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INVESTOR DAY AT TSG S.A.

June 2026

STRONG CORE AS THE FOUNDATION FOR FUTURE GROWTH

TSG's existing titles provide stability, cash generation and capabilities for the next phase of growth.

CORE PORTFOLIO



- Fishing Clash and Hunting Clash remain key contributors to Group bookings and cash flows. They are key pillars of TSG's business.
- While mature titles are not expected to deliver dynamic growth, TSG is focused on stabilizing their performance and maximizing their long-term monetization potential.
- Years of operating these titles have built deep expertise in player behavior, monetization, content delivery and performance marketing.

SUBSCRIPTION TITLES



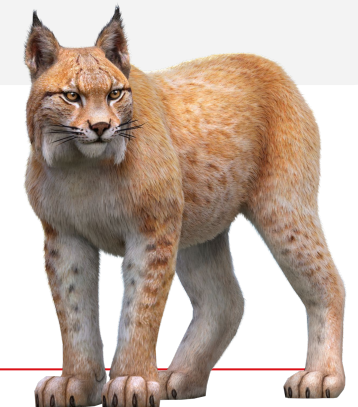
- Subscription-based titles add another layer of recurring revenue.
- They support greater predictability and stability of cash flows.
- They strengthen the Group's ability to fund new product development in a disciplined way.

GROWTH FOUNDATION



- Existing titles provide the operating and financial base.
- New products are expected to create the next phase of growth.
- The strategy is to combine stability from the core with growth potential from the pipeline.

TSG is balancing stable cash generation with disciplined investment in scalable growth opportunities.



THE NEXT PHASE OF GROWTH

Building a repeatable process for identifying, validating and scaling new product opportunities.

FROM SINGLE-TITLE DEPENDENCY



- Growth in games is often driven by individual hits.
- Relying on one title creates concentration risk.
- **TSG's ambition is to build growth on a broader portfolio of products.**

TO A REPEATABLE GROWTH MODEL

- A structured process for searching for new product opportunities.
- Clear benchmarks for selecting projects for further development. .
- Step-by-step validation of market fit, player appeal and scalability.
- Systematic development of product lines based on proven learnings.

STRATEGIC OBJECTIVE

- Make earlier, data-based decisions on scaling, redirecting or stopping projects.
- Build a portfolio of games with different growth profile.
- **Reduce dependence on any single product.**
- Create a more repeatable path from idea to scalable game.

Goal: repeatable growth, not one-off success.



GROWTH AS PART OF THE PRODUCT DEVELOPMENT MODEL

Marketing and UA are now embedded in product development from the earliest stages.

CLOSER TO THE MARKET FROM DAY ONE

- Marketing and UA are involved earlier in the game development process.
- They help test audience appeal, positioning and acquisition potential before major investment decisions.
- This brings market and player feedback into product development much earlier.

DEVELOPMENT GUIDED BY DATA

- Growth insights influence how projects are evaluated and developed.
- UA data is analyzed together with product metrics to assess scalability and commercial potential.
- Clear benchmarks help decide which projects should move forward.

DISCIPLINED SCALING AFTER LAUNCH

- After launch, Growth supports scaling only when product and UA metrics justify further investment.
- Marketing spend is adjusted to cohort performance, profitability and expected returns.
- The objective is profitable and sustainable growth, not growth at any cost.



FROM FIRST PROOF POINT TO PRODUCT LINE EXPANSION

Trophy Hunter and Medal Hunter show how TSG can build on a validated gameplay formula to enter new segments.

TROPHY HUNTER: FIRST PROOF POINT



- A new gameplay formula introduced into TSG's portfolio.
- A product that helped validate player interest, core mechanics and monetization potential.
- A first proof point for a gameplay model that can be developed further.

MEDAL HUNTER: NEXT STEP IN THE PRODUCT LINE LOGIC



- A new title built on the gameplay formula validated in Trophy Hunter.
- The same core gameplay logic adapted to a different thematic segment.
- An example of how TSG can use proven product foundations to expand into new growth areas.

PRODUCT LINE LOGIC



- Validate a gameplay formula.
- Learn what drives player engagement and monetization.
- Adapt the proven gameplay to a new theme, audience and segment.
- Build a broader product line beyond a single title.

FISHING TRIP: EARLY VALIDATION IN TSG'S NEW DEVELOPMENT MODEL



A new fishing product currently passing market tests before soft launch.

CURRENT STAGE: MARKET TESTING

- Early validation before soft launch.
- Same selection stage previously passed by Trophy Hunter and Medal Hunter.
- All benchmarks currently in line with expectations.



BENCHMARK-DRIVEN SELECTION

- Market tests help decide which projects move forward.
- Projects that do not meet benchmarks are stopped early.
- Hunter's Lodge was closed after not meeting the required benchmarks.

STRATEGIC OPPORTUNITY

- New gameplay experience in TSG's strongest segment.
- Built on fishing know-how, assets and player understanding.
- Potential new product line if further benchmarks are met after soft launch and global launch decisions.





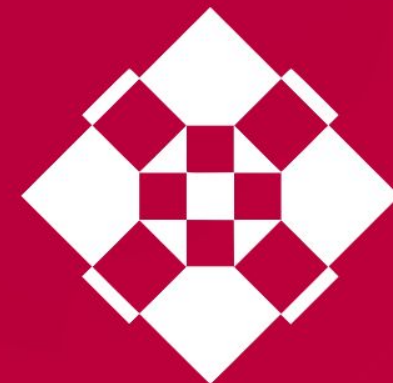
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THANK YOU!



GROWTH

HANNA WĘGRZYN
PIOTR KRÓLEWSKI



Przypomnienie prezentacji z 2025 roku

Struktura Zespołu Growth

Szczegółowe spojrzenie na 30-osobowy zespół Growth, który jest podzielony na podzespoły skupiające się na: UA, Creative Producers, ASO, IM, BI i SM.

Strategia Pozyskiwania Użytkowników

Dystrybucja kanałów marketingowych, dzienne wydatki na reklamy i różne opcje targetowania reklam w celu maksymalizacji ROI (takie jak MAI, AEO, VO i tROAS).

Kluczowe wskaźniki Efektywności (KPI)

Zestawienie kluczowych wskaźników marketingowych i tych napędzanych przez gry, porównując wskaźniki takie jak CPM, CTR i CPI ze wskaźnikiem retencji, ARPU i ROAS.

Format Reklam i Narzędzia AI

Przykłady wykorzystywanych różnych formatów reklam (statyczne, grywalne, wideo 3D) oraz integracja narzędzi AI, takich jak Midjourney, ChatGPT i ElevenLabs, w procesie tworzenia materiałów marketingowych.

Przypomnienie prezentacji z 2025 roku

Aktualizacje Prywatności w Performance Marketingu

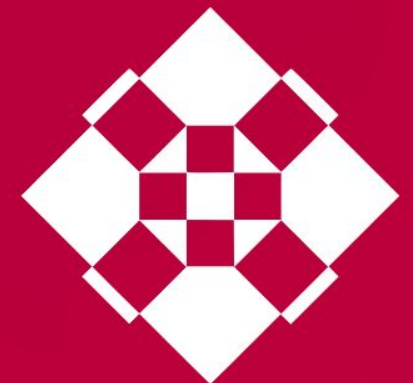
Wpływ zmian w obszarze prywatności na śledzenie i atrybucję, obejmujący w szczególności ATT i SKAN od Apple dla iOS, a także harmonogram i oczekiwania wobec Google Privacy Sandbox.

Zwiększenie LTV na przykładzie jednej z gier

Szczegółowe dane pokazujące poprawę mnożników przychodów dla gry "Wings of Heroes" w okresie 16 tygodni.

MARKETING

JAKO WARSTWA WALIDACJI



Rynek gier mobilnych w 2025 roku

Raport AppsFlyer „Stan gamingu dla marketerów 2026” określa sytuację – rekordowe wydatki, rosnący udział płatnych instalacji oraz nasilająca się globalna konkurencja.

\$25B

Wydatki na pozyskiwanie użytkowników (UA) w grach mobilnych w 2025 r. · +3,8% r/r (iOS +6%, Android +2%)

14.1B

Płatne instalacje w 2025 r. · udział płatnych instalacji wzrósł o 10% r/r na obu platformach

35%

Globalny udział UA poza Chinami należący do wydawców z główną siedzibą w Chinach · +22% r/r

+26% / 0%

Wydatki na UA dla gier midcore r/r iOS / Android · Midcore na iOS w USA +43%

Gdzie przenoszą się wydatki?

Casual – (>50% całkowitych wydatków UA) – Android -7% r/r, iOS zasadniczo bez zmian; rynek w USA się kurczy.

Hypercasual – Android +14% r/r (Indie +60%, Meksyk +36%); iOS -14%.

Midcore – iOS +26% r/r ogółem, +43% w USA.

Tak obecnie wygląda rynek gier mobilnych.

Pytanie dla każdej rozwijającej się firmy brzmi, jak zyskownie w takim świecie funkcjonować?

CPI to nie cena - to wynikowa 3 różnych parametrów

$$\text{CPI} = \text{CPM} \div (1,000 \times \text{CTR} \times \text{CVR})$$

CPM

Oparty na licytacjach (aukcjach)

Zarządzany przez: UA

Zależy od: sieci, geolokalizacji, odbiorców, strategii licytacji, konkurencji w aukcji, sezonowości.

CTR

Oparty na kreacji

Zarządzany przez: zespół kreatywny

Zależy od: koncepcji reklamy, przyciągającego elementu w pierwszych 3 sekundach, jakości wideo, formy (grywalna vs wideo vs statyczna).

CVR

Zależny od sklepu

Zarządzany przez: marketing + ASO

Zależy od: widoku w sklepie (store listing), zrzutów ekranu, ikony, oceny, czas ładowania, dopasowania do kreacji.

Trzy różne zespoły odpowiadają za trzy dźwignie. Poprawa CPI to praca skoordynowana. CPI nie jest ceną - jest wynikiem działania trzech dźwigni.

SKUPIAMY SIĘ NA ZWROCIE Z WYDATKÓW MARKETINGOWYCH – A NIE NA SAMYM CPI

ROAS D7 (Zwrot z wydatków marketingowych po 7 dniach) w połączeniu z krzywą LTV kohorty daje znacznie lepszy sygnał niż celowanie w konkretny CPI – ponieważ CPI drastycznie różni się w zależności od kanału marketingowego, platformy, typu optymalizacji kampanii i geolokalizacji.

Dlaczego ROAS D7 + krzywe LTV są lepsze niż targetowanie CPI

- **CPI to niedokładna metryka kierunkowa.**

Ten sam dolar wydany w różnych źródłach, na platformach, w typach optymalizacji kampanii i lokalizacjach może generować CPI różniące się od siebie nawet o 5 razy lub więcej – wcale nie oznaczają, że te instalacje są „złe”.

- **ROAS D7 normalizuje wyniki do faktycznej wartości kohorty.**

Równomierne porównywanie (jabłka do jabłek) na wszystkich tych płaszczyznach – i szybki, wczesny odczyt wyników.

- **Krzywa LTV uzupełnia obraz.**

ROAS D7 połączony z krzywą LTV pozwala nam prognozować pełen zwrot na podstawie krótkiego, szybkiego odczytu.

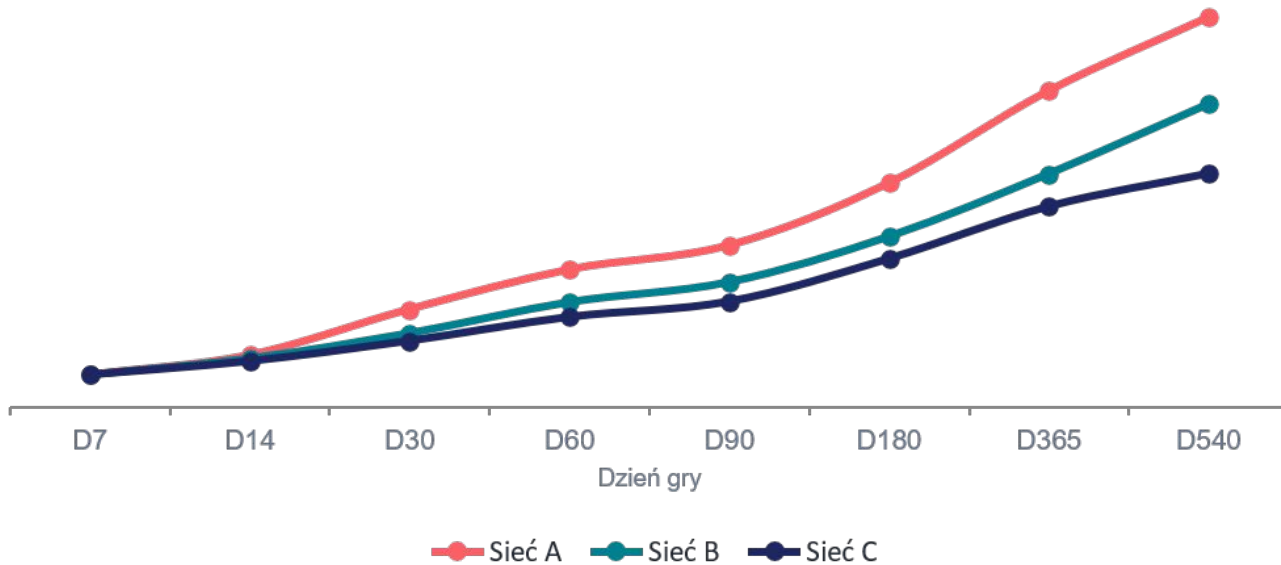
- **Obserwujemy CPI; ale sterujemy w stronę ROAS D7 + krzywej LTV.**

Wyższe CPI jest akceptowalne, jeśli dana kohorta na nie zapracuje.

Ten sam cel – różne ścieżki

To samo porównanie ujęte w proporcjach. Kanały zindeksowane do Sieci B = 1,0x w każdej metryce – to względne rozpiętości mają znaczenie.

Skumulowany wzrost przychodu od D7 · kohorta Q3 2024, Android US · Oś Y celowo ukryta



Każda metryka znormalizowana do Sieci B

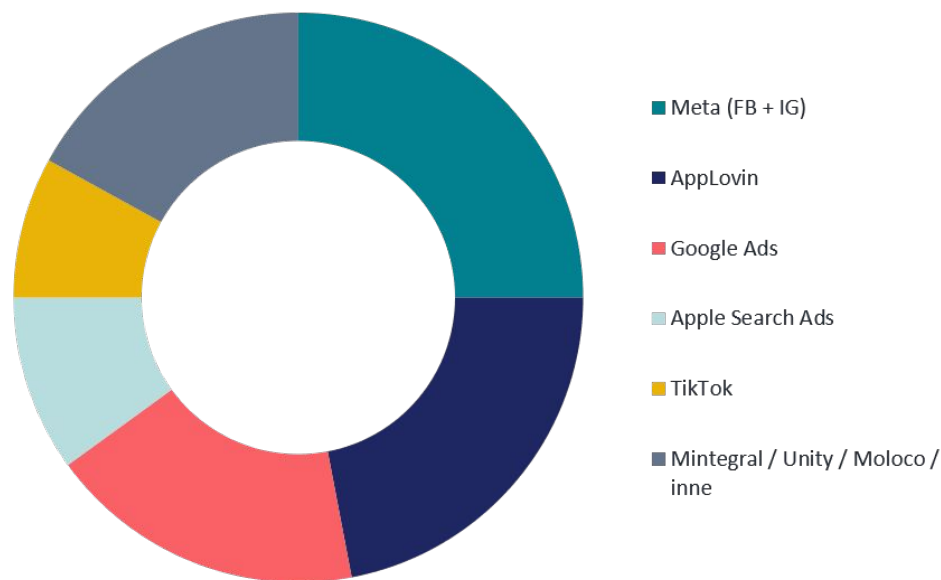
Metryka	Sieć A	Sieć B	Sieć C
CPI	1,7x	1,0x	1,6x
ROAS D7	1,1x	1,0x	1,3x
Retencja D1	0,8x	1,0x	1,0x
Retencja D90	1,5x	1,0x	1,0x

Wniosek: Kanały osiągają mniej więcej taki sam ROAS D7 i podobne CPI, ale rozwijają się różnie w długim terminie. Retencja D1 w Sieci A jest najniższa, jednak jej retencja D90 jest najwyższa, a jej kohorty z biegiem czasu najbardziej wybijają się na prowadzenie. Samo patrzenie na CPI sklasyfikowałoby to jako najgorszy zakup.

Kanały są mocno skoncentrowane – a my lokujemy środki według osiągniętych wyników.

Zasoby reklamowe UA w grach przepływają przez krótką listę sieci.
Dywersyfikacja jest pozycją obronną przeciwko wahaniom kosztów w całej branży.

Poglądowy udział wydatków UA dla gier mobilnych (2024–25).



Jak bardzo skoncentrowany jest rynek?

73.2% udziału w monetyzacji reklam wśród najczęściej pobieranych gier mobilnych w 2025 roku należy do AppLovin MAX.

~**31%** płatnych atrybucji instalacji na iOS po wprowadzeniu ATT przypada na Apple Search Ads.

MARKETING

JAKO CZĘŚĆ SYSTEMU ROZWOJU PRODUKTU

Jak TSG wykorzystuje marketing do walidacji koncepcji, odpowiedzialnego skalowania produktu i alokacji kapitału tam, gdzie ma to ekonomiczne uzasadnienie.



Cykl Życia Reklamy



**Iteracje &
Wyniki A/B
Testów**



**Badania
Rynku i
Odbiorców**



**Brief
Kreatywny**



**Analiza
Wyników**



**Produkcja
Kreacji
Reklamowych**



Atrybucja



**Przesłanie do
Sieci
Reklamowej**



**Przekierowanie
do Sklepu**



**Aukcja w
czasie
rzeczywistym
(RTB)**



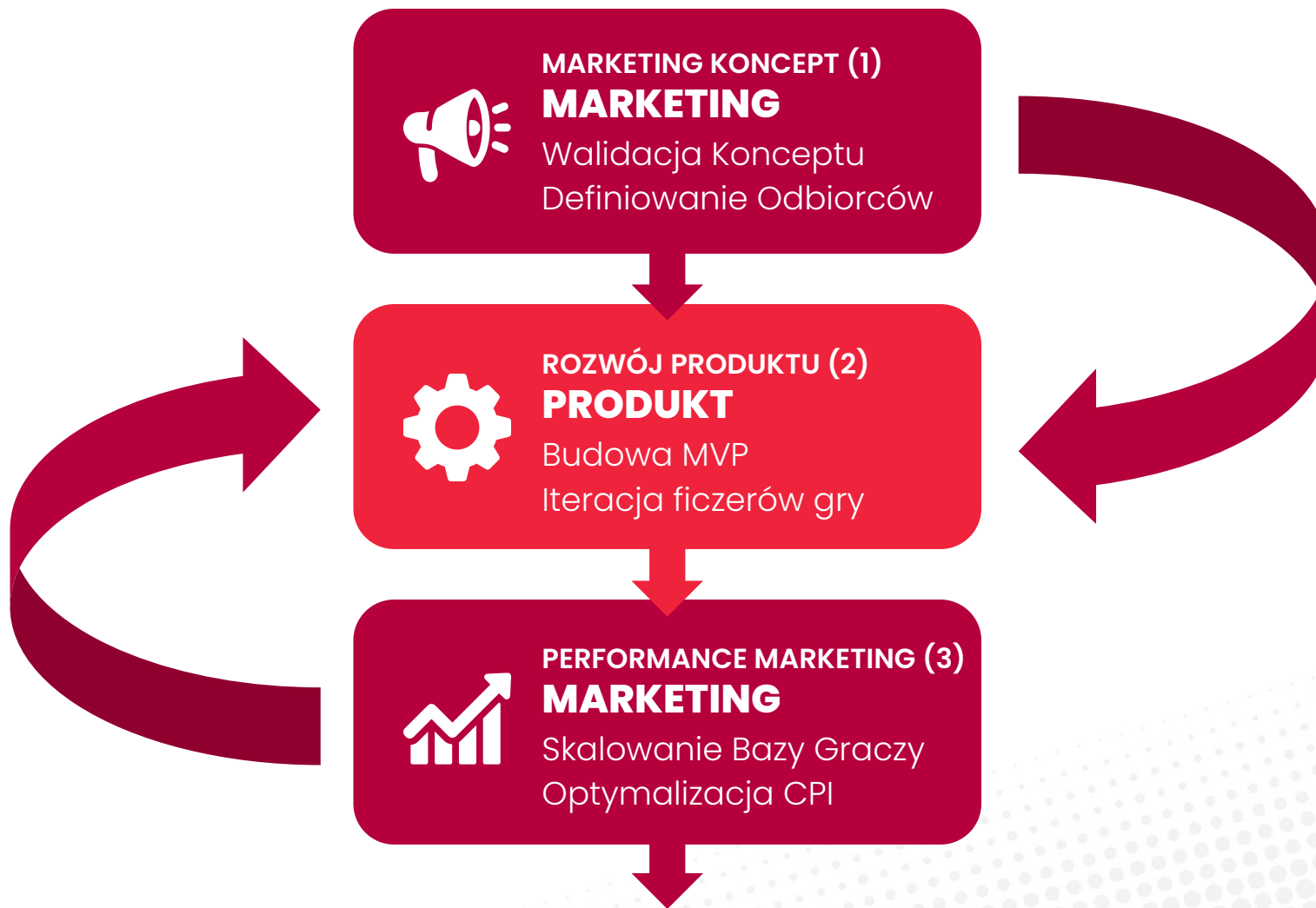
**Interakcja
Użytkowników**



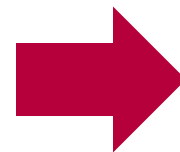
**Wyświetleni
e Reklamy**

Marketing – Produkt

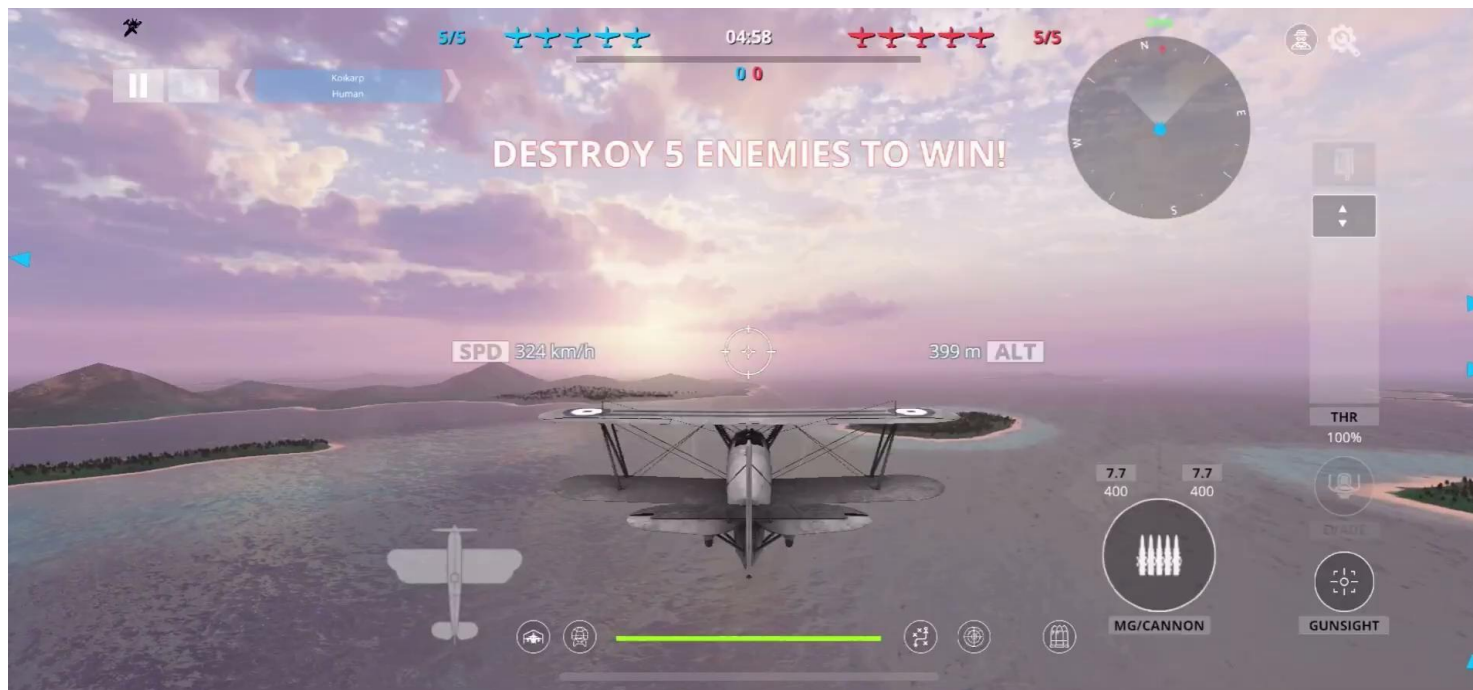
Cykl Współpracy



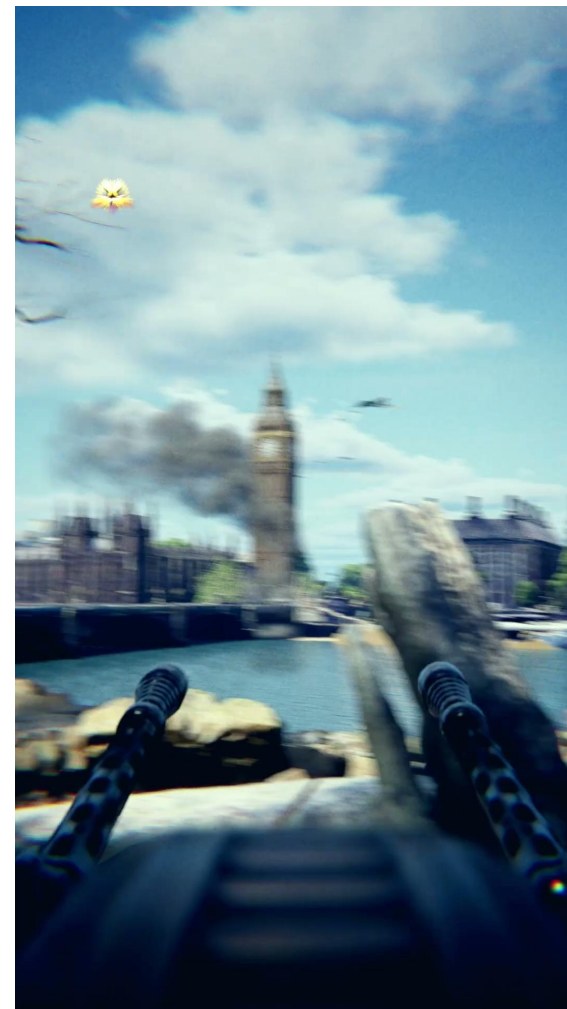
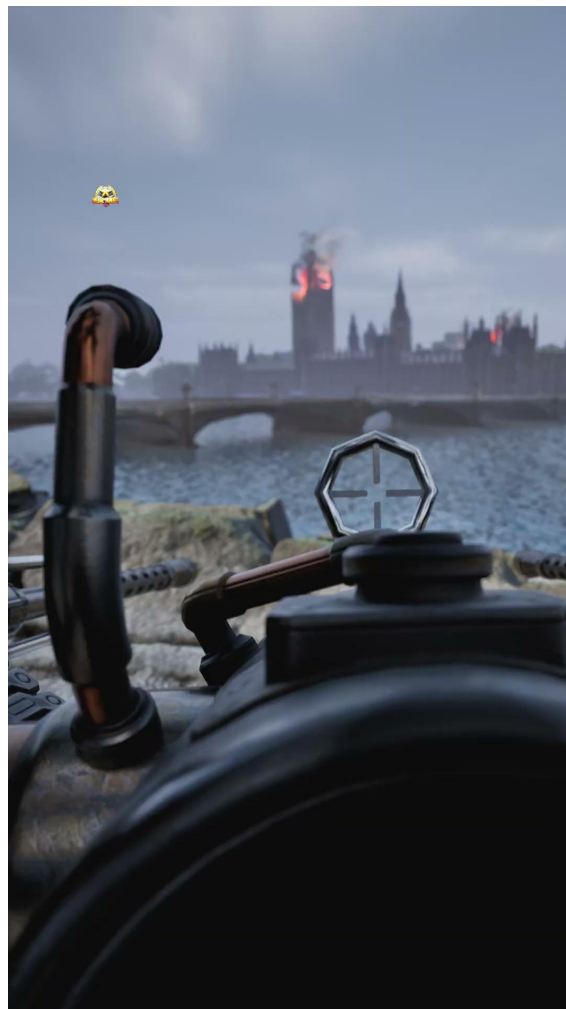
Od wygranej reklamy...



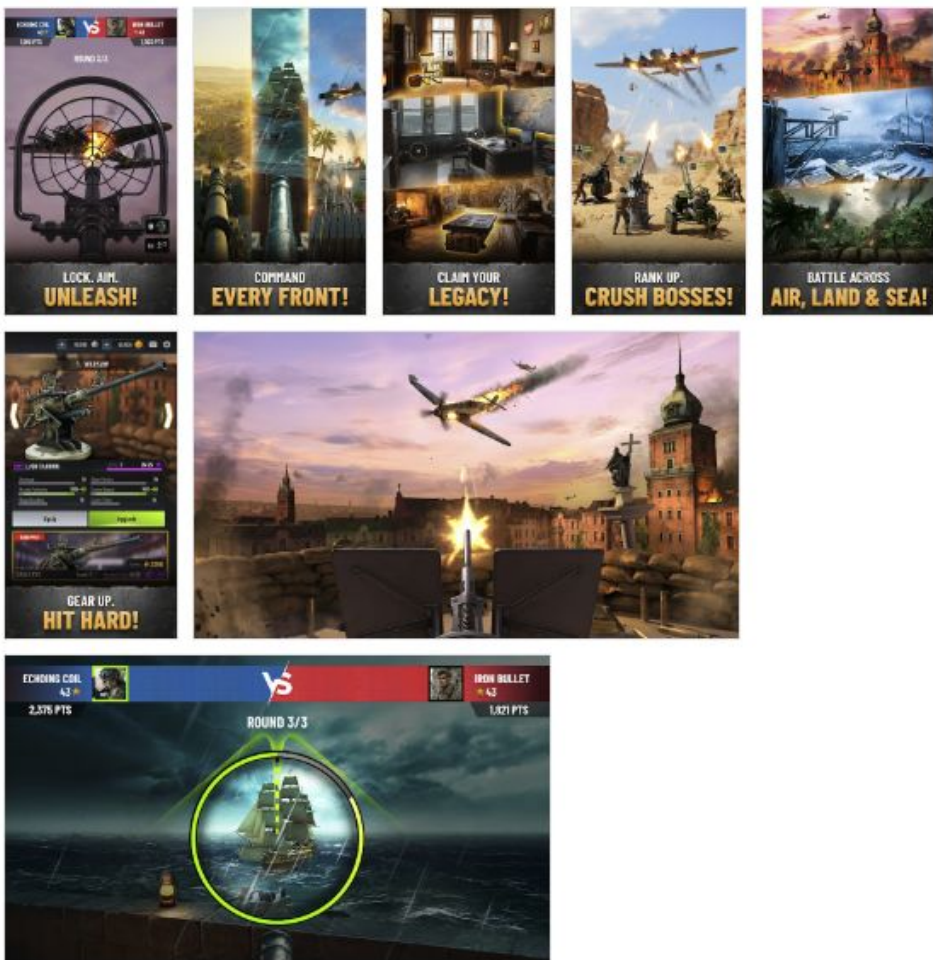
...do nowego trybu gry



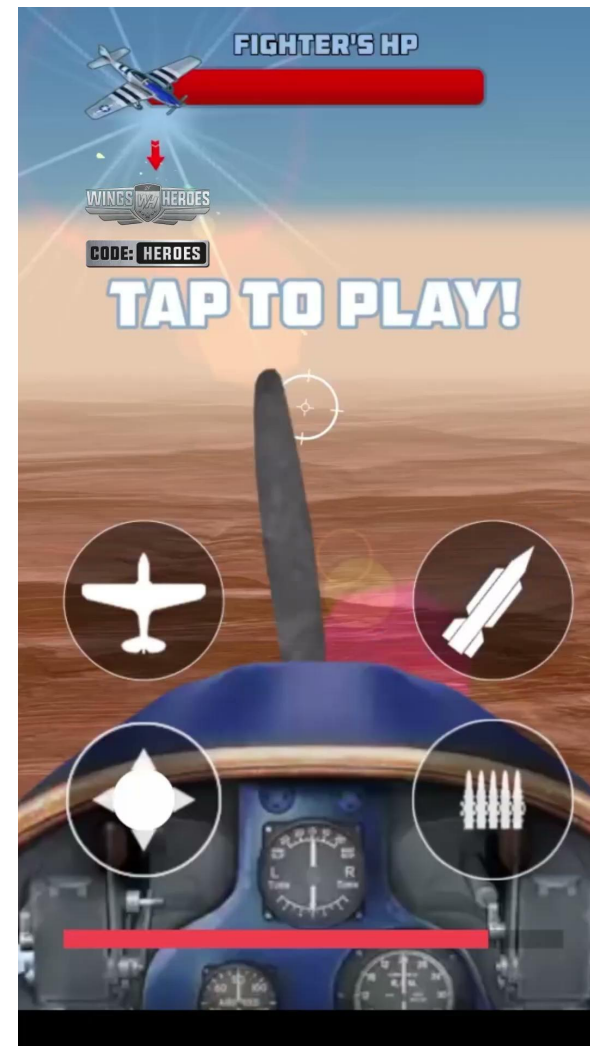
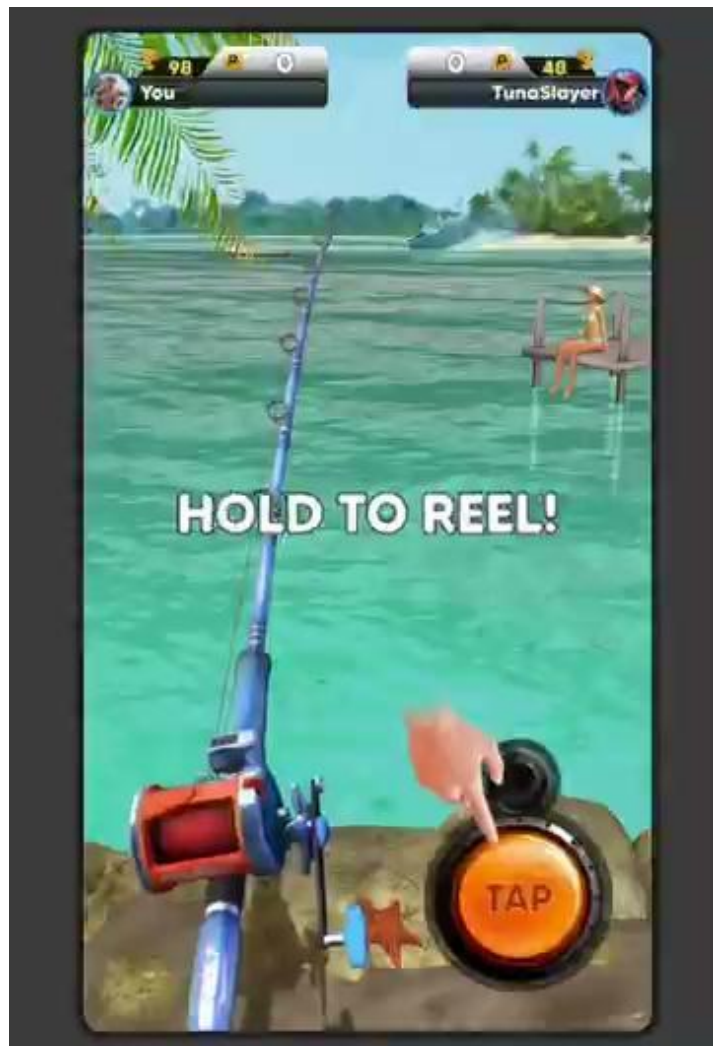
Od testu prototypu pomysłu...



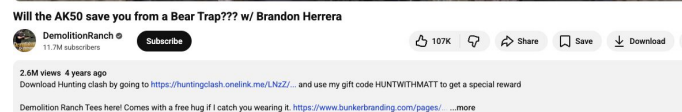
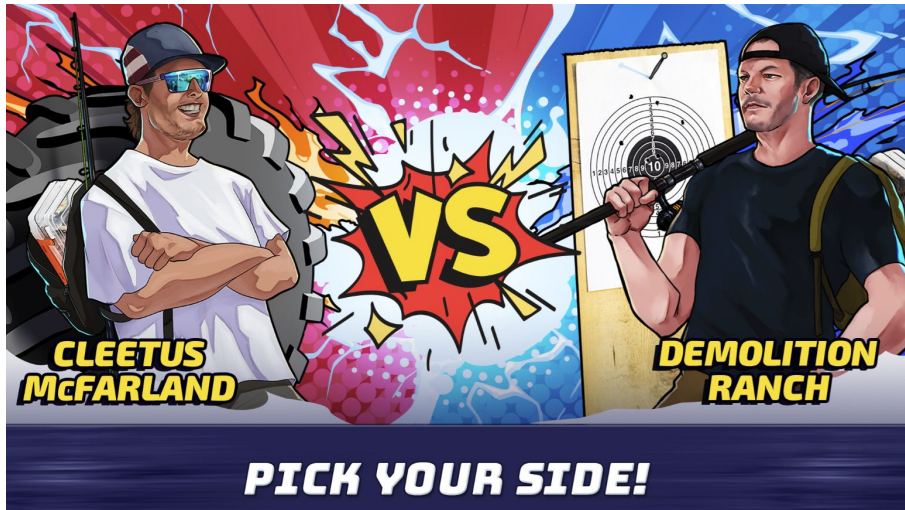
do wydania gry



Od konceptu reklamy wideo / prawdziwego gameplay do minigierki reklamowej (playable ad)



Współpraca Partnerska i Influencer Marketing



DZIĘKUJEMY

PYTANIA?





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BUILDING A REPEATABLE PIPELINE FOR NEW GROWTH DRIVERS

INVESTOR DAY 2026



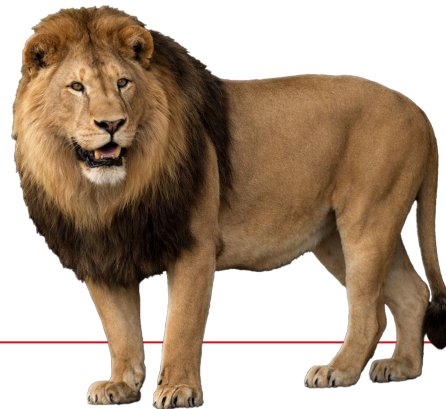
THE STRATEGIC SHIFT IN OPERATIONS

PAST APPROACH

- ✗ Focusing on finding "the next big hit"
- ✗ Intuition-based long-cycle development
- ✗ High capital commitment before validation

FUTURE MODEL

- ✓ Building a repeatable system - Product Line
- ✓ Data-driven, short learning cycles
- ✓ Staged investment based on evidence



WHY THE MODEL HAD TO CHANGE



- **The mobile gaming market in 2026** is exponentially more competitive than during our initial launches.
- **Success today** requires a selective, disciplined **operating model**.

KEY CHALLENGES

- Market saturation and higher CPI benchmarks
- Platform changes affecting targeting precision
- Users demanding "instant appeal" and deep progression



A PORTFOLIO OF OPPORTUNITIES



PRODUCT LINE

We are building a portfolio of opportunities rather than depending on a single success scenario.



FAST PROTOTYPING

The goal is to identify the strongest candidates and stop weaker concepts before they absorb significant resources.

FROM "PRODUCT" TO "PRODUCT LINE"

We are no longer building isolated games.

We are building **Product Lines** based on a shared "**Core Engine**" that powers multiple titles.

Shared infrastructure

70% common code
across titles.



Audience expansion

Re-skinning validated
mechanics for new player
fantasies.



Operational speed

Launching 2nd/3rd titles
in 50% less time.



PROVEN STRATEGIC BENCHMARKS



Volkswagen MQB

One modular platform powers **VW Golf**, **Audi A3**, and **Skoda**. Shared tech, unique brand identities.



Supercell "Clash"

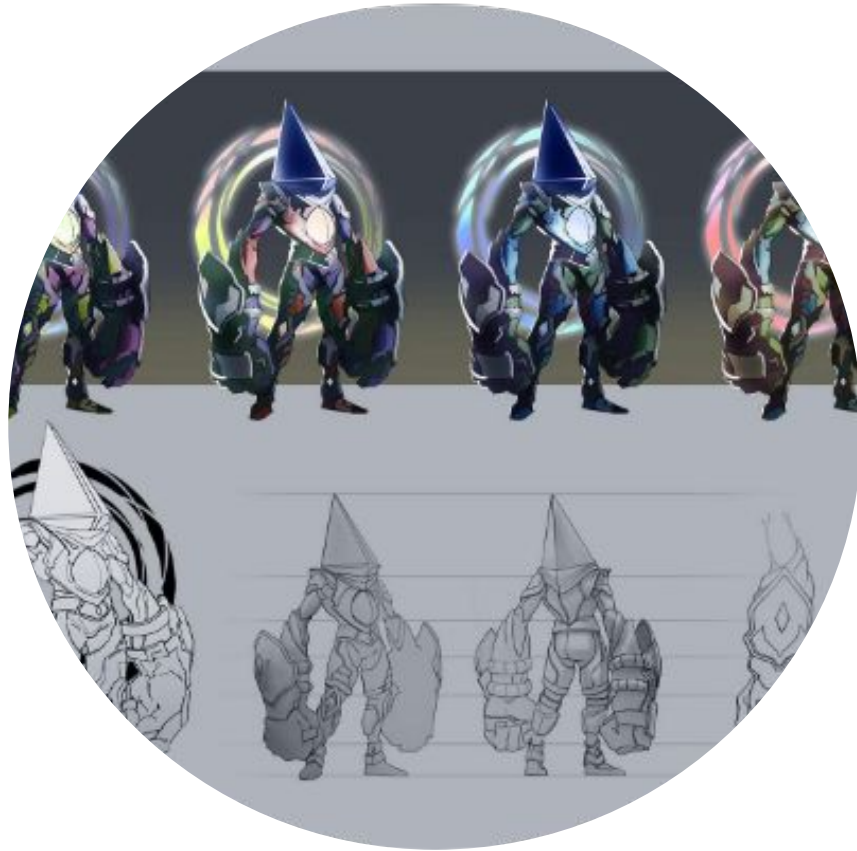
Reusing IP, server tech, and core mechanics across **Clash of Clans** and **Clash Royale** to capture different segments.



Playrix "Scapes"

Building an entire multi-billion dollar line (Gardenscapes, Homescapes) on a singular validated narrative/mechanic loop.

FRONT-END: SELECTIVE FILTERING



The shift to pre-production

We've intensified our focus on the "**Front-End**" – idea generation and concept filtering – before any prototyping begins.

Appeal
Broad player fantasy

Marketability
strong CPI signals

Repeatability
Scalable gameplay

Fit
TSG expertise alignment

THE DEVELOPMENT FUNNEL

CONCEPT GENERATION



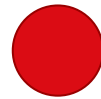
Filtering ideas against core criteria

RAPID PROTOTYPING



Verifying core gameplay loop

MARKET TESTING



Validating CPI and early appeal

SOFT LAUNCH



Testing monetization & retention

GLOBAL SCALE



Disciplined marketing investment

Each stage answers a specific question.
Projects move forward **ONLY** when benchmarks are met.

DISCIPLINE IN PRACTICE: CASE STUDY



PLN 0.8M
COST AT STOP



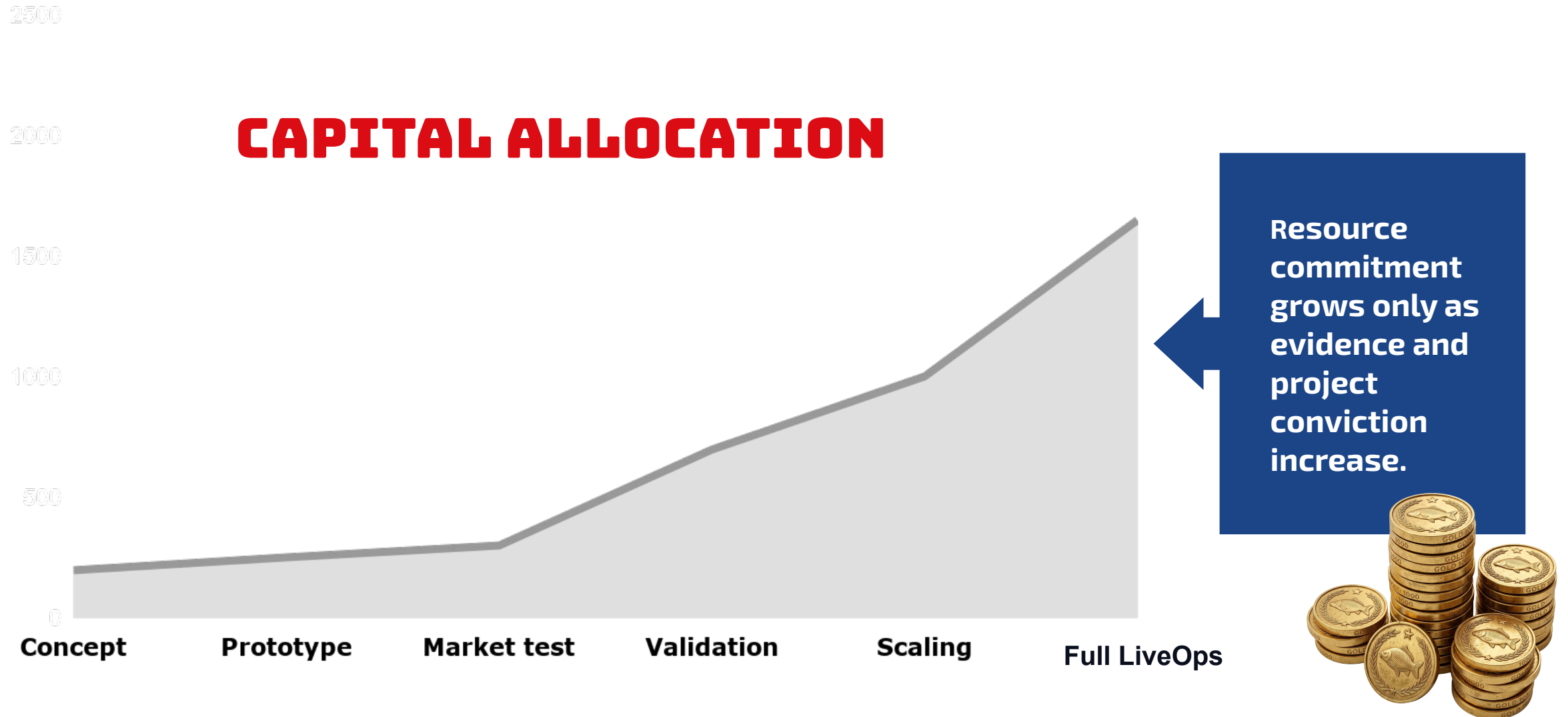
EARLY STOP

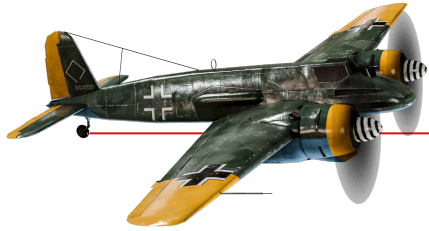
**STRATEGIC
VICTORY**

In May 2026, we stopped further development of **Hunter's Lodge** because it did not meet internal benchmarks. Under the old model, this project might have absorbed millions more before a decision was reached.

- ✓ Limited financial exposure early
- ✓ Resources immediately reallocated to **Medal Hunter**
- ✓ Pipeline discipline preserved

STAGED RESOURCE ALLOCATION





FUTURE STRUCTURE

Product line **A**

PRODUCT 1



**PRODUCT 2
RE-SKIN**

**PRODUCT 3
RE-SKIN**

Product line **B**

PRODUCT 1



**PRODUCT 2
RE-SKIN**

**PRODUCT 3
RE-SKIN**

Product line **C**

PRODUCT 1



**PRODUCT 2
RE-SKIN**

**PRODUCT 3
RE-SKIN**



MILESTONE BENCHMARKS

KPI BENCHMARKS

ABOVE EXPECTED KPIS

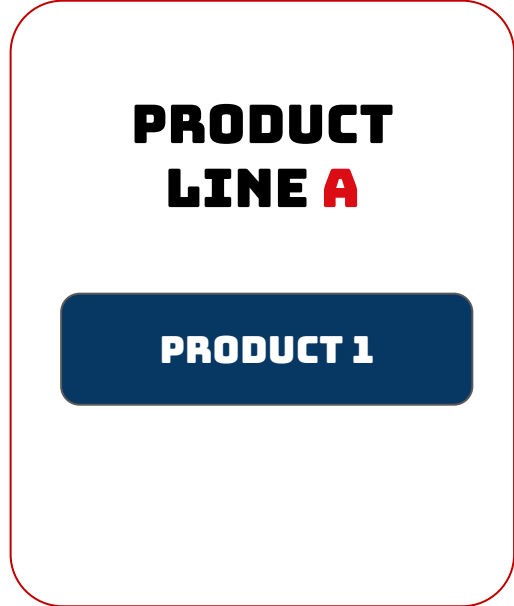
EXPECTED KPIS

BELOW EXPECTED KPIS

DOUBLE DOWN

PROCEED

TERMINATE



THE EVIDENCE: HIGH-POTENTIAL CANDIDATES

PRODUCT LINE A: DUEL BASED FRAMEWORK



TROPHY HUNTER



MEDAL HUNTER

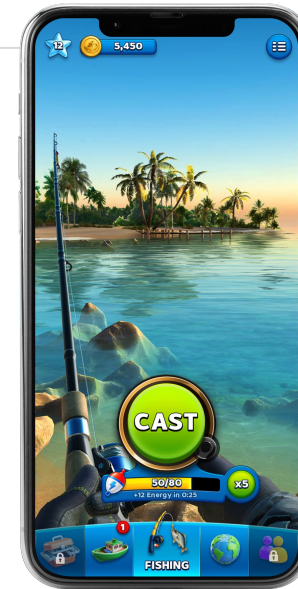
re-skin

CONCEPT GENERATION

re-skin

PRODUCT LINE B: CORE + TRANSFORM

FISHING TRIP



MILESTONE BENCHMARKS



5 concepts
came out for
creative test



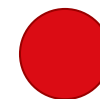
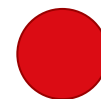
Concept generation

Rapid prototyping

Market testing

Soft launch

Global scale



TERMINATED

Hunter's Lodge



PROCEED

Fishing Trip



DOUBLE DOWN

Medal Hunter

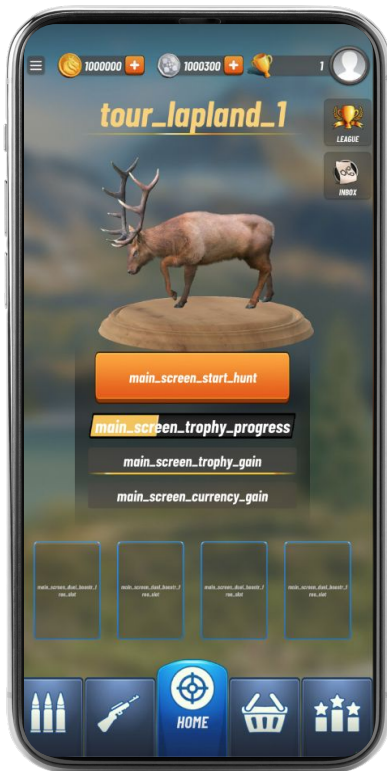


Trophy Hunter





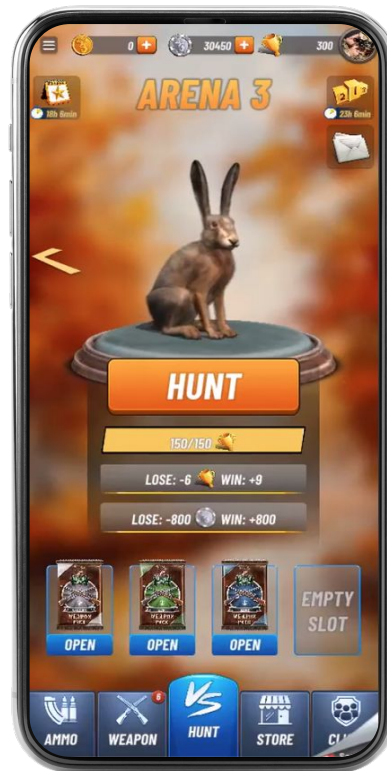
PROTOTYPING MILESTONES - TROPHY HUNTER



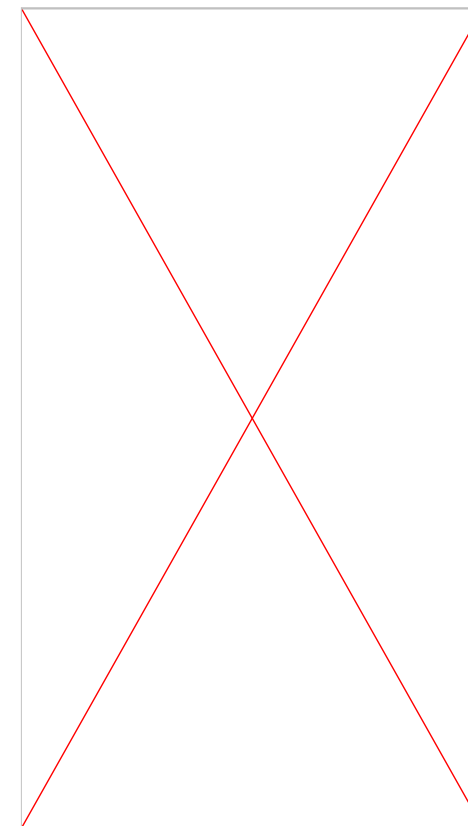
Rapid
prototyping



Market
testing



Soft
launch



Global
scale



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THANK YOU!





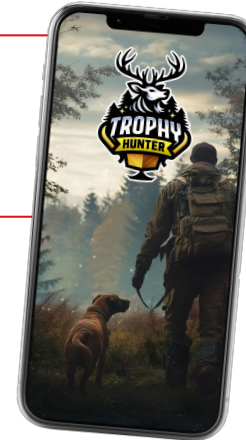
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TROPHY HUNTER: FIRST PRODUCT LINE

INVESTOR DAY 2026



TROPHY HUNTER: INTRODUCTION



Q2 2024
start of market test

June 2025
new application with
pre-registration

July 2025
Global launch

TYPE OF GAME

Casual

CORE GAMEPLAY

Fast, turn-based, skillful duels

PROGRESSION

Collecting trophies from duels

MONETIZATION

Hybrid: IAPs & Ads

SOCIAL

Full social hub, FB, Discord

9 ARENAS

global launch



21 ARENAS

current status

TROPHY HUNTER: STRATEGIC DIRECTION

STICKINESS & LONGEVITY

The title demonstrates significant **Life Time Value (LTV)** and the potential to become a "forever franchise".

SOCIAL LAYERS

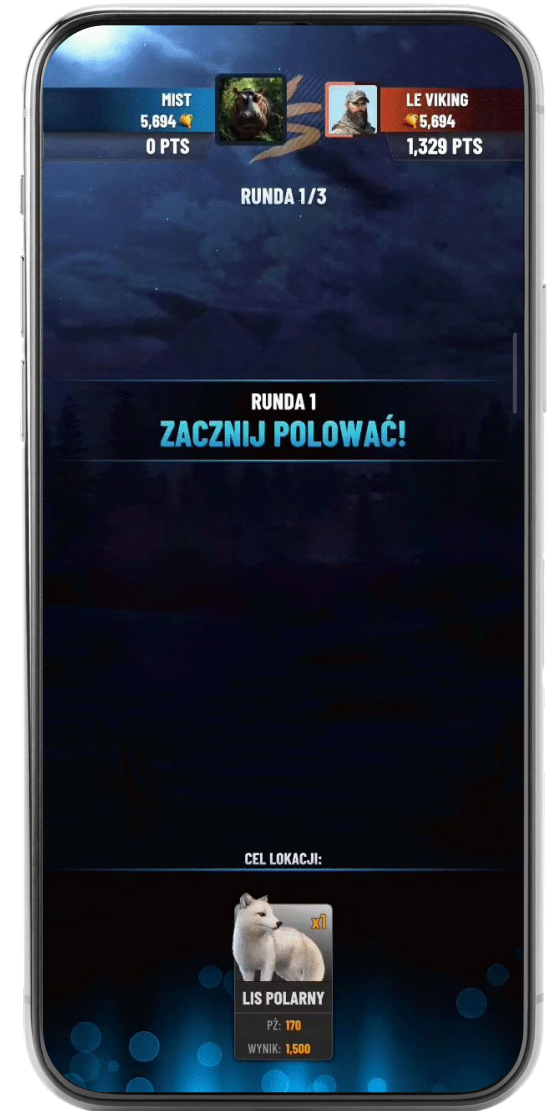
High engagement thanks to social features.

SOCIAL DEPTH

Implementation of additional community layers.

MONETIZATION

Advanced monetization layers refined through the pipeline.



FOREVER FRANCHISE ASPECT: RETENTION & MONETIZATION

6 MONTHS RETENTION



2.5x

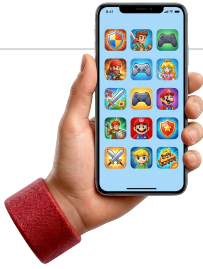
higher than in



MONETIZATION

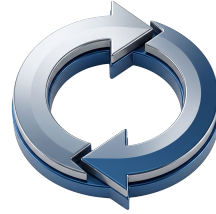
First purchased cohorts are still alive and in good shape.
Some of the initial cohorts are already paid back.

VALIDATION OF THE OPERATING MODEL



Market relevance

Proof that a strong concept translates into a marketable new title in a competitive landscape.



Repeatable logic

Validation of a repeatable gameplay loop and progression structure supported by data.



Growth synergy

Effective coordination between product teams and growth capabilities established internal benchmarks.

Trophy Hunter validated both product potential and the operating logic behind the pipeline.



KEY PIPELINE LEARNINGS

CONCEPT QUALITY

Stronger reference points for initial quality assessment

PLAYER PROPOSITION

Deeper understanding of marketability and core appeal

SCALING READINESS

Clearer benchmarks for progression and readiness to scale

COORDINATION

Improved product-growth coordination for faster feedback

Trophy Hunter improved not only our product portfolio,
but also the quality of our pipeline decisions.



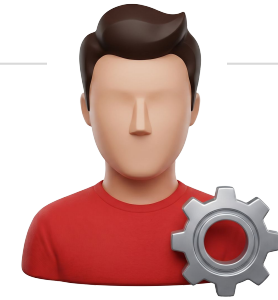
FIRST BENCHMARK IN TSG'S NEW PRODUCT PIPELINE



**First important benchmark
created within the new
growth model**



**Proof that the pipeline can
produce a meaningful new
title**



**Reference point
for evaluating future
candidates**

The new strategy is capable of releasing a successful game in this market

PLANS FOR FUTURE - MONETIZATION ASPECT

EXAMPLES OF MOST POPULAR MARKET PROVEN MONETIZATION FEATURES

battle pass

boosters

limited time events

seasons

blueprints

skins

cosmetics

stickers

vanity items

boxes/crates

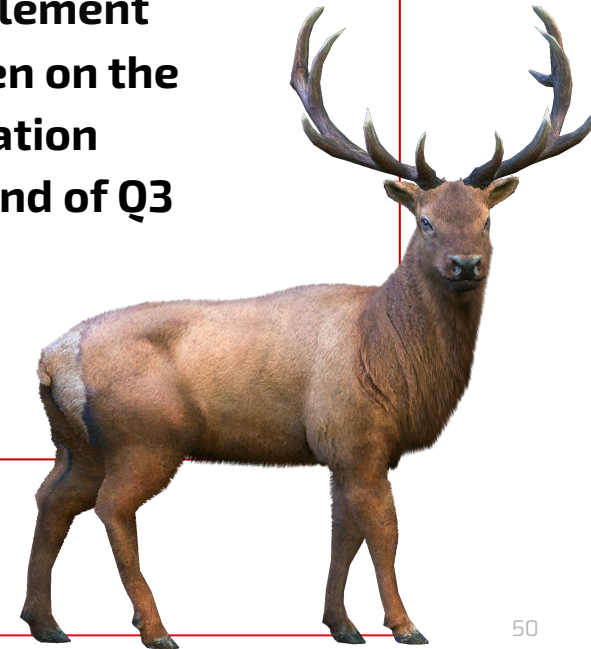
subscriptions

bundles



PLANS FOR MONETIZATION IN TROPHY HUNTER

A/B test and implement 3 different, proven on the market, monetization features by the end of Q3



PLANS FOR FUTURE - CONSOLIDATE SOCIAL ASPECT



2 major features

- June - Club lodge
- End of Q3 - Big multi-club competition functionality



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THANK YOU!





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MEDAL HUNTER: EXPANSION & GROWTH

Scaling into new market segments
using proven TSG capabilities.

INVESTOR DAY 2026



MEDAL HUNTER: INTRODUCTION



Medal Hunter is a military-themed mobile PvP action game inspired by historical battles, combining fast-paced competitive rounds with simple shooting mechanics designed for mobile gameplay.

KEY DIFFERENTIATORS



unique gameplay in the segment

game created specifically for mobile

highest quality visuals

MAY 4

Technical release

Poland, Vietnam, the Philippines and Mexico

MAY 8

Start of soft launch

Australia, Germany, the UK & USA

2026

Global launch

the rest of the world, subject to KPI and product readiness

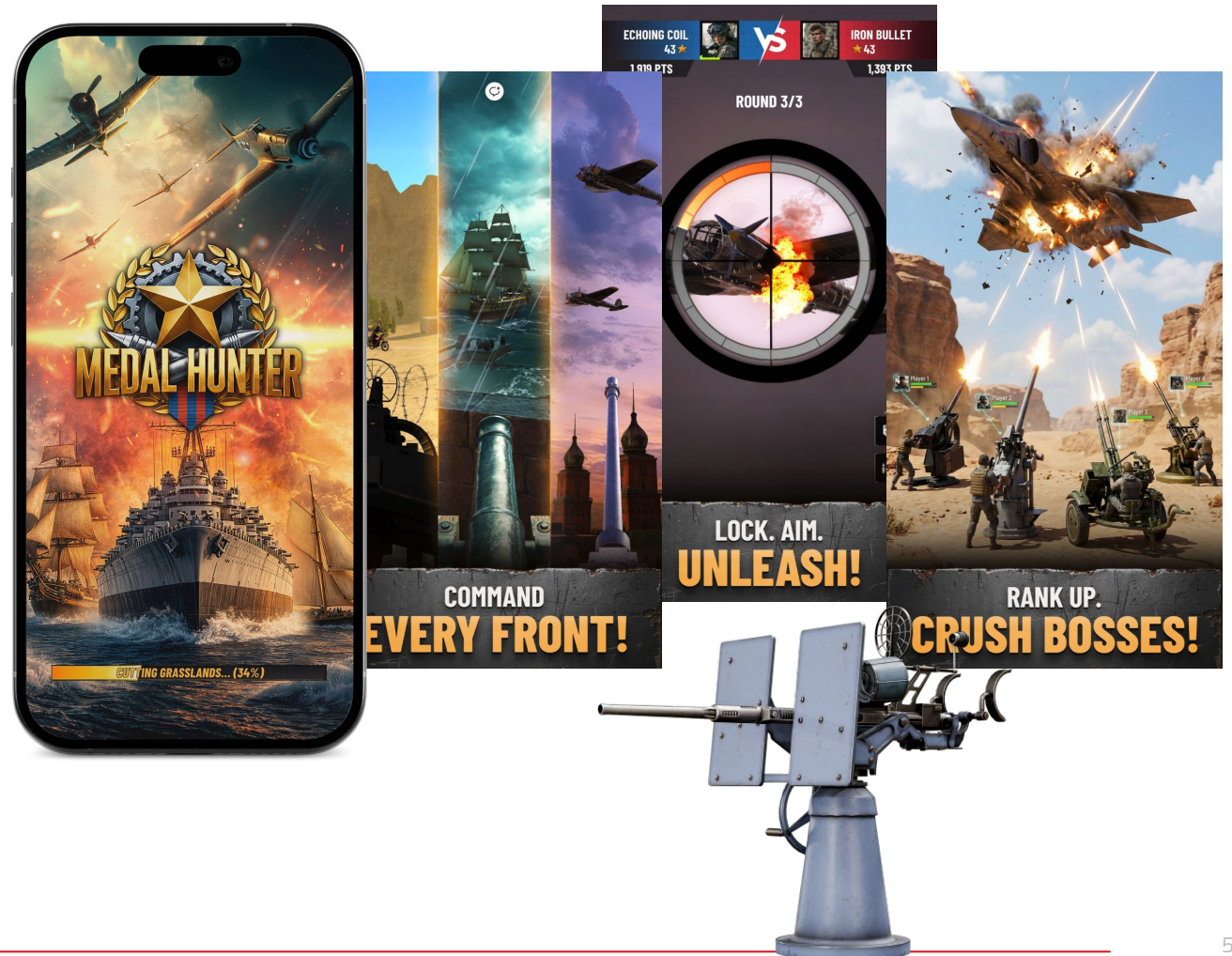
MEDAL HUNTER: OVERVIEW



NEW PLAYER FANTASY

A distinct new product with its own gameplay expression, opening new creative and commercial territory.

- Targeting different segments than current core titles.
- Strategic global release developed within the growth model.
- Not just an extension - a new opportunity in a new segment.



NEW SEGMENT, PROVEN STRENGTHS



WHAT IS NEW

New segment & audience: Tactical Shooter Space.

New player fantasy: Military/Competitive.

New positioning: Global competitive market.

New brand: Medal Hunter Identity.

WHAT TSG BRINGS (PROVEN)

F2P expertise: Deep economy management.

Monetization systems: High-performance layers.

LiveOps capabilities: Event-driven retention.

UA know-how: Proven marketing and scaling logic.

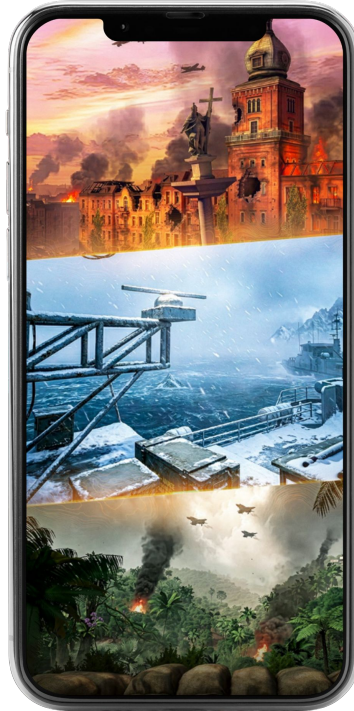
Combining expansion into a new segment with capabilities
TSG already knows how to execute.



ACCELERATED DEVELOPMENT VELOCITY



2x
DEVELOPMENT
SPEED



LEARNING TRANSFER

Development benefited from transferred learnings and stronger internal reference points from the Trophy Hunter cycle.

- **Clearer Priorities:**
Better understanding of validation needs.
- **Faster Market Feedback:**
Shorter concept-to-learning loop.
- **No Zero-Starts:**
Building on existing tech and process blocks.

Medal Hunter moved faster from idea to market learning without starting from zero

TROPHY HUNTER TIMELINE



16 MONTHS TO GLOBAL LAUNCH

Core Mechanics

Weapons

Ammo

Shop + Offers

Clubs with Beast Hunt

Golden Shot

11 MONTHS LIVE

Daily quest

Login calendar

Friends system

Club race

Matchmaking/Progression learnings

Night Hunt



MEDAL HUNTER TIMELINE

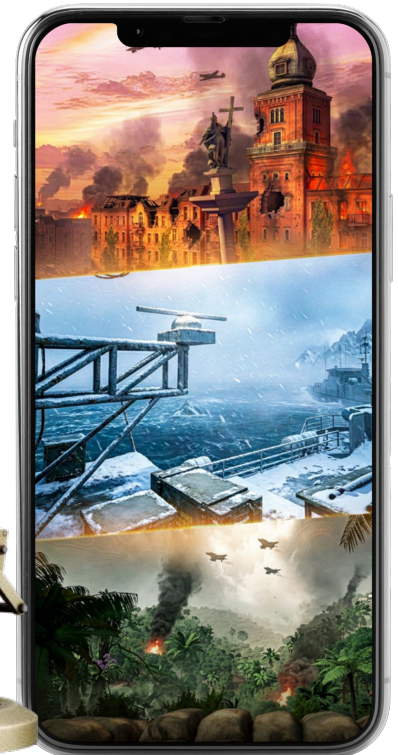


8-12 MONTHS TO GLOBAL LAUNCH

- Core Mechanics
- Weapons
- Ammo
- Shop + Offers
- Clubs with Beast Hunt
- Golden Shot
- Daily Quests
- Login Calendar
- Friends System
- Club Race
- Matchmaking/Progression learnings
- Night Hunt

GLOBAL

- Campaigns
- New shooting type
- Physics engine
- Co-op mode

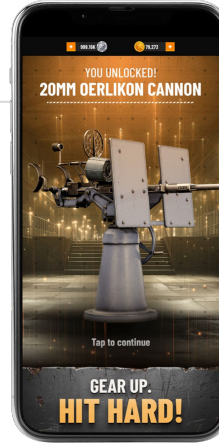


GLOBAL LAUNCH PRIORITIES



Content volume

Scaling content production for day-one player variety and long-term engagement.



High-potential items

Rigorous testing and improvement of higher potential items for optimal experience.



Knowledge transfer

Transferring all successful refinements and optimizations from Trophy Hunter into Medal Hunter core.

THE STRATEGIC IMPACT OF MEDAL HUNTER



PIPELINE VALIDATION

A major product delivered through the new model.

GROWTH

Demonstrates the ability to enter new areas without "starting from scratch".

EXECUTION TRANSFER

Stronger execution benchmarks for the entire portfolio.

SCALABILITY

Creates repeatable growth opportunities for future titles.

Expansion with discipline





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THANK YOU!





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EXPANDING OUR **FISHING** **LEADERSHIP**

**Fishing Trip: The first validation of the
Core + Transform growth model.**

INVESTOR DAY 2026



A LARGE AUDIENCE WITH UNTAPPED POTENTIAL



We believe the limitation is not player interest,
but the range of experiences currently available.



300M+

People engage in recreational fishing worldwide

120M+

Fishing-related app downloads globally
(2022 - 2024)

#1

Fishing Clash - Category leader

Large Global
Audience



Limited Product
Variety



Expansion
Opportunity

Expanding the category through new player motivations

WHERE WE SEE THE NEXT OPPORTUNITY



Operating Fishing Clash revealed player motivations that remain underserved within the category.

COMPETE

Well Served

EXPLORE

Underserved

TRANSFORM

Largely Untapped

Today, the market remains concentrated around competitive mastery.

TWO EXPERIENCES. ONE STRONGER FISHING PORTFOLIO



Fishing Trip expands our reach into new player motivations while Fishing Clash remains our core competitive fishing experience.



COMPETE ↔ EXPLORE
MASTER ↔ DISCOVER
PROGRESS ↔ TRANSFORM



Expanding the audience without diluting the core franchise

EXPANDING OUR **FISHING PORTFOLIO**



Fishing Trip broadens our reach into new player motivations while complementing the long-term strength of Fishing Clash.




FISHING PORTFOLIO



Building a broader and more resilient fishing portfolio

A MODERN GAME FOR MODERN TIMES



BUILDING THE CORE + TRANSFORM FRAMEWORK

Fishing Trip combines a satisfying repeatable core activity with a long-term transformation meta designed to drive retention, ownership and progression.



Core + Transform

EVIDENCE DRIVES INVESTMENT



Fishing Trip demonstrates TSG's approach of validating before scaling investment.



6 Person team reached market testing with lean, cross-functional development.



Validate early. Scale selectively

EARLY VALIDATION SIGNALS

Initial market testing is generating encouraging signals and supporting progression to the next stage of development.

Engagement

 Encouraging

Strong early engagement

Retention

 Developing

Content expansion remains the focus

Monetisation

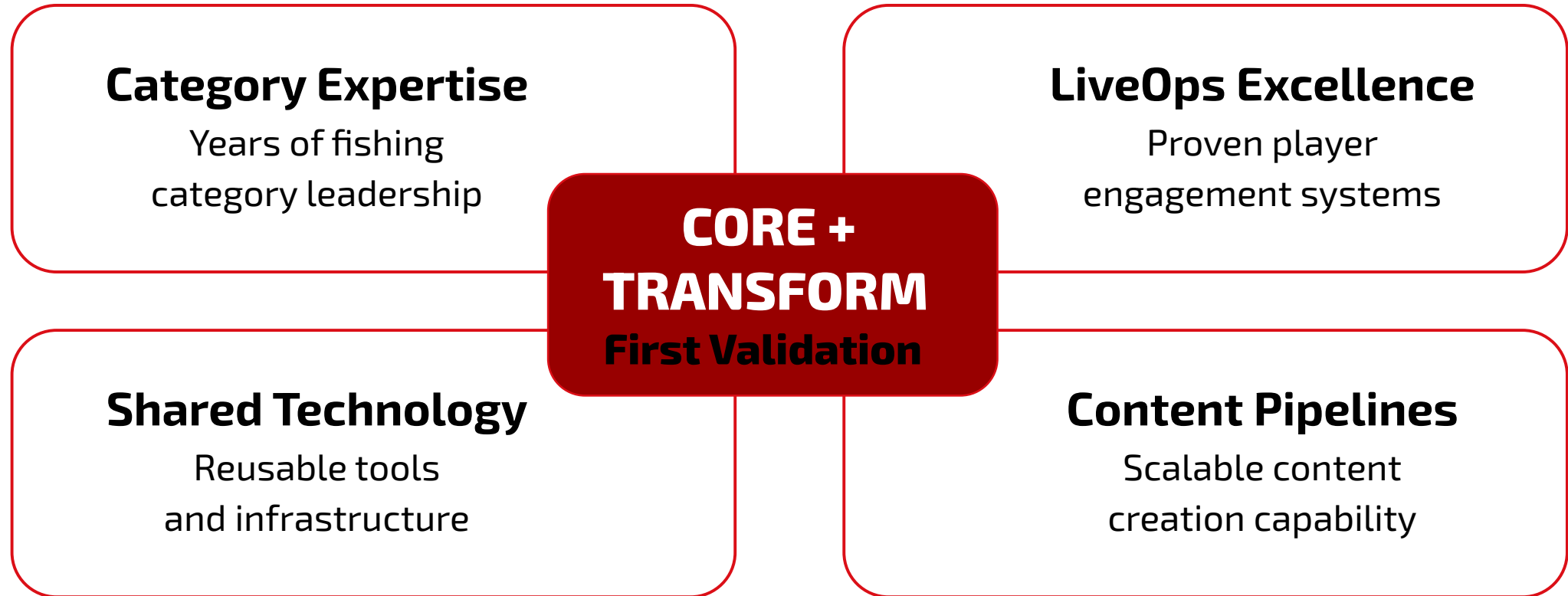
 Future Phase

To be validated in later stages

Evidence informs investment.

WHY WE BELIEVE WE CAN WIN

Years of category expertise and operational capability position us to successfully validate the Core + Transform framework.



Experience reduces execution risk.

STRATEGIC IMPACT FOR TSG

Fishing Trip creates value beyond a single product through audience expansion, framework validation and future growth opportunities.

EXPAND

**Broader player
motivations**

VALIDATE

**Core +
Transform
framework**

REPEAT

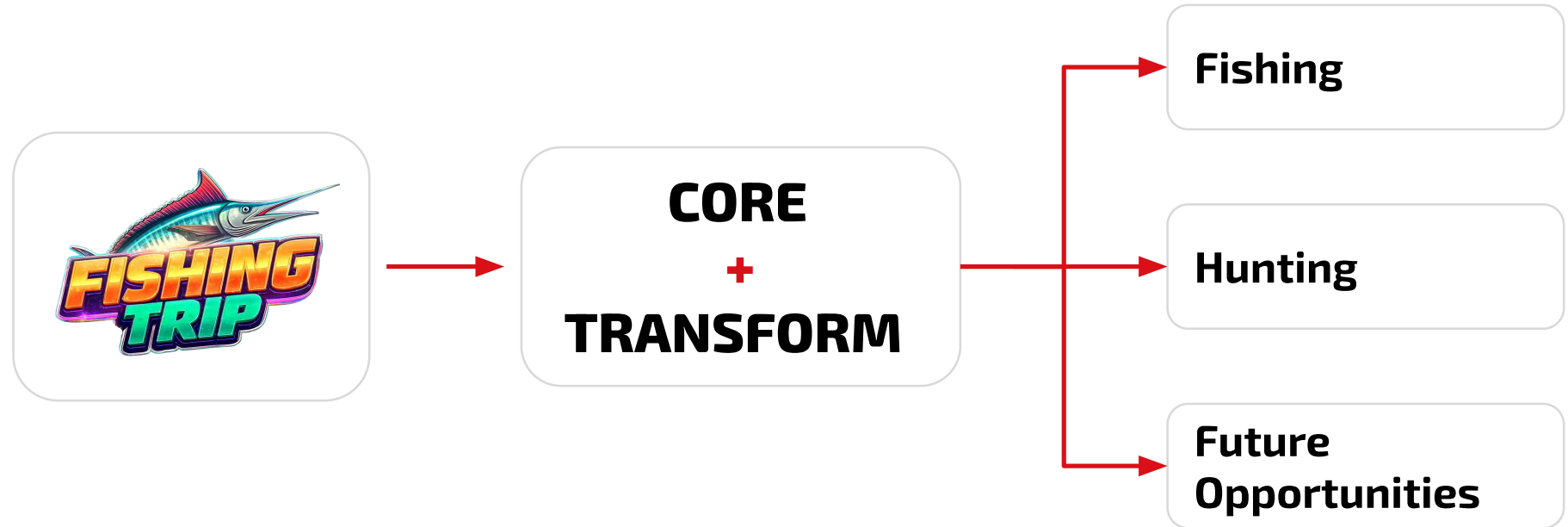
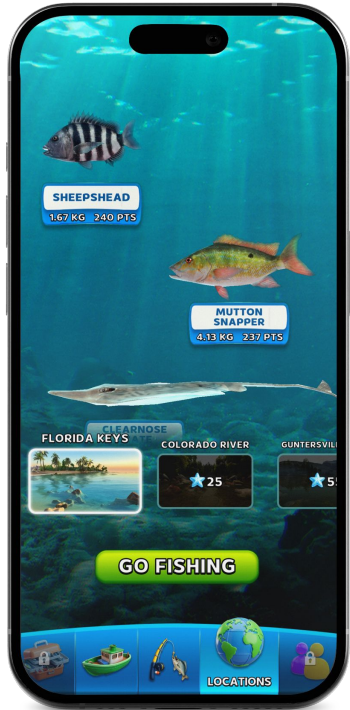
**Future
growth
opportunities**

One product. Multiple strategic outcomes.

VALIDATE → LEARN → REPEAT



Fishing Trip is the first validation of the repeatable core + transform growth model.



- ✓ Expand the Fishing Portfolio
- ✓ Validate Core + Transform
- ✓ Create Future Opportunities



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THANK YOU!

