

FAST FACTS SHEET

Founded and Incorporated

Founded in November 2000 by Peter Driessen and Bennie Eeftink.

Company Symbol

An orange bouncing ball, also found in the company logo.

Source of Name

The word "spil" means core in Dutch. SPIL GAMES is the center of the online games industry spider web, connecting consumers, developers, publishers, and advertisers.

Corporate Headquarters

Hilversum, the Netherlands, Europe.

Office Locations

London, UK (Sales)

Hamburg, Germany (Sales)

Poland (Development)

China (Game Development)

Leadership

Founders & Owners:

Peter Driessen, Chief Executive Officer

Bennie Eeftink, Chief Strategy Officer

Executives:

Bret Kelly, Chief Technology Officer

Willem van Wijmen, Chief Financial Operations

Sidney Mock, Chief Commercial Officer

Oscar Diele, Chief Marketing Officer

Major Acquisitions

www.juegos.com acquired in June 2007.

www.games.co.uk acquired in November 2007.

www.onrpg.com acquired in March 2008.

Employees

200 worldwide

Key Takeaways

- Owns and operates a family of 50 online game properties, available in 20 languages.
- Over 115 million unique monthly visitors (Google Analytics)
- Number one worldwide online games property (comScore) and Top 50 overall web property in the world.
- Websites' portfolios contain 4,000 free online games of all genres; casual games, skill games, MMO, and download games.
- Our own game properties account for 5% of portfolio, remainder is from partnerships with the world's leading game publishers and developers.

Business Models:

- Advertising on the websites
- Partner revenue-share

Demographics

- Women aged 20+
- Mothers, aged 20+ playing with young kids under 8
- Kids (tween boys and girls aged 8-15)
- Girls aged 8-15
- Teens aged 16-25

Flagship Online Properties

- www.spelletjes.nl
- www.agame.com
- www.jeux.fr
- www.girlsgogames.com

Flagship Online Games

- Uphill Rush (1 and 2)
- Bubbleshooter Elements



SPIL GAMES
Arendstraat 23
1223 RE Hilversum