

Aim of the Fund

TO PROVIDE A FACILITY TO ACCELERATE
THE GROWTH OF THE UK COMPUTER GAMES
DEVELOPMENT INDUSTRY

TO ENABLE DEVELOPERS TO MAXIMISE THE
RETURNS FROM SUCCESSFUL GAMES

TO ALLOW PUBLISHERS TO INCREASE THE
NUMBER OF GAMES UNDER DEVELOPMENT

TO FURTHER DEVELOP AN INDUSTRY IN
WHICH BRITAIN ALREADY HAS A LEADING
POSITION

TO ENABLE TIMELY AND COST EFFECTIVE
DELIVERY OF PRODUCTS

TO PROVIDE ATTRACTIVE RETURNS
FOR INVESTORS

Benefits to Developers

- > Lowers the breakeven threshold by securing higher royalty returns for developers
- > Creates the opportunity for developing more products, as publishers will have an additional method of funding games
- > Maximises returns from successful games
- > Provides certainty of cash flow to the developers backed by the Fund
- > Enables the developer to attract additional external capital
- > Provides access to independent experienced games industry professionals

Benefits to the Publishers

- > Allows the development of more products by freeing the publisher from the constraints of its game funding capacity
- > Less resource intensive as the publisher will not lock-up capital resources until the game is completed and delivered
- > Development budgets moved off the publisher's balance sheet
- > Removes the development risk from the publisher
- > Enables publishers to focus on core competencies

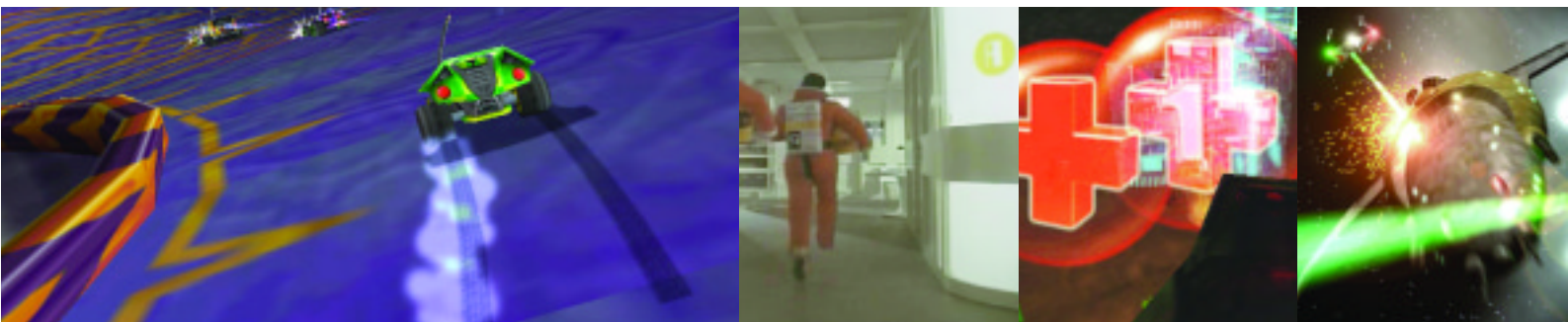
Benefits to the Investors

- > Generates attractive investment returns
- > Capital will be re-cycled as each game completes
- > Project based investment returns
- > Provides a lower risk profile than conventional venture capital investments in the sector
- > Provides a specialist product in a rapidly growing sector
- > Enhances returns by developing royalty based returns in addition to return of capital

If you would like additional information please visit our website:
www.fund4games.com or contact

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