

COMPANY PROFILE



01

BRIEF OVERVIEW

APPOTA OVERVIEW



+450

Staff Members



06

Subsidiaries



+60M

Users

Appota Group is a pioneer in the field of technology solutions and digital entertainment content in Vietnam. Our vision is to create a comprehensive entertainment ecosystem that uses technology to enhance daily life, providing valuable products and services to both businesses and individuals.

MEMBER COMPANIES



GAMOTA
ENTERTAINING THE WORLD

GAME PUBLISHING COMPANY
<https://gamota.com>



ADSOTA
Tailor-made For Your Brand

DIGITAL MARKETING COMPANY
<https://adsota.com>



ota
.network

MULTI-CHANNEL NETWORK
<https://ota.network>



KDATA
YOUR SUCCESS IS OUR SUCCESS

CLOUD INFRASTRUCTURE
SOLUTIONS COMPANY
<https://kdata.vn>



APPOTA

PAYMENT & FINTECH COMPANY
<https://appotapay.com>



ACheckIn

BUSINESS OPERATION MANAGEMENT
SOLUTIONS COMPANY
<https://acheckin.vn>

GAMOTA OVERVIEW

“RIGHT CUSTOMERS MAKE SUCCESSFUL PARTNERSHIPS”



WHO WE ARE

We are a Vietnam-based game publisher with 10 years of experience and market expertise

WHAT WE DO

We provide the most comprehensive game publishing service in Vietnam from marketing, localization, to payment



OUR VISION

To entertain the world by publishing high-quality game experiences



VIETNAM MARKET OVERVIEW



>50%

Online population in Vietnam are now playing games on their mobile devices



\$796M

Revenue 2023



1.66%

Growth in IAP and local payment YOY



TOP 2

Downloads in SEA



TOP 8

Downloads Worldwide



3.9HRS

Average daily time spent on gaming

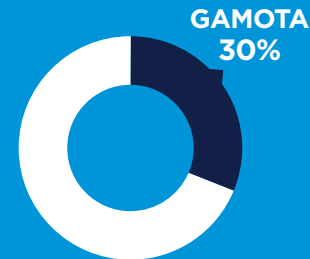
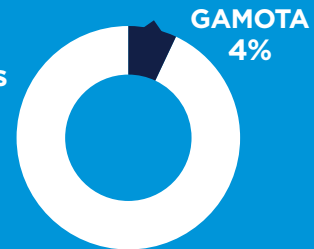


68M

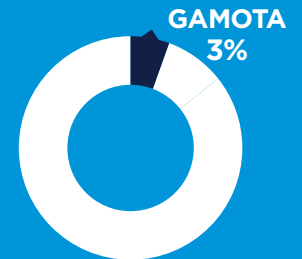
Smartphone owners

Source: vietcetera.vn

All mobile games published in Vietnam in 2022



Gamota's lifetime users in Vietnam mobile game



Gross revenue in mobile game market (2022)

Gamota gains market share in the Vietnam gaming market by focusing on:

- ✓ Operating and diversifying monetization strategies
- ✓ Targeting the right customers to optimize payrate and revenue source



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2

GET TO
KNOW US



ABOUT US

KEY OPERATIONAL METRICS

35 million

Gamer base

2013

Established year

100+

Acc. game titles

12-18 months

Avg. game lifespan

NUMBER OF PUBLISHED TITLES BY YEAR



OUR MAJOR GAME GENRES



Role-playing



Strategy



Sport



Card collection



MOBA

KEY ACHIEVEMENTS



30M+

Downloads



10 YEARS

In publishing games



25.000

ARPDau



9%

PR



900.000

Peak DAU



40%

Of average RR



Gamota game lifespan is

1.5 TIMES

higher than the market



OUR FEATURED GAMES



**“The most successful mobile game in
Jade Dynasty theme game in Vietnam”**

Genre: MMORPG

Release date: 2017

Downloads: 3.8M

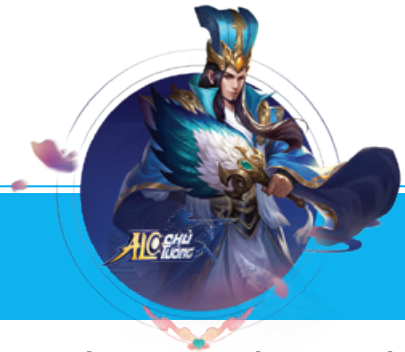


**“Top 1 S-Class mobile game
in 2017”**

Genre: MMORPG

Release date: 2016

Downloads: 3.1M



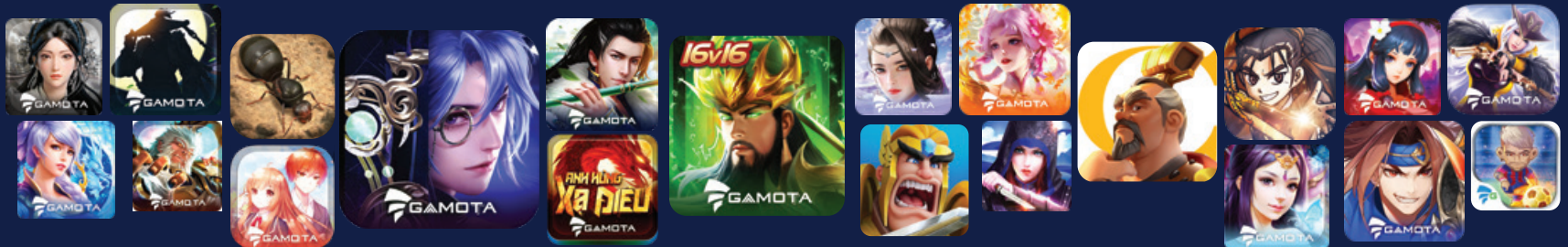
**“Top 1 Jade Dynasty theme mobile
game - Strategy genre in 2023”**

Genre: Strategy

Release date: 2023

Downloads: 1.6M

And more than 150 products during 10 years in mobile game publishing industry





03

OUR SERVICES

KEY SERVICES



A-TO-Z PUBLISHING

We are the best choice for ensuring the success of your game in the Vietnam market. Our comprehensive publishing process will optimize distribution, marketing to revenue generation, completely from A-to-Z



PARTNERSHIP PUBLISHING

We provide tailored publishing services to meet your specific needs. Our rich knowledge of the local landscape paired with marketing, customer care and more will bring your game to the next level



OTHER SERVICES

PAYMENT



We provide access to all legal payment solutions available in Vietnam with detailed monthly business reports

MARKETING



We create and implement customized multi-channel marketing strategies to promote your game with great care

WEB3



Our web3 publishing service delivers end-to-end blockchain game services. From crypto payment to branded NFT marketplaces, we handle every aspect of web3 distribution

ESPORTS



We optimize our esports resources as an effective marketing tool, bringing brands closer to the millions of esports viewers

LOCALIZATION

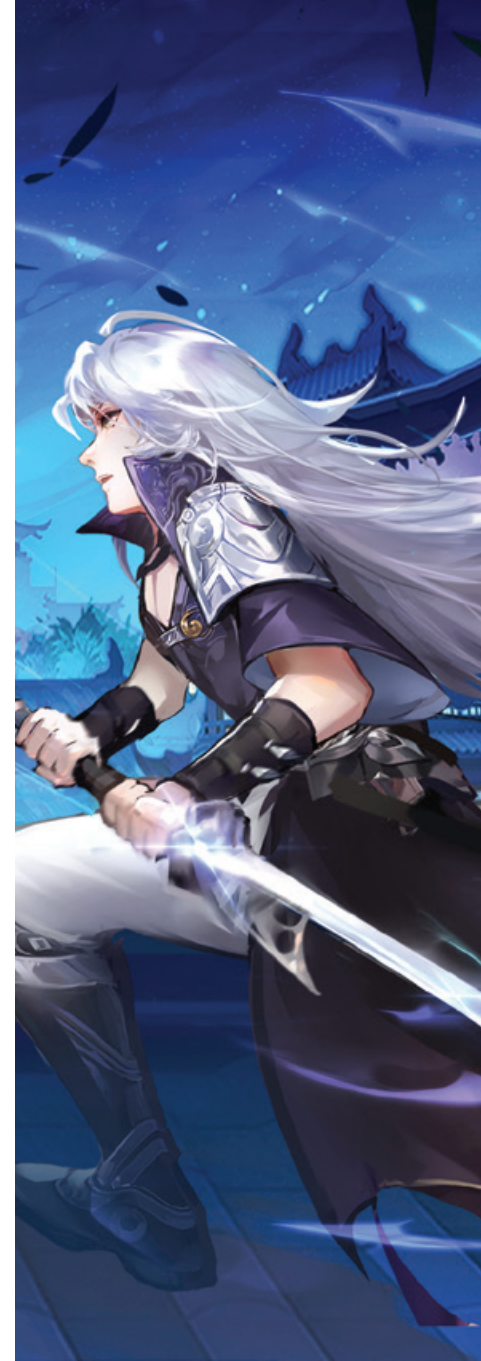


We adapt gameplay, visual assets, promotions and UX flows to be Vietnam-centric. We understand the local market - from internet customs to slang and trends

MONETIZATION



We apply monetization systems, from IAP to IAA for premium, ad-funded, and hybrid business models that drive ARPU, LTV,...

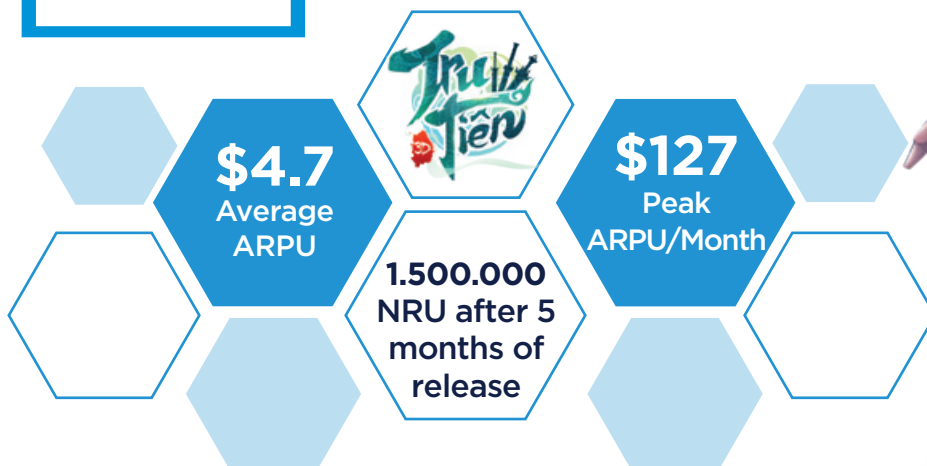




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HIGHLIGHTED PROJECTS

GAME PUBLISHING



TRU TIEN 3D

Developer: Perfect World

Genre: MMORPG

One of the biggest MMORPG mobile games that made Gamota the top publisher in Vietnam. From the start, Gamota creatively invested in various aspects, including user acquisition, brand building, community engagement, and, most importantly, catering to each target user group, phase by phase.



PARTNERSHIP PUBLISHING



LORDS MOBILE & RISE OF KINGDOMS

Genre: Strategy

Gamota supports the submission & processing of government applications to obtain a publishing license.



WEB3 GAME PUBLISHING

SLIME ROYALE

Genre: Blockchain game

Year: 2022

Launched during a 'downtrend' period, Slime Royale needs to target users who prioritize 'play to achieve' rather than 'play to earn.' And Gamota with 10 years of experience and user-centric approach, is the most suitable partner.

Optimize UA
performance



Build
community

Connect with
influencers

Develop and
execute a MKT
plan

INO/IDO
support



\$20.000
total revenue

\$200.000
IDO raised in 3 hours

40.000
players in the
system

63.000
members in
Telegram Channel

\$0.6
spent per user
on average

ESPORTS EVENTS & TOURNAMENTS

Gamota is the first esports marketing agency in Vietnam. We aim to optimize our esports resources as an effective marketing tool, bringing brands closer to the millions of esports viewers.

Sports event organization

MAIN SERVICES

Native content production

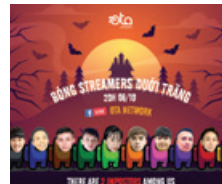
Live tournament broadcasting

SOME TYPICAL TOURNAMENTS



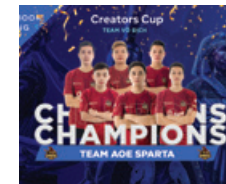
Showmatch: No guide, no realization

Attendance: Creators OTA Network
Reached: 108,133
Interactions: 19,304
Highest CCV: 2,058



Showmatch Among Us

Attendance:
Creators OTA Network and OTA Plus
Production hours: 37.2
Reached: 541,003



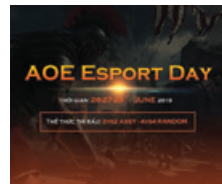
Facebook Gaming Creators Cup (2019-2020)

Game: Age of Empires (Empire)
Partner: Facebook
Total views: 38,240,273
Highest CCV: 150,500
Production hours: 384



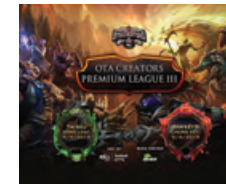
World Cyber Game 2019

Partner: SmileGate (Korea)
Total views: 2,150,000
Production hours: 272



AOE Epsort Day 2019

Game: Age of Empires (Empire)
Production hours: 200
Total views: 410,000
Reached: 40,000,000



Gold Week 2019

Production hour: 15.827
Reached: 317,284,765
Interactions: 11,799,161



PUBG Mobile Tour 2018

Game: PUBG Mobile
Partner: Fighting Esports Group
Total views: 3,500,000
Highest CCV: 25,000
Total hours watched: 330,000



Vietnam Creators Championship 2018

Game: PUBG Mobile
Partner: Facebook
Attendance: Top 150 Vietnam Streamers

INTEGRATED GAME PORTAL

SERVICES

App vault
promotion

Branding
promotion

User
Retention



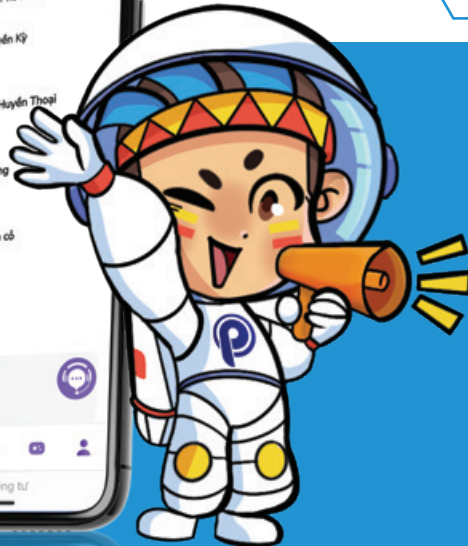
10K
MAU



50K
Monthly views



20%
Retention rate



playee
ENTERTAINING THE WORLD

Playee is the all-in-one platform that aims at enhancing the B2B2C marketing efforts of our clients. Playee facilitates community events and rewards for users, fostering a sense of active participation. Its direct reward system enhances user loyalty, incentivizes engagement, and strengthens the connection between brands and gamers.

GAME STUDIO



Starting in April 2023, Gabros Studio stands as a newly established in-house game development studio.



KEY GAME GENRES

Hybrid games (IAP and IAA mixed monetization model), hyper casual (IAA)



MARKET

Global (US - UK dominant)



TEAM

We are a lean team of under 20 members in 2023 that focuses on testing and identifying profitable game genres for development and monetization. We expect to grow our team to 30-40 members in 2024



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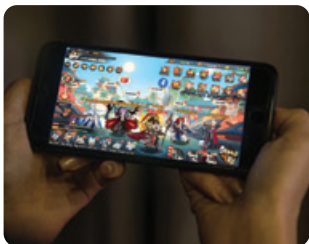
WHY GAMOTA

TECHNOLOGY & INFRASTRUCTURE



POTENTIAL AUDIENCE DATA

Acquiring 35
million gamers in
the Vietnam market



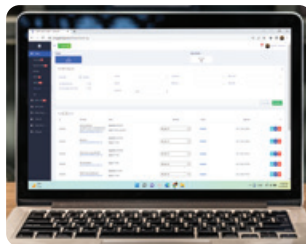
ANALYTICS SYSTEM

Maximizing game
operation and
user acquisition



CRM SYSTEM AND CUSTOMER CARE SERVICE

Optimizing the
customer journey
with automation



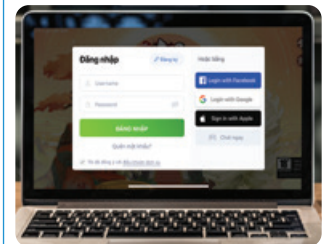
LOCAL PAYMENT

Diverse payment
methods help
maximize profits



GAME SDK

Lightweight,
full-featured, easy
to integrate & use



LOCAL MARKET KNOWLEDGE AND EXPERTISE

Gamota is the leading game publisher in understanding the Vietnamese market. Gamota Lab is proud to be the ideal site that provides up-to-date information on the latest trends, innovations, and happenings in the Vietnamese gaming market.

<https://gamota.com/vi/gamota-lab/>



Vietnam Mobile &
Mobile App Report
Q1-2020



Vietnam Game Mobile
Market Report
2022



Vietnam Mobile
Application Report
2021



Vietnam Mobile
and Game Report
2019



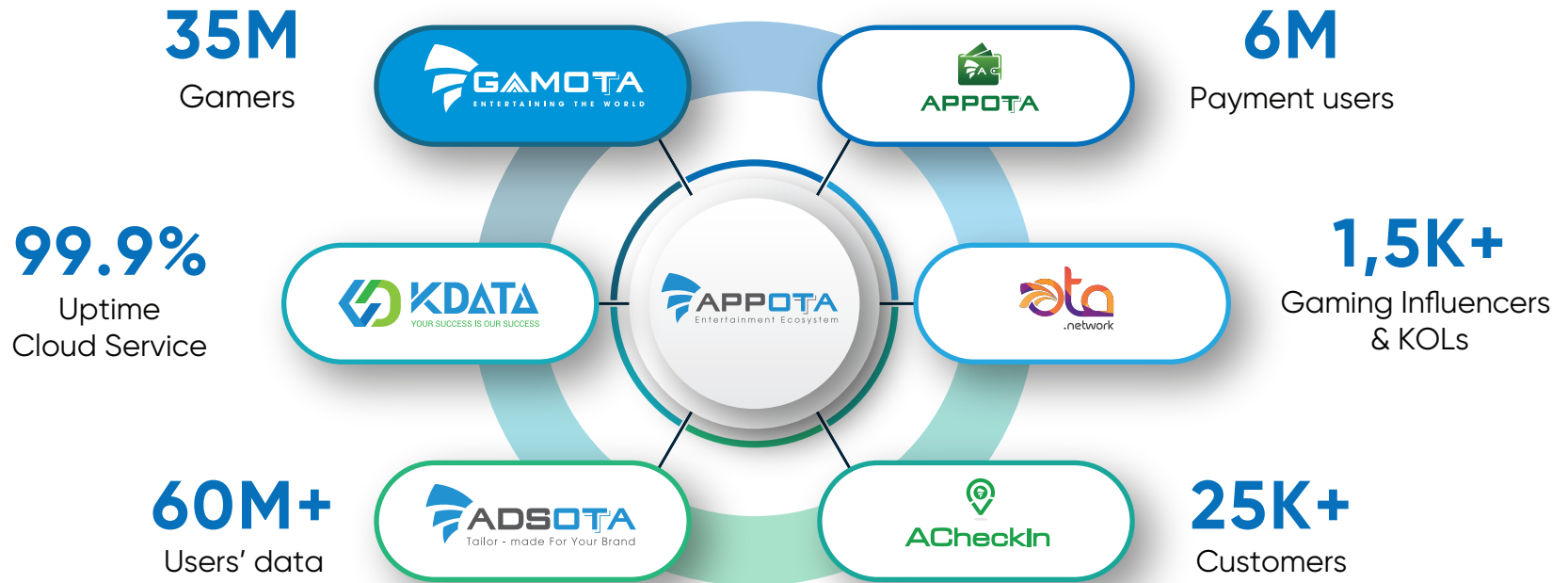
Vietnam Esports
Guidebook
2019



Vietnam Esports
Whitebook
2021

ECOSYSTEM AVAILABILITY

As a member of Appota Group, Gamota has access to a range of ecosystem services: a creator's network, a media agency, a payment company, server hosting, SaaS, and blockchain, which can be easily integrated into our offerings.



SKILLED TEAM

Our young, enthusiastic, and highly skilled professionals are always ready to embrace new challenges with 100% capacity. At Gamota, we believe that innovation and creativity are the keys to success.



PARTNERS NOTABLE CLIENTS



With Gamota, you'll be surprised by the professional workflow, covering game operation, marketing, and game publishing to the market



As a publisher of mobile games with outstanding performance, Gamota has conducted numerous effective marketing campaigns, gaining a deep understanding of Vietnamese gamers.



At Gamota, we highly value the professionalism, and dedication of their staff towards both the product and the gaming community

Our customer retention rate is **80%**

GAME DEVELOPERS



ADVERTISEMENT



DIGITAL PAYMENT AND FINTECH



SOFTWARE SOLUTION SERVICES



SOLUTIONS TO SUPPORT E-COMMERCE



INTERNET INFRASTRUCTURE





- Headquarters** LE Building, No. 11, Alley 71, Lang Ha Street,
Thanh Cong Ward, Ba Dinh District, Hanoi
City, Vietnam
Telephone: +84 2435 191 618
- HCM branch
office** TF Building, 408 Dien Bien Phu, Ward 11, District
10, HCM City
Telephone: +84 2866 769 489
- Singapore
branch** 1 Scotts Road, #24-10 Shaw Center, Singapore
228208
Telephone: +65 6303 0570
- Email** Game Publish: [Mrs. Van] vanut@appota.com
- Website** gamota.com
- Fanpage** <https://www.facebook.com/nph.gamota>
- Linkedin** <https://www.linkedin.com/company/gamota/>

