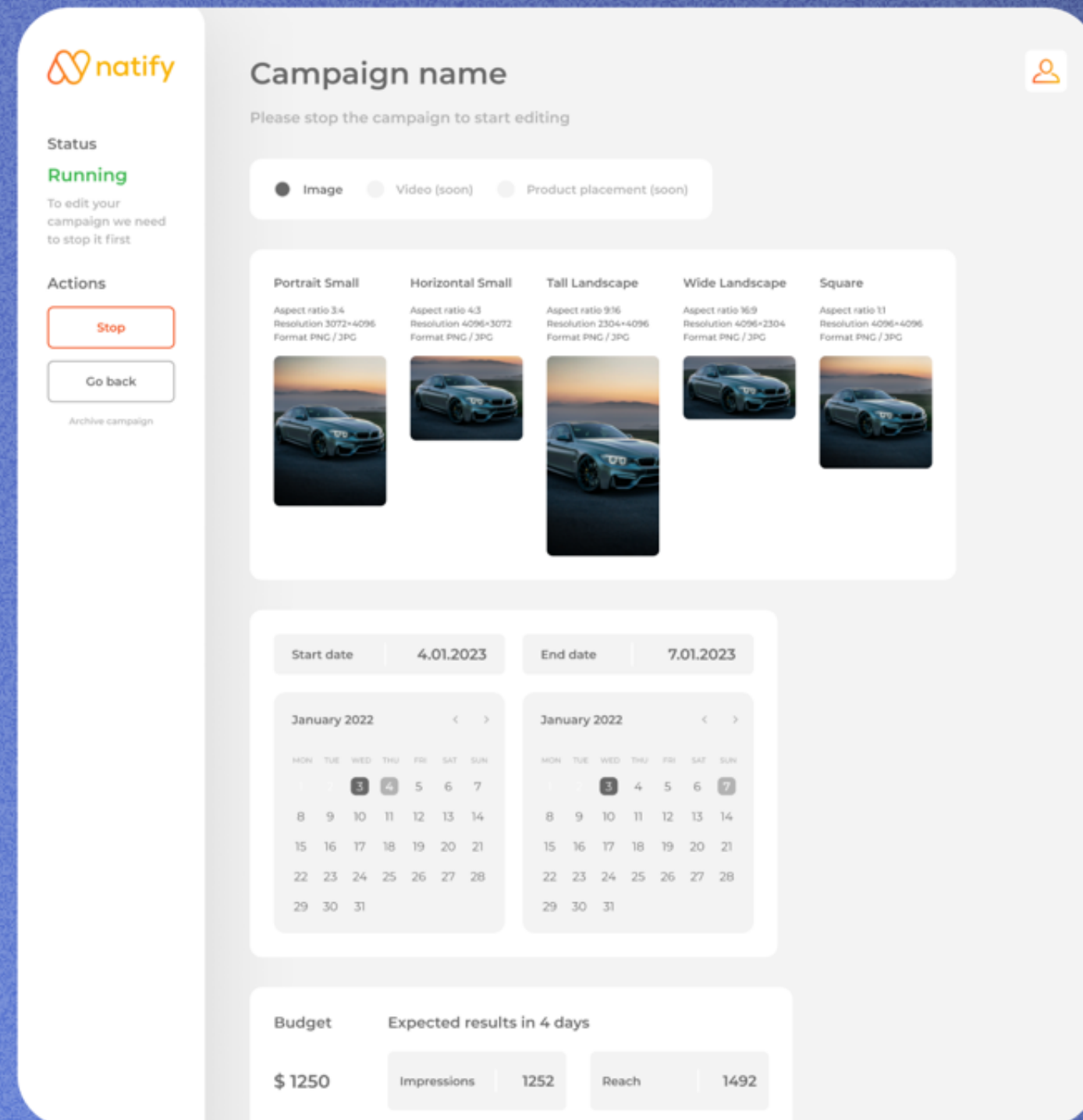


Custom Integrations

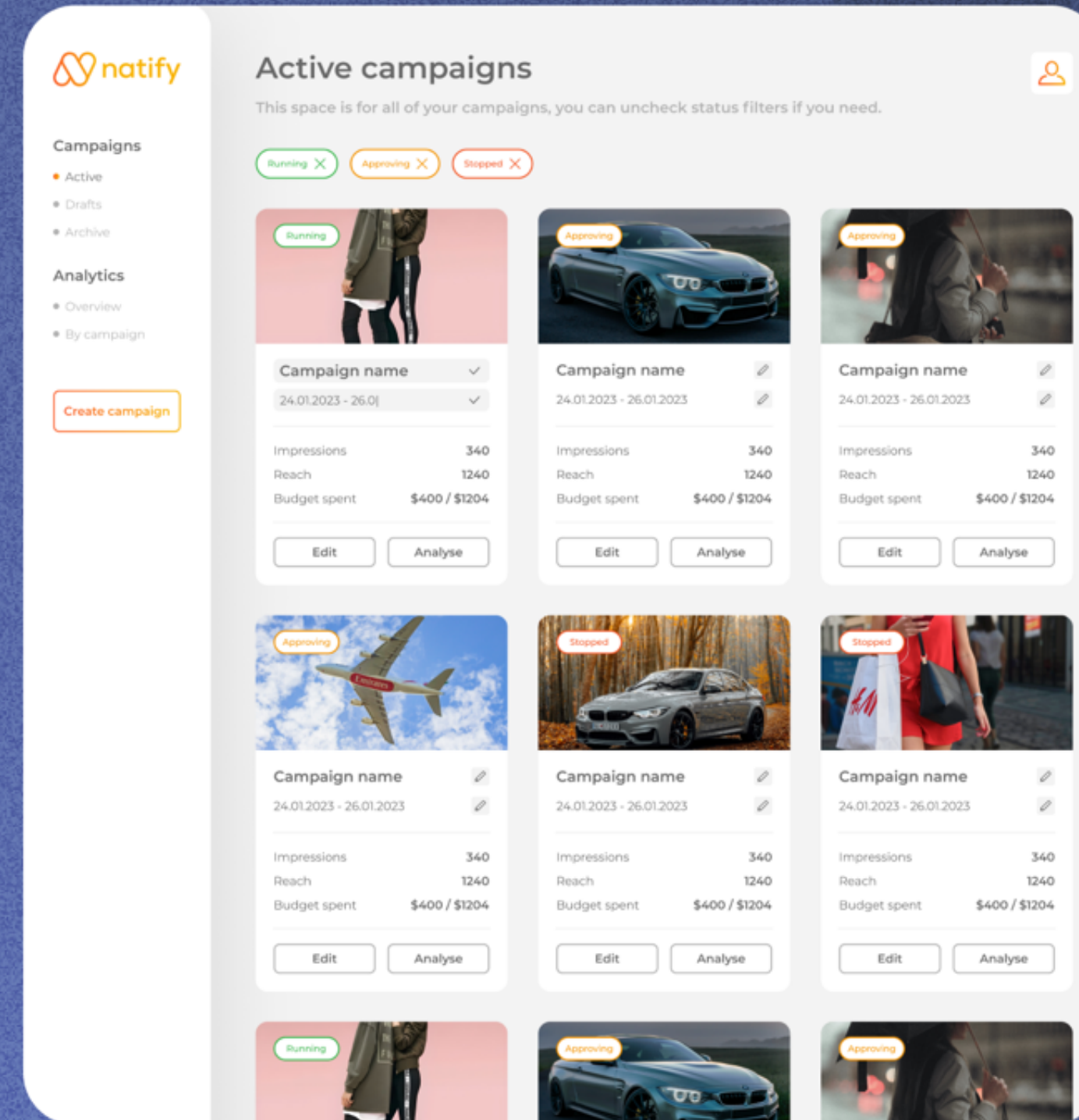
3D ads in action



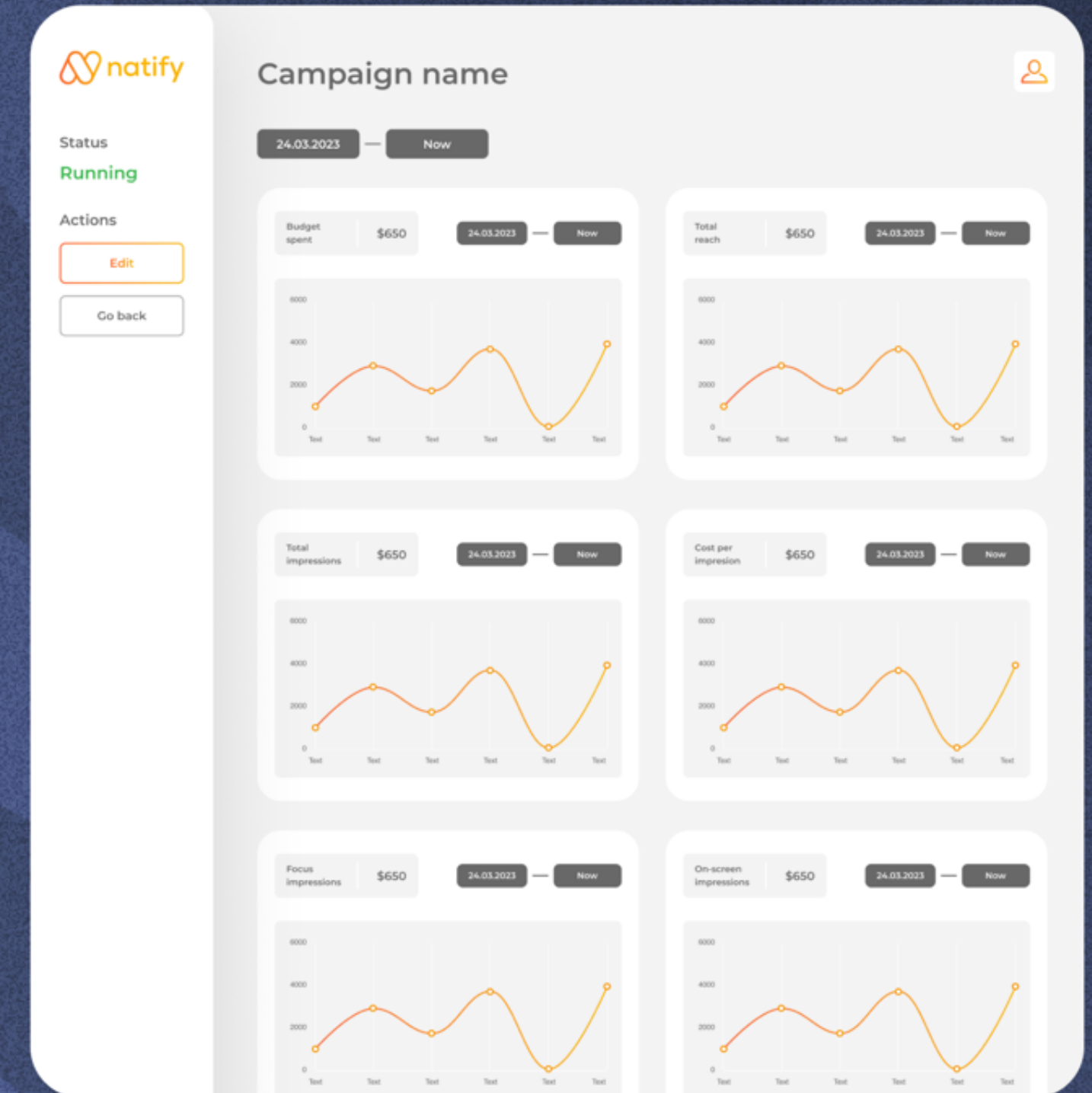
Advertiser's user flow



Upload 2D/3D
creatives



Create & manage
campaigns

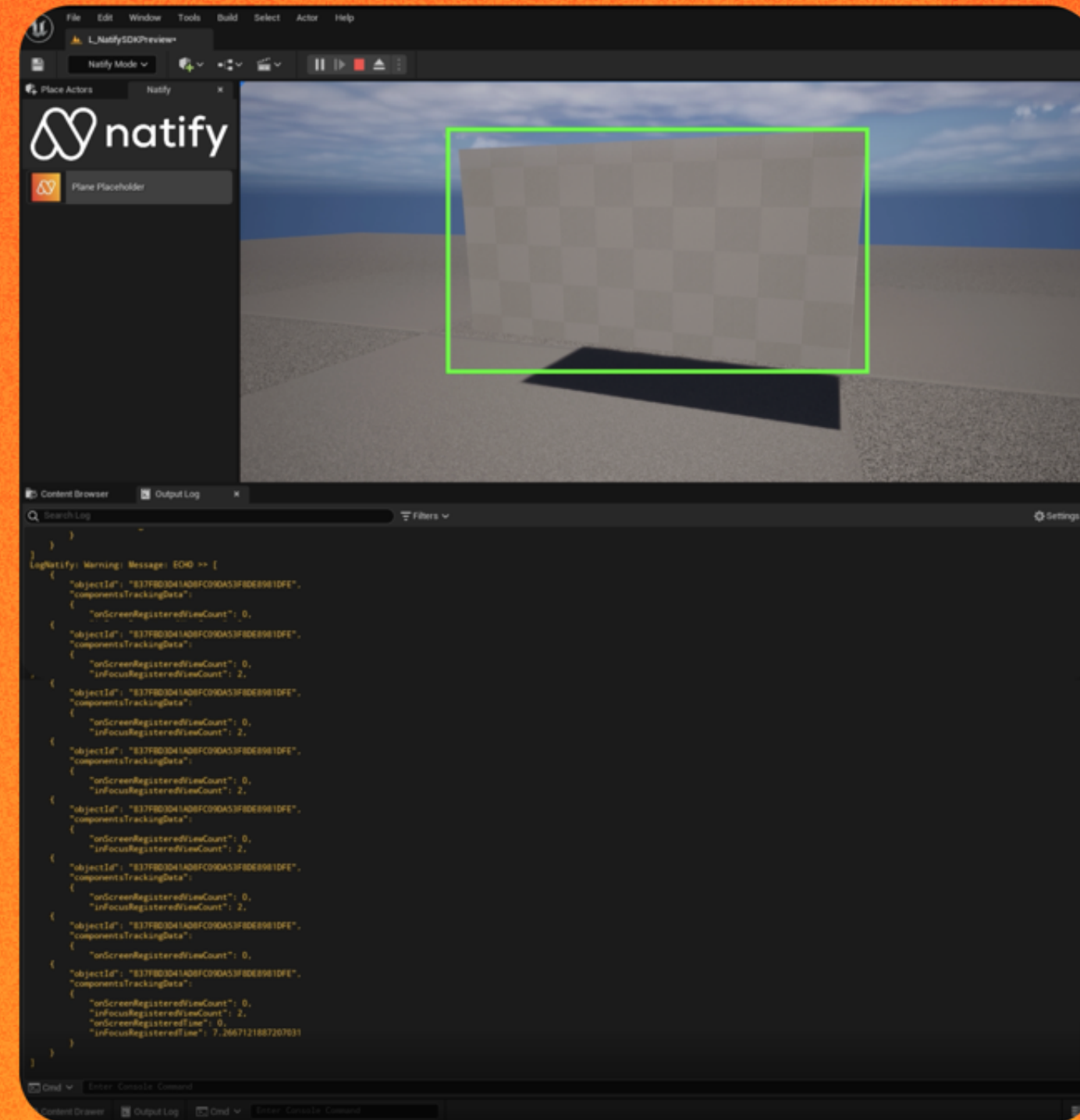


Get real-time
analytics

Developer's user flow

The screenshot shows the 'Connect your game' interface. On the left, there's a sidebar with instructions: 'To connect a game follow this process', 'Authorise', and 'Set audience'. The main area has three sections: 'Authorisation key' with a text input containing 'XVNSFOSFSKSKFWFWFKWFKWFW', 'Name' with a dropdown menu set to 'Hall of Fame', and 'Gender proportion' with a slider between 'M (60%)' and 'F (40%)'. Below that is an 'Age range' section with 'From' and 'To' dropdowns, both set to '14'. A 'Connect' button is at the bottom left, and a 'Delete game' link is below it.

Connect your game
in 1 minute



Drag & drop
ad placeholders

The screenshot shows the 'Active games' dashboard. It features a sidebar with 'Games' (Active, Disabled), 'Analytics' (Overview, By game), and a 'Connect game' button. The main area displays a grid of game cards. Each card shows the game title, status (Active or Approving), and performance metrics: Impressions, Reach, and Earned. Below each card is a 'Manage ads' or 'Edit' button. The games shown include Foundation, Game Over, VI, Stardew Valley, Smite, and Stranger Things.

Manage ads
& get profit

Pay-per-view business model

Revenues for AAA game can go up to \$500k per month, Nativy gets 10% commission

Advertisers

Brands / Agencies

Nativy

Developers

AAA / AA / Indie games

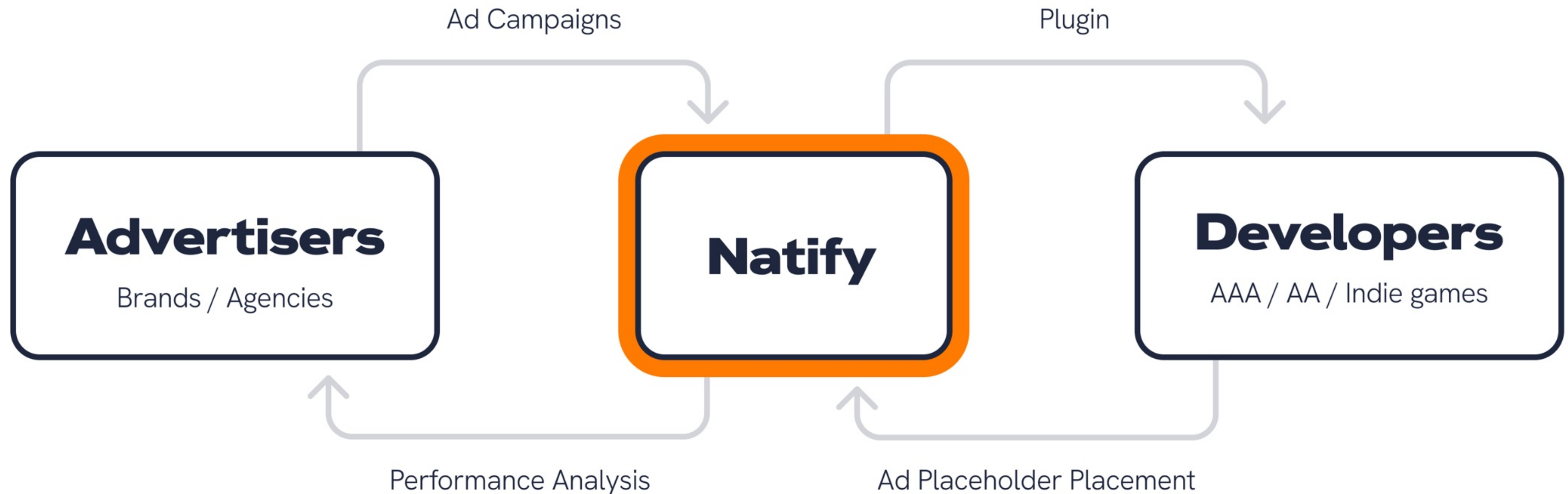
Pay-per-view business model

Revenues for AAA game can go up to \$500k per month, Nativy gets 10% commission



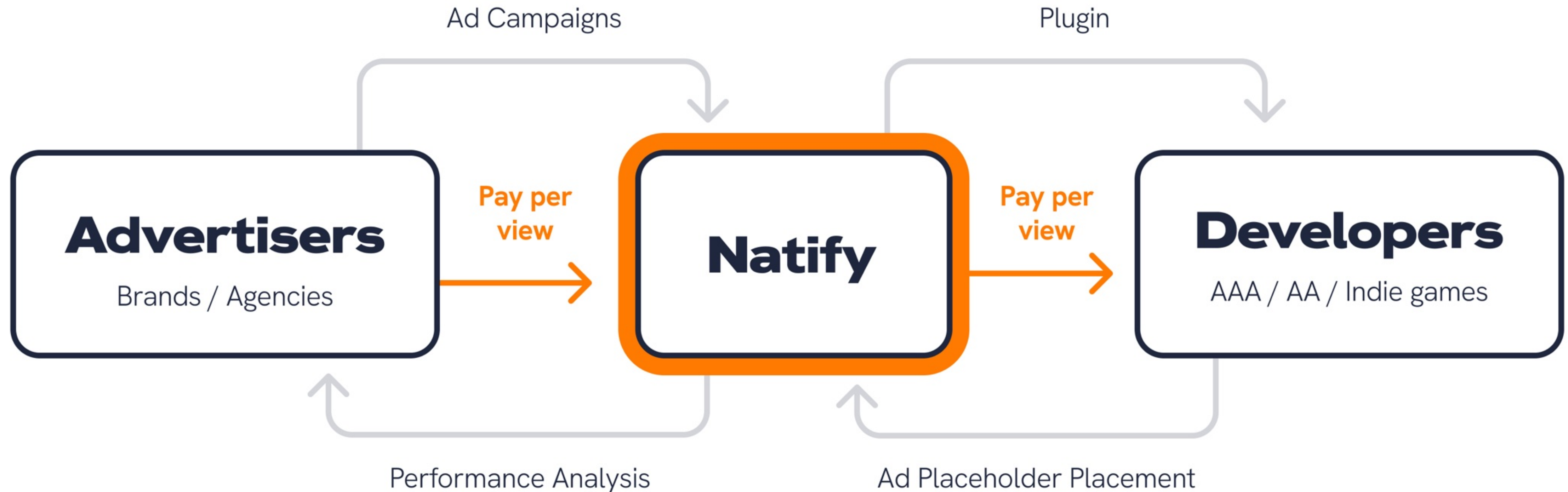
Pay-per-view business model

Revenues for AAA game can go up to \$500k per month, Nativy gets 10% commission



Pay-per-view business model

Revenues for AAA game can go up to \$500k per month, Nativy gets 10% commission



Advertiser partnerships

Big names in the GCC through partnership with Digital Tree Agency

the
DigitalTree



MARKS &
SPENCER

Game developer partnerships

Publishers on board with a total of 70 million MAU



Total **40** Games



2024-2025 plans

20m player profiles

GDPR compliant player data gathered and used for targeting

30s ad integration time

AI placeholder adaptation to visual environment

3000 campaigns executed

Local and global brands and games in ASEAN, GCC, Europe

```
< 2) {  
  data.$image.out  
  data.$image.out
```

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width;  
height;
```

Raising \$2,000,000

30%

Product

Player profiles, ad exchanges integration, new game engines adoption

70%

Business growth

Customer acquisition, sales force, PR, brand

Backed by:



FLAT6LABS

Core team

70+ years combined experience



Denis Skomarovskiy

Founder, CEO

9+ years marketing & IT
(ex. YallaHub, BAT)



Nikita Voropaev

Unreal Engine Generalist

9+ years 3D & CG & VR
(ex. AltSpace)



Misha Gomon

Bisdev Manager

7+ years bisdev
(ex. hello.io)



Pasha Sabadash

Co-Founder, Board Member

8+ sales & IT
(ex. YallaHub)



Misha Mudrov

Full Stack / AI Developer

9+ years programming
(ex. Robotics Vision)



Boris Alexandrov

Creative Director

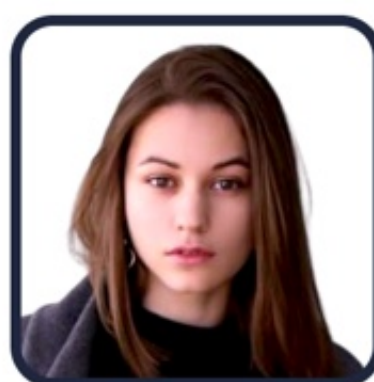
8+ years marketing
(ex. Bacardi Group)



Paul Marar

CTO / C++ Developer

11+ years gamedev
(ex. Wargaming)



Liza Buckley

Product / Project Manager

10+ years product
management (ex. Farfetch)

Together, we will
change the in-game
advertising market



**Denis
Skomarovskiy**

CEO, founder

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denis@natify.com



Scan to contact