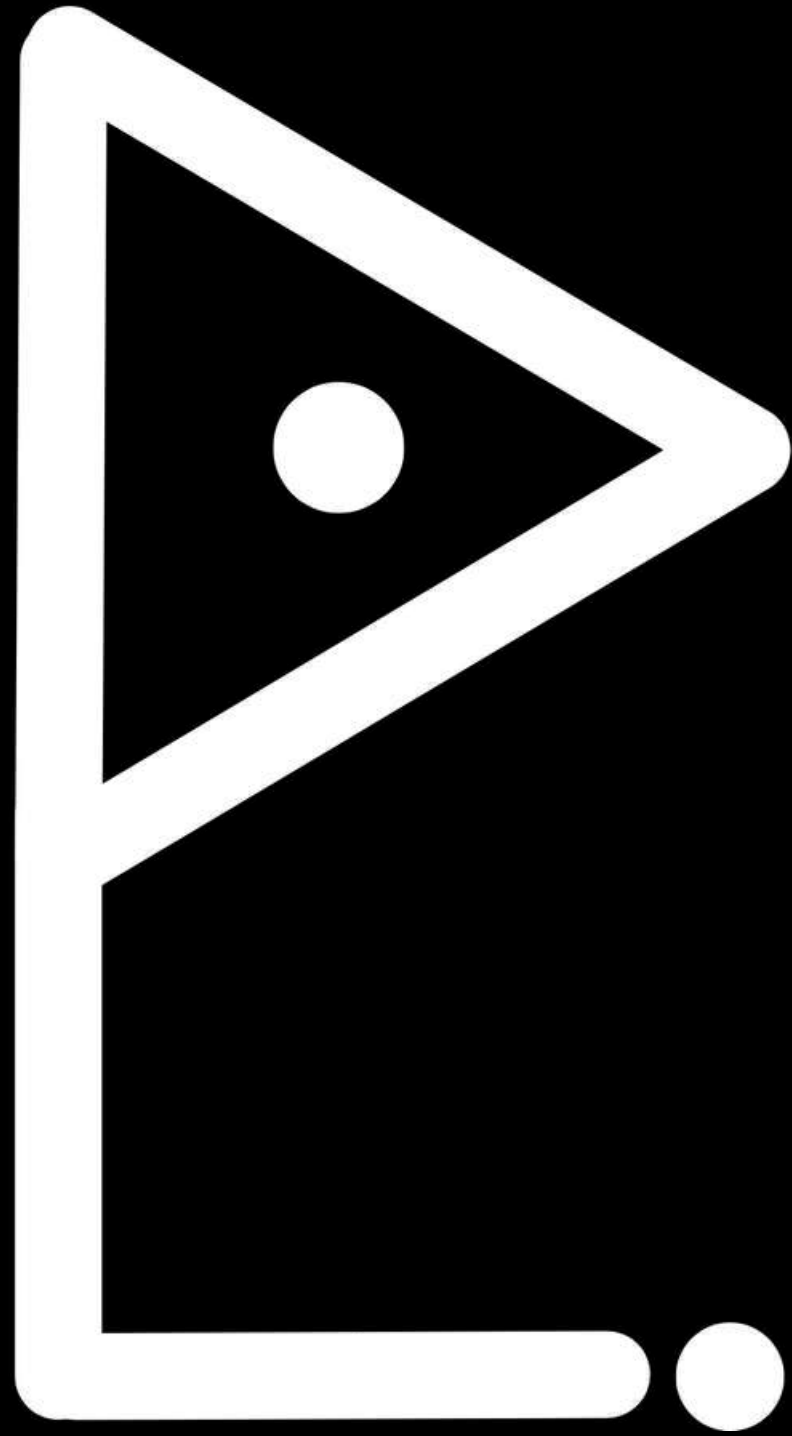


P L A I

Game - AI - Publish



P L A I



Plai Games is set to become the largest mobile game developer and publisher in the MENA region.

Mission:

To produce fun, innovative and profitable mobile games and achieve global success through regional publishing.

PROBLEM

While the MENA region is a rapidly growing mobile gaming market, the potential is not being fully utilized because games are not culturally and linguistically adapted. Additionally, developers are unable to maximize their revenues because monetization models are not suitable for the region. At Plai Games, we fill this gap by both producing our own games and adapting games from independent studios to the MENA market.

MENA Region Deficiencies

Lack of Cultural and Linguistic Adaptation:

- Arabic language support is insufficient.
- Cultural themes and characters are missing.

Lack of Local Content:

- There are almost no region-specific games.

Publishing and Distribution Issues:

- Games from Türkiye and other countries cannot reach MENA.

Payment Methods:

- Local payment options are missing.

OPPORTUNITY

The MENA region has huge potential with its rapidly growing young population and increasing mobile gaming spending. As smartphone penetration and internet access in the region increase every year, gamers demand more content and personalized experiences. However, the lack of games that are appropriate for local culture and the lack of proper monetization strategies prevent this potential from being fully realized. Plai Games evaluates these opportunities and develops games specific to MENA and adapts existing successful games to the region to maximize revenue.

Fast Growing Market:

- MENA is one of the fastest-growing mobile gaming markets in the world and is expected to reach multi-billion-dollar volumes by 2025.

Young and Active Player Base:

- 60% of the population in the region is under the age of 30 and shows great interest in mobile games.

Increased Spending Power:

- Especially in the Gulf countries, players spend high amounts on in-game purchases and advertisements.

Increase in Mobile Device Usage:

- Smartphone penetration and internet access are increasing rapidly, making mobile games the largest source of entertainment.

MARKET

The MENA region has a rapidly growing gaming market, and mobile games in particular are of great interest. As of 2025, the value of the gaming market in the region is around \$5 billion, and this figure is expected to increase rapidly. The most popular game genres in the MENA region include action, strategy, and sports games. In addition, battle royale and multiplayer online games are also preferred by a large number of players. The interest in games, especially among the young population, makes this market quite attractive. 70% of the games in this market consist of regionally unadapted games.

\$3.7 Billion

Market Cap

126 Million

Number of Mobile Players

%24

Growth Rate

PLAY



STUDIO

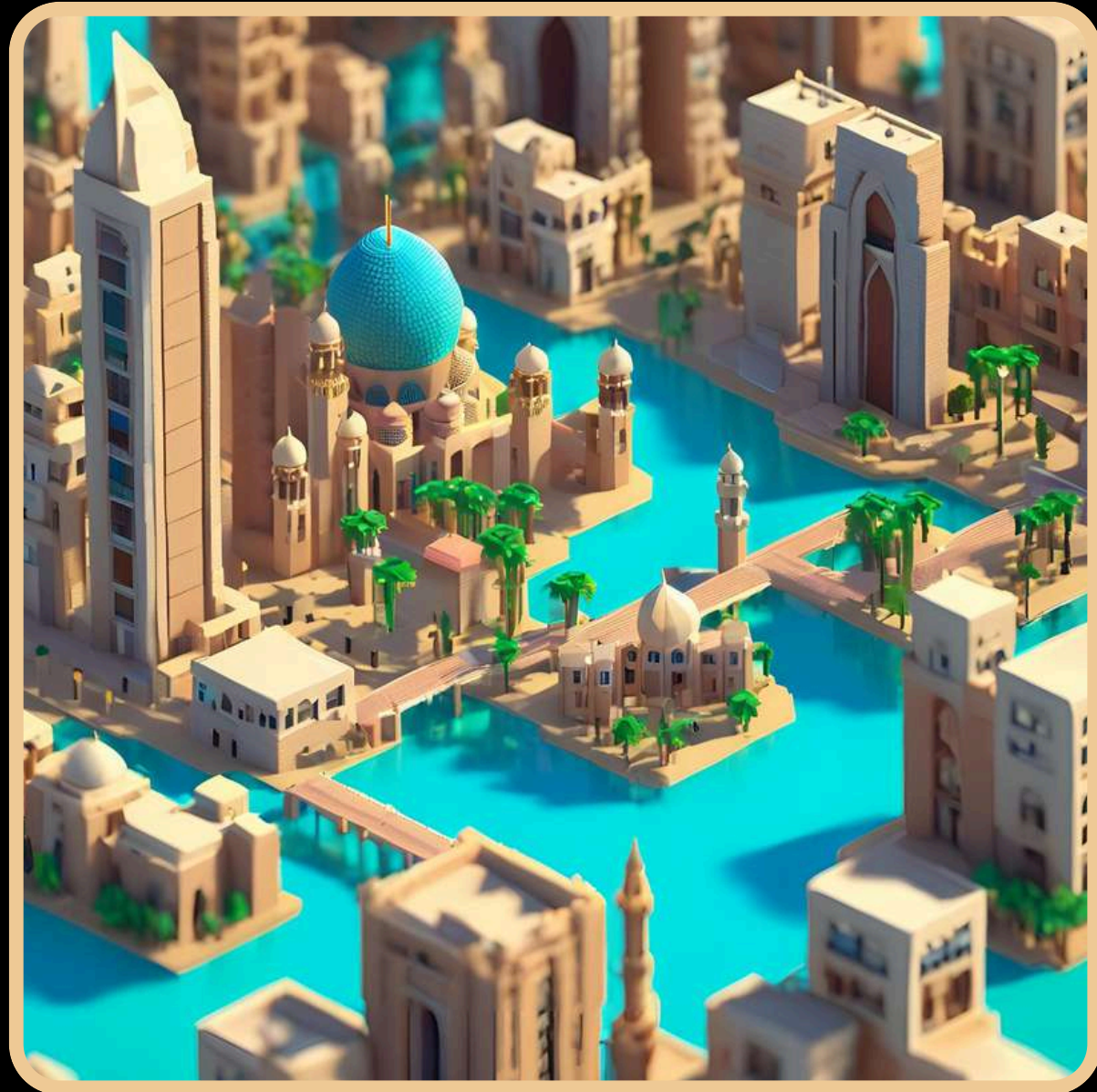
As **Plai Games**, we offer innovative and entertaining experiences to players by developing hybrid casual, battle royale and sports games specific to the MENA region. We aim to fill the gap in the market with our fast-consumed, highly interactive and culturally compatible games. With our test-driven development process and strategy supported by data analytics, we aim to create games that appeal to players and are highly profitable.

- **Games suitable for regional dynamics**
- **Advertising and in-app purchase revenues**
- **Easy to produce games**
- **Rapid testing process**
- **High-level teamwork**



PUBLISHING

As **Plai Games**, we aim to be one of the most successful game publishers in the MENA region. We undertake regional publications of game studios in Turkey and the global market by making MENA-specific optimizations. We adapt games to generate the highest revenue with localization, cultural adaptation and regional marketing strategies. We will be the most reliable MENA publisher for global game companies by continuously expanding our publishing ecosystem with strong analysis, rapid testing processes and regional advertising optimizations.





Game Testing Process: We identify games developed in Türkiye and globally that have not yet been released in the US and Western markets.

Comprehensive Localization: We adapt language, visual design, characters and story elements to MENA culture.

Data-Driven Selection: We measure the performance of games through small-scale ad tests to identify those with the highest potential.

Regional Marketing Strategy: We market with local influencer collaborations and special advertising models based on user habits.



LOCATION

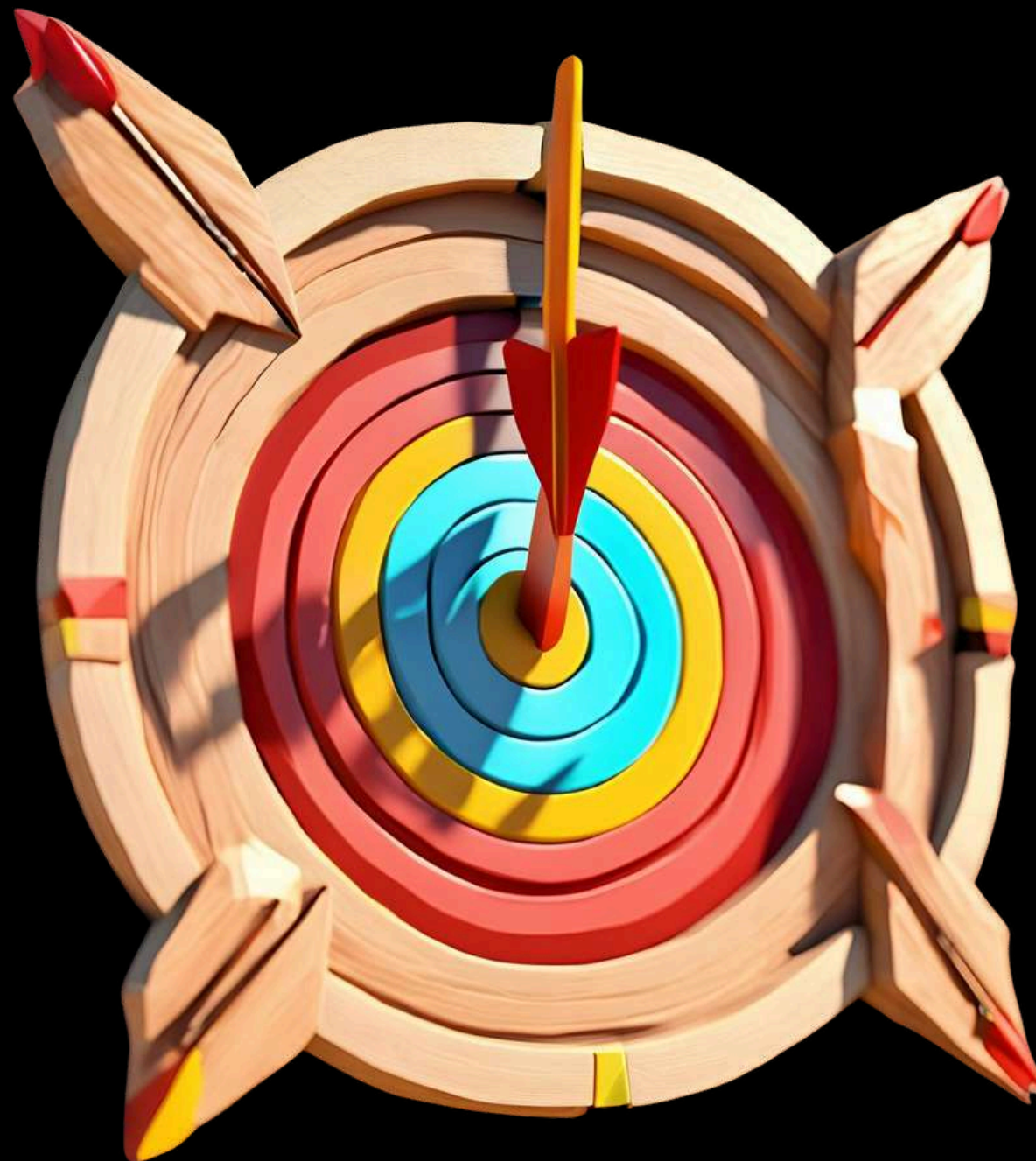
The MENA region offers a huge opportunity for global game publishers with its high play time, strong spending potential and cultural dynamics. However, not every game can achieve direct success in this market. With our regional publishing strategy, we adapt, localize and optimize revenue models of existing popular games specifically for the MENA market.

Language and Cultural Localization:

We make the in-game experience authentic with professional translation and voice-over in Arabic and other regional languages.

Region-Specific Content & Events:

We increase player engagement by offering time-limited events and content for special periods like Ramadan.



Graphic and Thematic Adaptation:

We revise characters, maps and content to suit local culture, ensuring a stronger connection.

Regional Payment Systems:

We increase sales with mobile operator payment solutions and local wallet integrations in regions where credit card use is limited.

PIONEERS

Rollic, Dream Games and Good Job Games... They are not only our competitors, but also the pioneers who inspire us and illuminate our path. They have achieved global success by reaching billions of dollars in the mobile gaming world. We are also preparing to build a strong gaming ecosystem in the MENA region by following in their footsteps. We aim to join these giants by both developing our own games and publishing the best games in the region. We will make next-generation gaming experiences the biggest gaming power in the region with the right strategy and innovation.

The logo for Rollic, featuring the word "rollic" in a white, lowercase, sans-serif font on a dark purple square background with rounded corners.

\$200 Million

The logo for Good Job Games, featuring the words "goodjob" in black and "games" in blue, lowercase, sans-serif font on a white square background with rounded corners.

\$100 Million

The logo for Dream, featuring the word "dream" in white, lowercase, sans-serif font with a small white star above the "m", on a blue square background with rounded corners.

\$2.75 Billion

BUSINESS MODEL

Developing and Publishing Our Own Games

Plai Games will produce its own games, focusing on popular genres such as casual, battle royale, and sports games.

B2C

Revenue Model:

Ad Revenues
In-App Purchases
Subscription Models

Publishing

We will test the unreleased games of independent studios in Türkiye and around the world, select the ones that are suitable for the region, and undertake their marketing and monetization.

B2B B2C

Revenue Model:

Ad Revenues
In-App Purchases
Revenue Sharing

Regional Broadcasting & Monetization Optimization

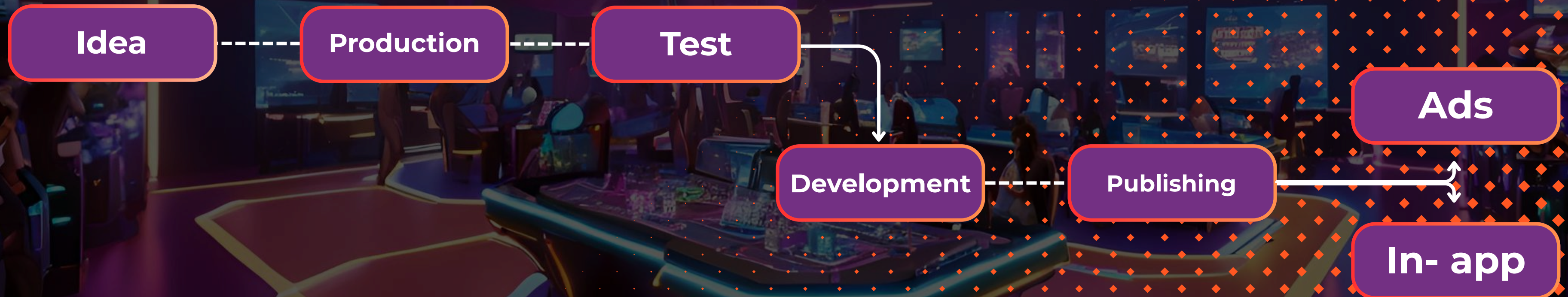
We will adapt and publish games that are already popular and successful globally, specifically for the MENA region.

B2B B2C

Revenue Model:

Advertising Revenues
Regional Publisher Share
Sponsorship Agreements

WORKFLOW



GROWTH PLAN



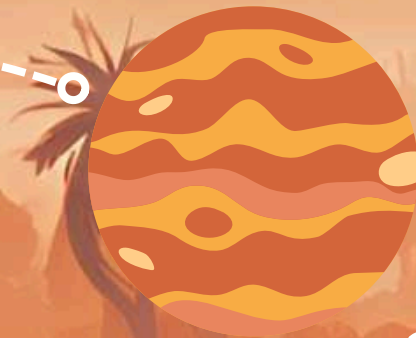
Q1

- Company Establishment
- Team Setup
- Prototyping for the First Game
- Publishing Process Begins



Q2

- First Game Test and Publish
- KPI Tracking & Optimization
- First Advertising Campaigns
- Game studios first deals



Q3

- Game Release and Development
- Publishing Portfolio Development
- MENA Localization Start
- New Investment Round İçim Preparation



Q4

- 2. Game Start
- Increased Publishing Revenues
- Exclusive Agreement with Studios
- Presentation Preparation for Investment Round
- \$1M+ Income 📈💰



1 Year

Foundation

We developed our first games and published them on the App Store & Google Play.

We started game publishing by collaborating with Turkish and global studios.

We started generating revenue through regional publishing models in the MENA market.

Goal: \$1M+ revenue in first year and a strong investor round

2-3 Years

Dominance

We have successfully launched at least 3-4 of our own casual and hyper-casual games.

We have become one of the largest mobile game publishers in the MENA market.

We reduced user acquisition costs by establishing our own advertising network.

We have established strategic partnerships with major gaming companies.

Target: \$10M+ annual turnover and new investment round

4 Years

Spread

Plai Games has now become a growing force not only in MENA but also in Asian markets.

We create our own IP and undertake larger scale projects.

We expanded our publishing portfolio by working with larger studios.

We have become one of the largest players in the mobile gaming ecosystem in MENA.

Goal: \$50M+ annual revenue and company valuation to \$500M+

5 Years

Unicorn

Plai Games has now become a gaming giant.

As MENA's largest game publisher and manufacturer, we are growing in global markets.

Acquisition or merger scenarios with a large global gaming company are being evaluated.

Goal: \$100M+ annual revenue, \$1B+ company valuation, and exit opportunities 

PLAI

Investment



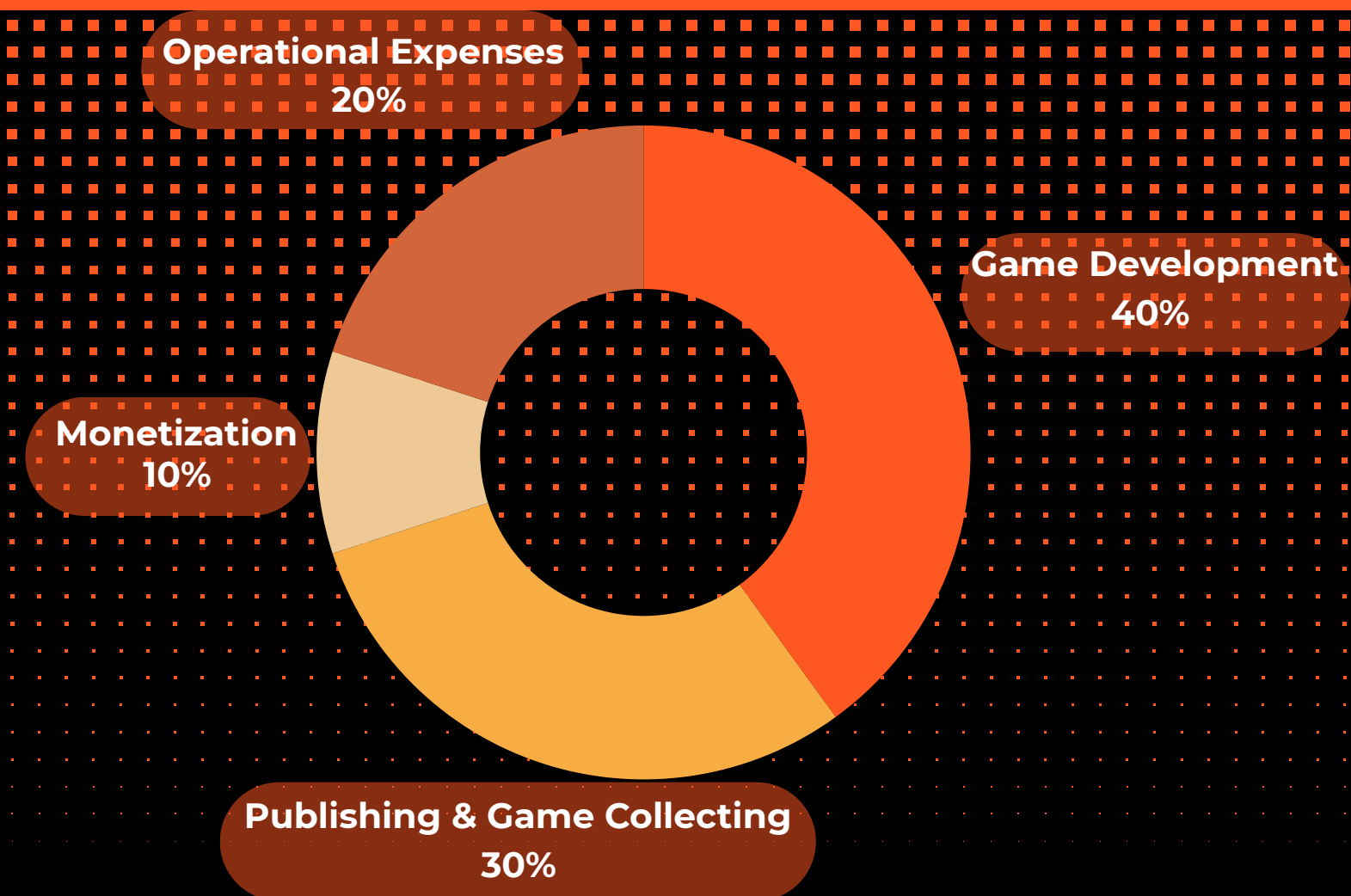
INVESTMENT

As **Plai Games**, we are looking for an investment of \$550K for a 20% stake at a valuation of \$2.75M. This fund will be used for game development, publishing, and rapid entry into the MENA market. Our goal is to quickly generate revenue and become the leading game studio and publisher in the region. 🚀

Investment Need

\$550.000
Share %20

Areas of Use



EXIT

Plai Games aims to be one of the largest game publishers in MENA and gain a strong foothold in the global market. After establishing itself in the market with aggressive growth and strategic partnerships in the early years, we plan to create a major exit opportunity in 3-5 years.

Possible Exit Scenarios

- Strategic Sales: Sales to large gaming companies such as Zynga, Scopely, Rollic or technology giants such as Tencent and ByteDance.
- Initial Public Offering (IPO): Going public as a gaming technology company, increasing our growth potential.
- Second Round Sale from Large Funds: Early exit opportunity for our investors through PE funds or large VCs.

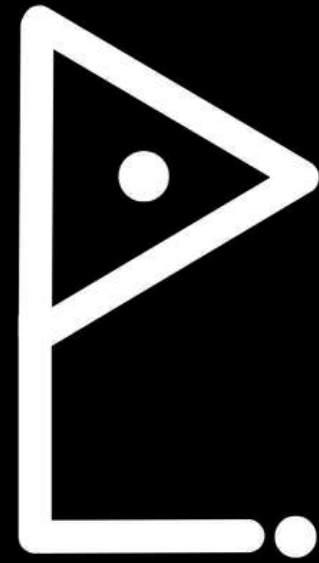
Exit Return:

- 6-8X ROI for early investors (exit within 3 years)
- 15X+ potential growth for long-term investors (exit after 5 years)



Ahmed Can Duras

While studying at Özyeğin University Pilotage Department, I started my biggest dream, the game development process, and together with the game company I founded, I produced more than 60 hyper-casual, casual and blockchain-based games. Our company grew with a successful investment and I parted ways. During this period, I developed myself by receiving training on economics and games in Vienna. Now, I want to continue this big dream even more strongly and create a new world by reflecting new technologies to games.



PLAI
Game - AI - Publish

**Join us now and be a part of this
growth journey!**

