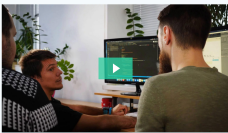


Catalyst Apps

Harnessing Social Gamer Power!

2020/03/26/1



It's simply A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z. The beautiful simplicity of these letters is what makes them so powerful. They are the building blocks of our world, and they are the building blocks of our games. We're excited to see how you'll use them to create something amazing.

WE'RE OPEN TO YOUR IDEAS

ABOUT US | CONTACT US | CAREERS | GET A DEMO

Why you may want to support us...

1. Proven revenue model and track record developed over many years of operating our games.
2. With seasoned game developers making and running games for 8 years.
3. Social gaming on mobile game platforms is exploding and we're not slowing down.
4. Plans to rapidly grow the business with two new major games launched in 2019.
5. Can't stop to self-funded growth from a start of 12 in 2011 to 47 in 2018.
6. A highly experienced team, many of whom have been playing for several years.

Our Team

2020/03/26/1

Wesley
2011-2018
Wesley is a seasoned game developer with 8 years of experience. He has been instrumental in the development of several successful games, including Pet City and Pet City 2.

Artem
2011-2018
Artem is a seasoned game developer with 8 years of experience. He has been instrumental in the development of several successful games, including Pet City and Pet City 2.

Serge
2011-2018
Serge is a seasoned game developer with 8 years of experience. He has been instrumental in the development of several successful games, including Pet City and Pet City 2.

Daria
2011-2018
Daria is a seasoned game developer with 8 years of experience. She has been instrumental in the development of several successful games, including Pet City and Pet City 2.

Lisa
2011-2018
Lisa is a seasoned game developer with 8 years of experience. She has been instrumental in the development of several successful games, including Pet City and Pet City 2.

Anna
2011-2018
Anna is a seasoned game developer with 8 years of experience. She has been instrumental in the development of several successful games, including Pet City and Pet City 2.

Seasoned Game Dev Veterans

We're excited to see how you'll use them to create something amazing. We're open to your ideas and we're excited to see how you'll use them to create something amazing. We're open to your ideas and we're excited to see how you'll use them to create something amazing.



Our Games



Pet City

<https://apps.apple.com/us/app/pet-city/id1000000000>
Launched in 2011, Pet City is a fun, fast-paced game. It's a match-3 game with a twist. You're in a city and you're trying to solve puzzles. It's a fun, fast-paced game. It's a match-3 game with a twist. You're in a city and you're trying to solve puzzles.



Pet City 2

<https://apps.apple.com/us/app/pet-city-2/id1000000000>
Launched in 2019, Pet City 2 is a fun, fast-paced game. It's a match-3 game with a twist. You're in a city and you're trying to solve puzzles. It's a fun, fast-paced game. It's a match-3 game with a twist. You're in a city and you're trying to solve puzzles.

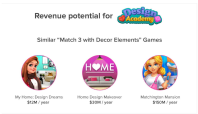
Pet Builders

<https://apps.apple.com/us/app/pet-builders/id1000000000>
The game is a fun, fast-paced game. It's a match-3 game with a twist. You're in a city and you're trying to solve puzzles. It's a fun, fast-paced game. It's a match-3 game with a twist. You're in a city and you're trying to solve puzzles.

Design Academy

Game Design Academy is a game that combines with Pet City. It's a fun, fast-paced game. It's a match-3 game with a twist. You're in a city and you're trying to solve puzzles. It's a fun, fast-paced game. It's a match-3 game with a twist. You're in a city and you're trying to solve puzzles.

Two major new games = Acceleration of revenue growth



A bright future for Pet City 2!



Our players make the difference!

For every player, we games have a special place in their hearts. Our core values of innovation, growth and revenue are what make us a successful company. We're excited to see how you'll use them to create something amazing. We're open to your ideas and we're excited to see how you'll use them to create something amazing.

- 1. We're excited to see how you'll use them to create something amazing. We're open to your ideas and we're excited to see how you'll use them to create something amazing.
- 2. We're excited to see how you'll use them to create something amazing. We're open to your ideas and we're excited to see how you'll use them to create something amazing.
- 3. We're excited to see how you'll use them to create something amazing. We're open to your ideas and we're excited to see how you'll use them to create something amazing.
- 4. We're excited to see how you'll use them to create something amazing. We're open to your ideas and we're excited to see how you'll use them to create something amazing.
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Invest in Catalyst Apps

Our game is a fun, fast-paced game. It's a match-3 game with a twist. You're in a city and you're trying to solve puzzles. It's a fun, fast-paced game. It's a match-3 game with a twist. You're in a city and you're trying to solve puzzles.

Investor Q&A

What does your company do? We're excited to see how you'll use them to create something amazing. We're open to your ideas and we're excited to see how you'll use them to create something amazing.

games (8 years instead of 12-15 months). We're on a mission to rapidly expand our established gaming community with the help of two new exciting games launched in 2019, Pet City 2 and Design Academy.

Where will your company be in 5 years? ▾

Our goal is to grow our game studio into a major mobile entertainment business that runs deeply social games. We plan to do this by leveraging our deep social game insights, metrics, and our player base and game community that has taken years to establish. We plan to achieve major distribution for our world-class quality games by partnering with major game publishers.

Why did you choose this idea? ▾

It's deeply fulfilling to make games that provide a constant source of joy to our players. The heartfelt messages from so many of our players telling us just how much our games mean to them and how much happiness they bring into their lives are truly humbling and inspiring.

How do you generate revenue if your games are free to play? ▾

We employ monetization mechanics similar to most other successful free to play games. We sell in-game premium currency for real money. Each week we release new in-game items. Some of these items are available for in-game premium currency. Free (non-paying) players can purchase some of the premium items with the limited in-game premium currency they can earn in the game. Players who want to acquire many more of the premium in-game items will purchase additional premium currency with real money.

What are your plans for mobile? ▾

In the casual gaming space, it's well known that the future is mobile. Whereas a major part of our revenue has been generated by our flagship Facebook desktop game, Pet City, we've shifted most of our focus to mobile starting with our Pet Buddies game which was released in late 2015. In mid 2019 we migrated from our flagship Pet City game to Pet City 2 which, by the end of 2019 will have support for both desktop and mobile (iOS and Android). Our other major game, Design Academy (Match 3 puzzle with decorating challenges) will be on mobile as well (iOS and Android)

What are the general demographics of your players? ▾

- Over 85% of our players are female.
- About 90% of our players are from North and South America and Europe.
- Our most active players are from North America and the UK.
- Our most committed players are over 30 years old

Why are your games so popular with your players and what makes your games unique? ▾

Our players love to decorate and love to celebrate cultural traditions from around the world. We satisfy both these passions by offering beautiful items to decorate that combine with decor and/or cultural themes. We release very high quality content every week of the year. This clockwork like release schedule provides a reliable source of entertainment that our players look forward to every single week. We also enable gifting and trading activities in the game which, next to decorating, are the most popular activities in the game.

Why are there so many groups surrounding each game? ▾

There are about 150 active groups dedicated to Pet City and about 120 active groups to our iOS Pet Buddies. These groups focus on gifting and trading activities. The games are essentially the backbone around which the groups have taken hold. It's in the groups where friendships are formed and sustained and where trading and gifting of various game items occur. New items released each week provide a major catalyst gifting and trading. The wide array of decor themes and subtexts of weekly content releases generate a diversity of interests and passions which results in such a wide variety of groups around each game.
