

more and more on "screen time". One major video games sector seeing huge growth and change is digital gaming: one example being Fortnite, developed by Epic Games. Epic released three consecutive games, Fortnite: Save the World, Fortnite: Battle Royale and Fortnite:

Creative. All the games have been tremendously successful, drawing in more than 125 million players in less than a year,

earning hundreds of millions of dollars per month, and in the process becoming a cultural phenomenon.

billion last year.

surge yet again.

around for multiple decades.

+10% from 2018, and the same growth as the year before that!

Kiss are a Digital Video Games publisher and developer with over seven years of successful game development and publishing. We live and breathe video games and have published over 165 games world-wide so far.

NUMBERS

Fornite is an extreme example, and to the more conservative amongst us, it is inconceivable that a mere computer game could generate hundreds of millions of dollars a month, yet alone a global video games market spending almost \$140

2019 will see 2.5 billion gamers across the globe spend in excess of \$152 billion on games. This represents an increase of

Digital game revenues will take 91% of the global market with approximately \$125 billion. Mobile gaming will continue to be the largest segment following 10 years of double-digit growth since the first iPhone was launched in 2007.

In total, mobile revenues will grow 25% year-on-year to reach over \$70 billion. This means that for the first time, more than half of all game revenues will come from the mobile segment. Smartphones will account for 80% of this, with the remaining 20% coming from tablets.

Most sector analysts expect that consumer spend on games will grow to over \$180 billion by 2021, -Compound Annual Growth Rate of +10.3% between 2017 and 2021. Considering that global games market revenues were \$70.6 billion in 2012, this puts the 10-year CAGR for the market (2012-2021) at +11.0%. Maintaining a double-digit growth rate for 10 years is truly

remarkable; it would be an accomplishment for a single company, let alone an entire industry sector that has been

Console gaming is now a fast growing sub-sector showing a 13% growth this year generating \$48 billion while PC games will bring in about \$33 billion. With the confirmed launch of Sony's Playstation 5 in 2020, the console market is expected to

TRUST, FORESIGHT, COMMITMENT Successful investments are about more than money, they're about trust, foresight and

> commitment. When you invest right, you get more than just profit you get peace of mind.

At Kiss, we believe in providing investors with the smoothest experience possible, from the initial investment right through to the payout. Kiss specialise in bringing the most promising opportunities to our investors, importantly the regular, reliable returns from corporate bonds, our rigorous selection process pinpoints only the most dependable

opportunities, allowing our investors to reap the benefits.

SUB - SECTORS In the space of a decade, mobile gaming will have grown from the smallest segment in 2012 to a 100-billion-dollar industry in 2021. Remarkably, the rise of mobile gaming has not significantly cannibalized revenues from PC or console gaming markets. In the coming years, mobile game revenue growth will continue to outpace the overall games market, growing to \$106.4 billion in 2021. This represents 59% of revenues of the entire videogames market. Downloaded/boxed

PC games will grow with a CAGR of +4.2% from 2017 to 2021, generating \$32.3 billion in 2021. While we expect engagement with PC games to continue to grow, driven by competitive play and esports, this will only partially translate to higher revenues for several reasons. Most importantly, we believe that some of the most popular titles are already operating at close to their full monetization potential and at the same time, are unlikely to be displaced by new games soon. In addition, average prices for pay-to-play PC games have been declining in recent years, putting downward pressure on the segment's overall revenue growth. The total PC gaming market will grow at a CAGR of +1.8% between 2017 and 2021as the continued shift from browser PC to mobile games cuts revenues from the browser segment. The Console games market however will be the fastest growing segment this year, growing at a CAGR of +13.4% to \$47.9 billion in 2019. We also see further room for growth in the console segment if publishers continue to improve in-game spending options while retaining the upfront price point. Additionally newly developed cross platform game development engines have made the entry point to console development easier for small game development studios. Furthermore, live streaming will be fully embraced by the console segment by 2021, further driving player engagement.

Please be aware that your capital is at risk with any investment, and its value may go down as well as up.

We at Kiss are passionate about our games. We grew up making them and eventually publishing them. We have numerous awards between us including two BAFTA Gaming awards. We've worked for some the biggest games companies in the world and we've used all those skills to create a company that specialises in developing the best products and engaging them with audiences around the world.

There are currently millions of video/computer games in the market, some of them now defunct, some firm favourites and some considered classic/vintage. New games are constantly being developed from fresh ideas or evolving and updating classic genres. But as much as games come and go, the base of game developer talent stays quite stable and is indeed growing.

One constant is that game developers are not necessarily acute savvy businessmen, and even if they are, they prefer to spend their time knee deep in creating their games. Requirements such as contracts, international tax treaties, legally binding age ratings, negotiating real estate on vendors store pages and pushing products into sales events is often beyond them.

None of this is part of a game developers skillset......

the financial gain of theoriginal codebase and franchise for minimum risk. 2. Game development can be a long drawn out process, therefore it is quite possible that a good developer could spend three years without regular income. From the development of the game itself, through the early adopters, the marketing, PR (influencers) and sales process; none of this is

the natural world of a game coder. Kiss provides regular stage finance payments to developers during the development stage of the game. In exchange we take equity shares in the IP and

development companies as well as a greater share in the profits from the games.

go for the legal, financial, developer and publishing support expertise that they will not necessarily excel in. Furthermore, the big players such as EA, Sony, Nintendo and Microsoft are very complex and difficult worlds to traverse and do not easily see value in smaller developers. Kiss provides the corporate framework and finance to new game developers in exchange for equity and royalty shares.

THE PEOPLE

Over 30 years in the industry including Atari, EA and NVIDIA and involvement in over 1,000 game launches, as well as Managing Atari's successful ST Product and launches for their Lynx and Jaguar consoles. Launch and management of NVIDIA's hugely successful "The way it's

With over 27 years of digital & boxed games development & commercial experience. Gavin was head of studios for US Gold and Codemasters and during this period has developed and published multi-million selling franchises such as Colin McRae Dirt, Grid and F1, while winning two $BAFTA\ Games\ Awards.\ He\ founded\ Silicon\ Dreams,\ Caperfly\ \&\ The\ Digital\ Funders\ and\ has\ worked\ with\ some\ of\ the\ world's\ biggest\ licensors$

Mark is a senior qualified commercial finance professional with strong transformation, finance, project, commercial and operational expertise. Bringing best practice from a wide variety of sectors and disciplines having 20 years' global experience across different types of organisations from private equity backed to owner managed including over 10 years in the Digital Sector. Extensive experience of working with senior stakeholders in fast moving dynamic organisations to deliver financial management, business critical change and board level strategic

A Chartered Accountant (FCA) qualifying with Touche Ross in 1983, with extensive experience in commerce and business, particularly as a CFO but with extensive Non-Executive and consulting experience often in turnaround or stressed situations, assisting and advising the incumbent management and helping in the raising of funding and obtaining bank facilities. Andrew's particular sector expertise is in

meant to be played" campaign, and moved the entire 1C PC range into the digital platforms, including trailblazing Steam.

3. As newer talented developers come into the industry with fresh ideas they need somewhere to

for example, likewise between iPhone and Android, PC and Windows etc. Kiss holds an extensive back catalogue of popular games that they are making available on multi-platforms. This maximises

1. In the past, although countless thousands of games were brought to the market, they were often on different platforms; firm favourites on PlayStation might not have been available on Nintendo

That's where Kiss comes in!

In addition to our day-to-day management team, Rod Cousens (previously President of Activision, COO of Acclaim, CEO of Codemasters and Jagex) joins as a strategic advisor to the board. Currently Senior Advisor to The Raine Group LLC.

DARRYL STILL - CEO

MARK BOOTE - CFO

initiatives.

including the IOC, UEFA and Formula One.

ANDREW MACKENZIE - CHAIRMAN

ROD COUSENS - STRATEGIC ADVISOR

manufacturing, retailing and start-up businesses.

www.kiss-isa.co.uk

Kiss will create bespoke PR & Marketing plans to ensure that titles are promoted to the most relevent markets and use their extensive knowledge of the promotional and sales opportunities to maximise revenue. At all times Kiss will look to increase ownership of intellectual property and bring development studios from around the world into the Kiss fold as wholly owned subsidiaries. The ownership

TO APPLY

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Kiss ensures that your investment funds are managed in a secure and diligent manner in order to maximise the return. They will bring the most successful franchises in their games catalogue to other relevent formats, tripling or even quadrupling the revenues already generated. Kiss will also fund the development of sequels

THE INVESTMENT

of Intellectual Property will create long term value in the company whilst providing security for all investements made in KISS. The equity and security holdings in Intellectual Property Kiss will hold would equate to many times that of investment obligations.

and spin-offs of those, together with enhancing IP through co-licencing properties of long term media partners to increase appeal.



