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Introduction

- ▶ French company created in 2009 by Charles Christory
- ▶ Attracts 3.5 million active players monthly
- ▶ PMD (Preferred Marketing Developer) for Facebook
- ▶ Main products
 - Adictiz Media
 - Adictiz Apps
 - "Space Dog"
 - "What a stupid pigeon"
 - Adictiz Box

SWOT Analysis

Complementary functions	Add a feature	Embed
Combine two products	Existing Product	Separate into two products
Substitute components, materials	Remove a feature	Reduce components / size

Strength

Services provided to the client
Facebook PMD
Experience in multiple platforms
Customers with various background

Opportunities

Expand: Asia Expansion
Extend : Access given to users for different products
Qadim : Separate into two products

Adictiz

Weakness

Lack of global presence
5 Languages
Lack of focus products

Threat

Economy crisis (client shrink in budget)
Competitive social gaming scene (Supercell)

Business Strategy: Asia Expansion

Porter diamond model of locational competitive advantage

▶ Firm Strategy & Rivalry

- Less competitive relatively
- Grow globally
- Local context which encourages gaming industry and investment

▶ Factor Conditions / Endowment

- Lower development costs
- Game development (E.g. 4 Universities & 5 Polytechnics)

Business Strategy: Asia Expansion

▶ **Related & Supporting Industries**

- Cheaper & faster communication data transfer via the Internet
 - Wifi setup and 4G network
- Growing talent pool in Asia

▶ **Demand Conditions**

- Rapid economic growth
- Number of Asian game players

Indonesia & Singapore



Why Indonesia?

➤ Indonesia is the World's 4th Largest Country

Rank ↕	Country (or dependent territory) ↕	Population ↕	Date ↕	% of world population ↕	Source ↕
1	 China ^[6]	1,347,350,000	December 31, 2011	19.2%	Official estimate 
2	 India	1,210,193,422	March 1, 2011	17.25%	2011 census 
3	 United States	313,619,000	May 27, 2012	4.47%	Official population clock 
4	 Indonesia	237,641,326	May 1, 2010	3.39%	2010 census 
5	 Brazil	192,376,496	July 1, 2011	2.74%	Official estimate 

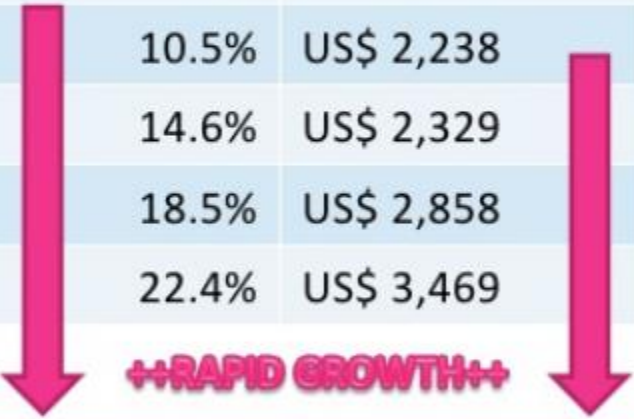
55 million internet users (4th in Asia)

- 48% access → mobile phone
- 13% → handheld multimedia devices

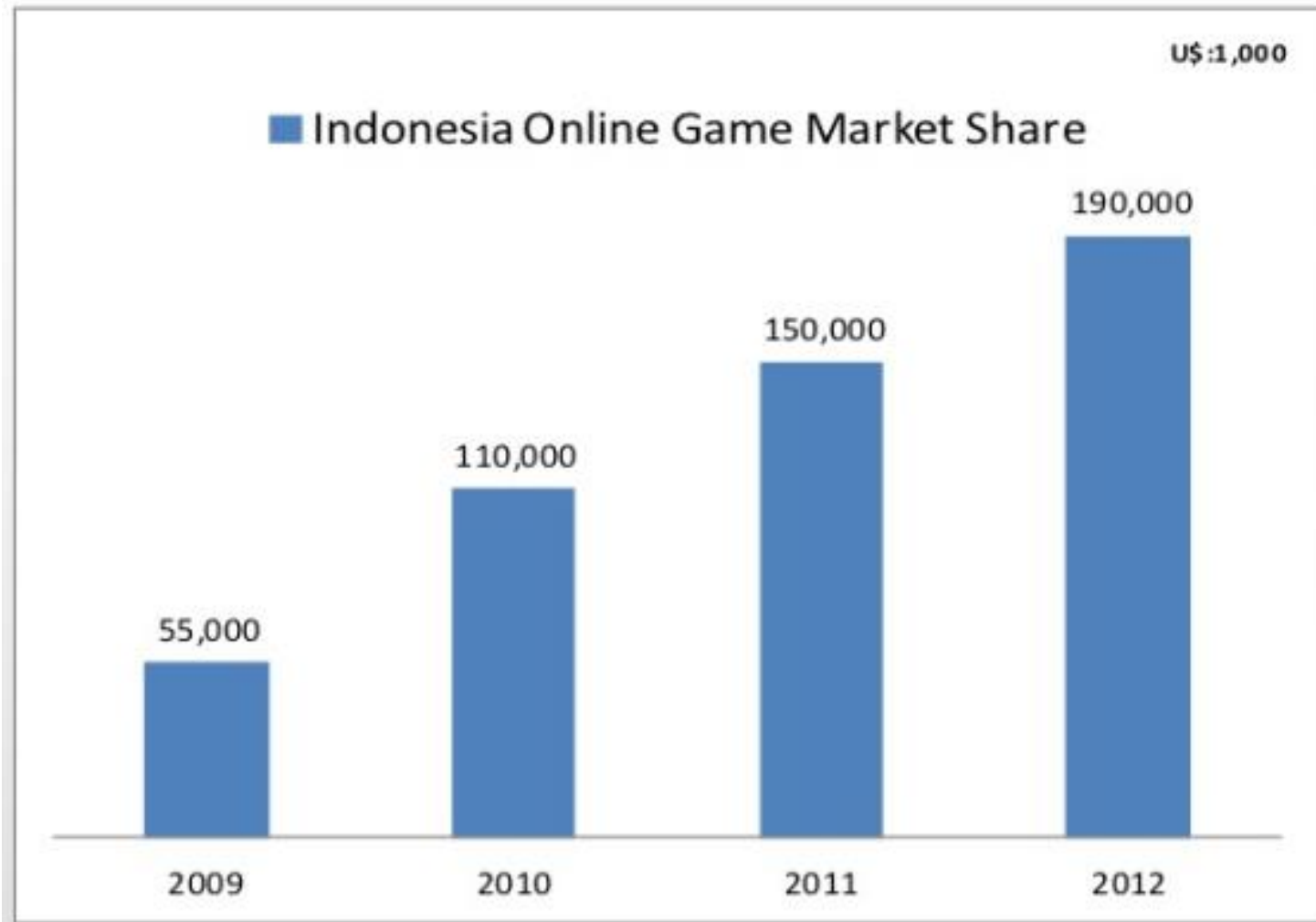
42 million Facebook Users (4th in World)

The growth of internet users

Year	Users	Population	% Pen	GDP p.c.
2000	2,000,000	206,264,595	0.9%	US\$ 570
2007	20,000,000	224,481,720	8.9%	US\$ 1,916
2008	25,000,000	237,512,335	10.5%	US\$ 2,238
2009	35,000,000	240,271,522	14.6%	US\$ 2,329
2010	45,000,000	242,968,342	18.5%	US\$ 2,858
2011	55,000,000	245,613,043	22.4%	US\$ 3,469
++RAPID GROWTH++				
		Future..?		
2015	86,479,571	253,605,779	34.1%	US\$ 5,209



Game market share

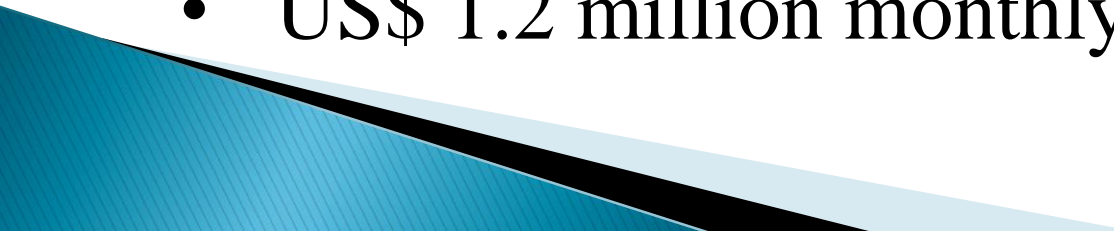


Game market

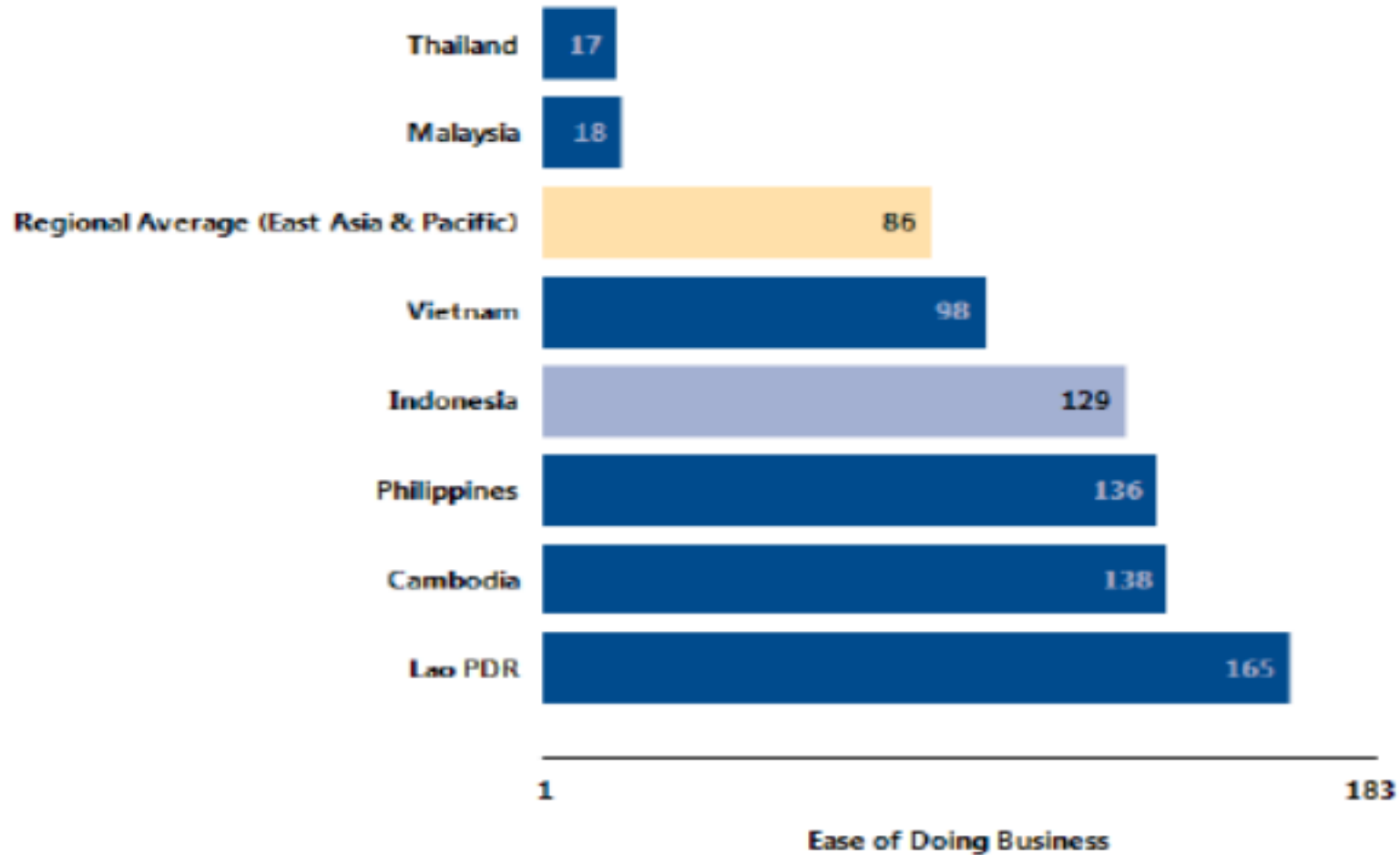
Client-based MMO Games

- 7-8 million players
- Paying user rate is around 10% - 30%
- US\$ 8 million monthly

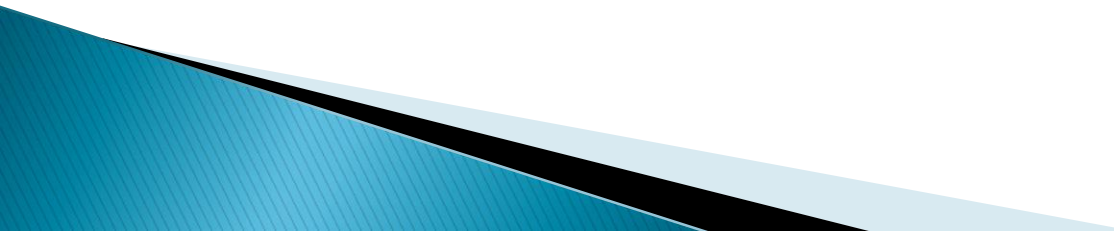
Web-based MMO Games

- 12 million players
 - Paying user rate is around 0.5% - 8%
 - US\$ 1.2 million monthly
- 

Ease of doing business in Indonesia



Hence, for Indonesia...

- ▶ **Strong domestic market potential**
 - ▶ **Lack of high-quality game products**
 - ▶ **Lack of managerial skills**
- 

Why Singapore?

Test bed for Asia market...

Casual Connect Asia 2013

Build a regional game hub for Southeast Asia.

<http://www.ida.gov.sg/blog/insg/in-the-news/building-a-vibrant-games-hub-in-singapore/>

Marketing Strategy

▶ Targeted groups

- Students
- Working people
- Businesses

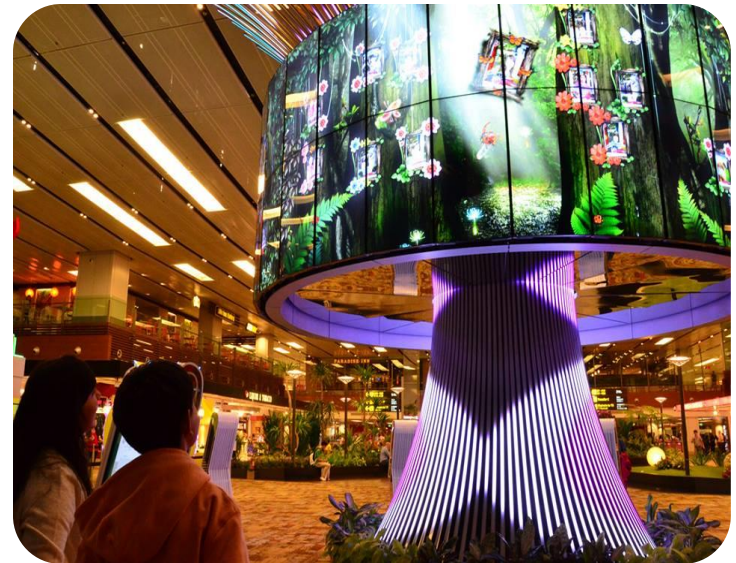


▶ Singapore as the stepping stone

- Establish public awareness of Adictiz
- Advertise their game products
- Culture and language
- Easier to move into other Asian countries afterwards

Future Possibilities

- ▶ Events - Family Memorial Pictures Campaign etc
- ▶ Corporations
 - Changi Group adopts mobile application & Entertain tourists and enhance their travel experience
 - The Social Tree
 - Instant Feedback App
 - Sentosa Group
 - Ticketing system
 - Restaurant and hotel vouchers app



Q & A

Thank you!

