



## INTENIUM – FOR A BILLION FEMALE GAMERS

CASUAL MULTIPLAYER ONLINE GAMES • SOCIAL GAMING • ESD

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INTENIUM is the most successful publisher of games targeted at the female gaming demographic in Europe. The Hamburg-based company continually strengthens its leadership of the European market through innovative product development. Every game the company publishes in the traditional downloadable casual games sector makes it into the TOP 10 of the international market charts.

The company publishes over 350 new games annually. This includes a large number of in-house projects as well as games licensed from other developers. INTENIUM strengthens its international presence through long-term partnerships in France, Russia and the CIS, Benelux, Scandinavia, the UK and the USA. At the same time, the publisher draws on the considerable resources of its own highly experienced development studio.

With the successful international launch of **Alamandi** ([www.alamandi.com](http://www.alamandi.com)) – a Casual Online Multiplayer Game (CMOG) – and the open beta for the browser-based CMOG **Bonga Online** ([www.bonga-online.com](http://www.bonga-online.com)), INTENIUM continues to push the envelope in the social gaming sector. More CMOGs are in the development and will be presented by the end of 2011.

### A Concept For Success

INTENIUM's key strategic advantage is its **unification of technological, product development, and sales & distribution infrastructures under one roof**. Marketing information from all sectors flows right to the game development department thanks to direct customer contact through INTENIUM's own gaming platforms as well as retail channels. This direct customer feedback enables INTENIUM to create innovative, highly targeted products and gives INTENIUM a significant competitive advantage over pure distributors or developers.

**Deutschland-spielt.de** is the biggest independent game-platform for casual games in German-speaking countries. It counts millions of loyal customers, who are in turn responsible for millions of downloads each month (and that figure doubles every 12 months). Moreover, INTENIUM has supported its pursuit of strong, ongoing growth with massive investment into the **Casual Multiplayer Online Gaming** sector, which grew by 250% in 2010, leading to a year of record-breaking turnover for the company. In the first half of 2011, turnover has already grown by more than 50% compared to the same period in 2010.

The company possesses substantial **technological "know-how"**: in-house game engines, back-end solutions, as well as several technical marketing tools. Its innovative **Game Center 2.0** technology brings the benefits of a unique combination of online and retail business to its partners. The **Tray Client** online marketing tool is an indispensable cross-promotion mechanism that substantially boosts the level of consumer engagement with the company's products.

### INTENIUM - Flagship Products

