



FlameGroup

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Content service

We believe in the mobile content effectiveness and its entertaining role.

Flame Group SE cooperates with the different type of the content providers. All of them are world lead companies, which provide maximum security and full legal content for use.

For our customers we propose different types of the mobile content with the good monetization and highest attractiveness to the end customers, including software, games, e-books, music and a great diversity of entertainments. Having chosen any of the proposed apps, our customers get pleasure along with the full secure, FREE apps customization and localization.

Flame Group SE presented the key types of the stores and applications such as:

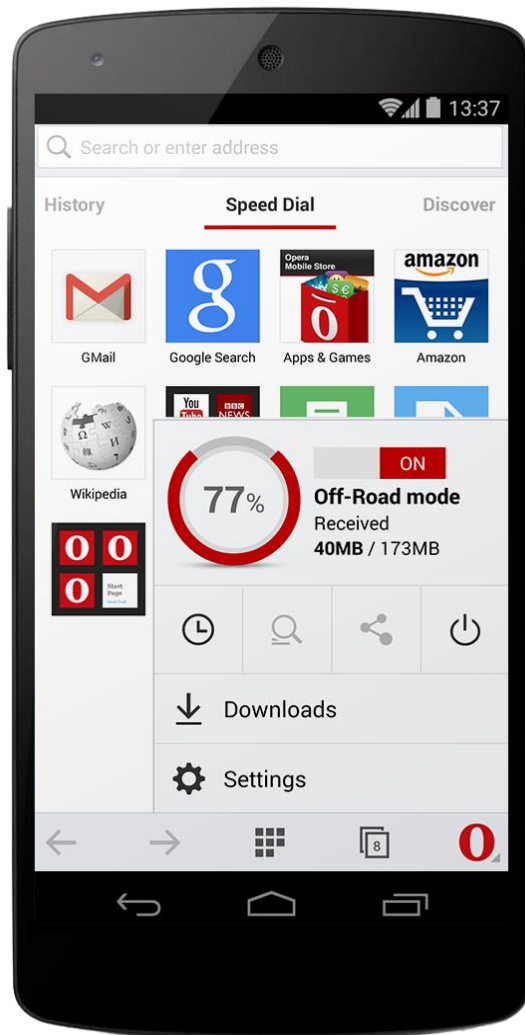
- **Opera by Opera cooperation**
- **Games and Web-store by i-Free**
- **Interactive screen unlocker Start by Celltick**
- **M:retailer by M.Retailer**
- **StickyPassword by StickyPassword company**
- **PhoneX - secure communication by PhoneX**

Opera

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The best mobile browser for Android



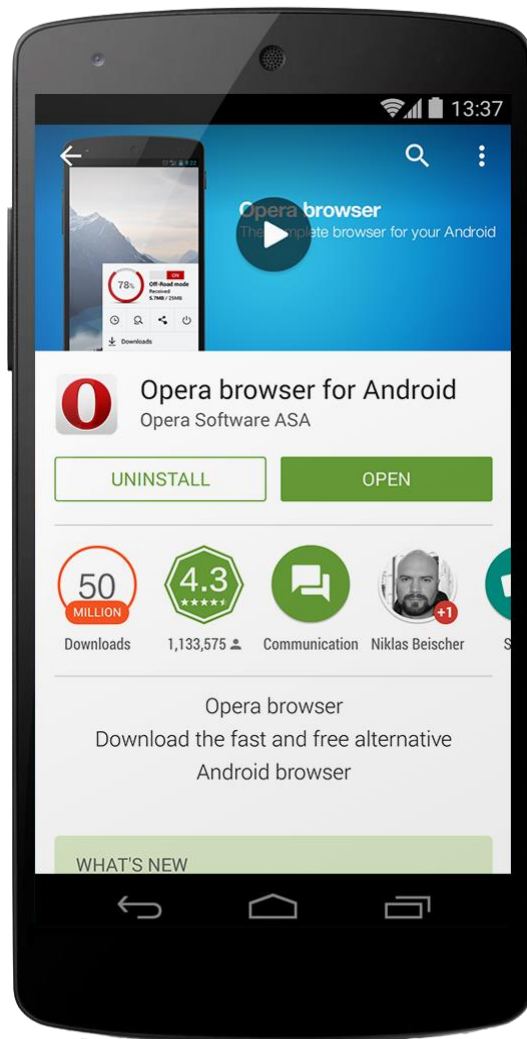
- **Opera looks great, loads pages super fast and keeps the customer's safe on the web. Do more online with Opera for Android.**

Opera major features:

- **Slim and fast**
- **Speed Dial, quick access to your content**
- **Off-Road mode – compression and speed**
- **Text Wrap**
- **Instant Back**
- **Bookmarks, History, Offline pages & Synchronization**
- **Tabs / Private Tabs**
- **Search suggestions**
- **Download Manager**
- **Discover – find news and new content**

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High rating – Strong growth



- **High user rating in Google Play. According to the statistic, it makes up 4,3 scores based on ~ 1 500 000 customer's reviews.**
- **Offers a fast, stable and easy to use browsing experience on the high-end Android device.**
- **Updated and improved Blink/Chromium engine:**
 - **Dynamic text-wrap**
 - **Instant history navigation**
 - **Memory and footprint optimizations**

Revenue:
Payment per activation.

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Games and Web-store

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A great variety of the smartest games

- **Cut the rope**



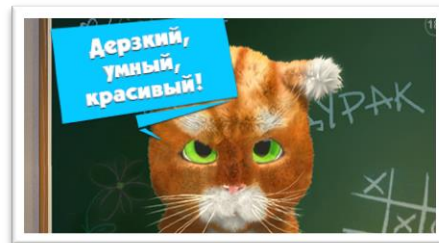
- **Democracy**



- **Change Yo! Voice**



- **Barsic the cat**



- **Wonder Wood**



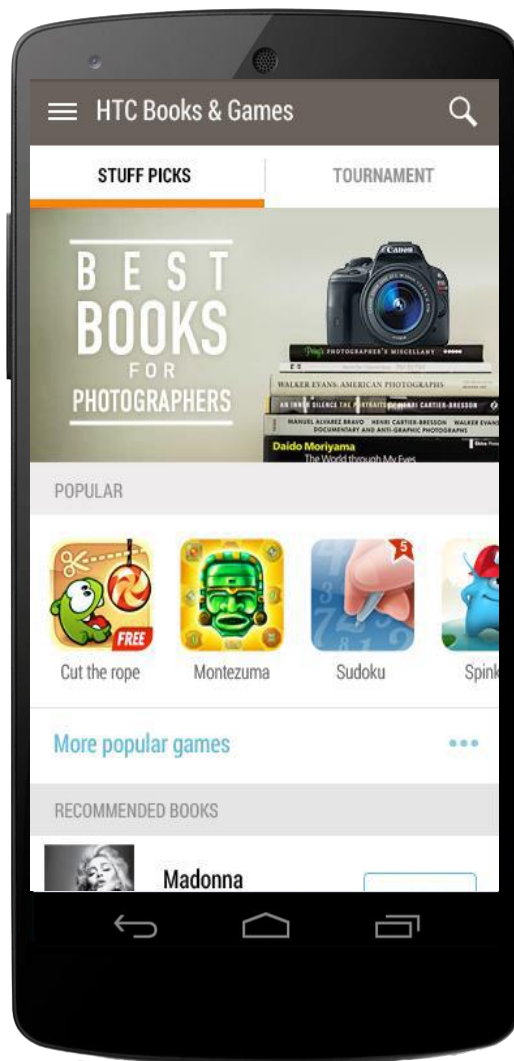
- **Farm Frenzy**



Others: Cut the rope 2, Mushroom Wars. Space, Road Smash, Mushroom Wars, Road Smash 2, Zombie Derby, Ice Rage: Hockey, Zombies & Guns, Nomnom, Treasures of Montezuma 2, Fire Flies, Dungeon Evililibrium and more...

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Branded web-store



Mobile web-store featuring lots of:

- **E-and audiobooks**
- **Games**
- **Music & ringtones**
- **Wallpapers: home screen, DOT-VIEW**

Revenue:

The major monetization strategy implies different ways of the payment transaction: Paypal (worldwide), SMS-billing, Mobile commerce. Easy payment methods & the built-in conversion in the games is about 4 times higher than in Google Play.

Proposed revenue share is 50/50.

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Start

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The start screen: indispensable real estate

- **Easy to customize for every brand according to customer's brand book based on the personalized experience.**



1.1 Billion MAUs - Android monthly active users.



100 Times a Day - An average user looks at his / her phone.



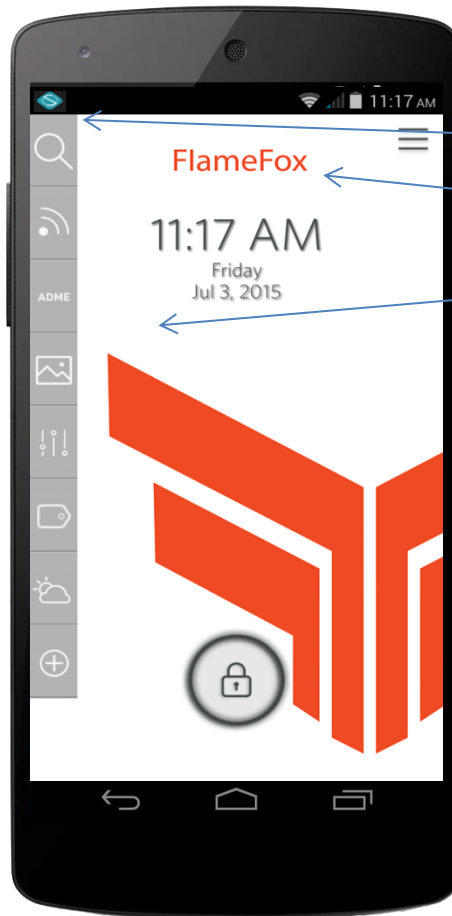
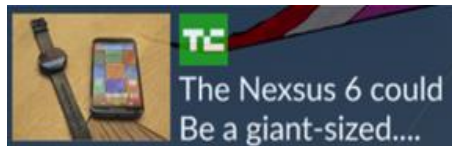
177 Minutes a Day - An average user spends on apps.



41 Apps Installed - On average on each Android device.

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Notifications are driving engagement



- Native and non-intrusive on-screen notifications that drive attention to content and offerings.
- Start enables 4 types of on-screen notifications:
 - In-starter promotion banner
 - GCM – Google cloud messaging
 - Easy to customize for the customer's brand
 - Glowing starter

Other features: infinite content, introducing lockgames, bright landscape.

Revenue:

By the power utilization of the phone home screen as unbeatable and most used mobile media inventory and work with the different monetization models on this layer. Monetization goes in native contextual manner slowly over time while increasing CTR, with longer user retention. Proposed revenue share is 50/50.

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M:retailer

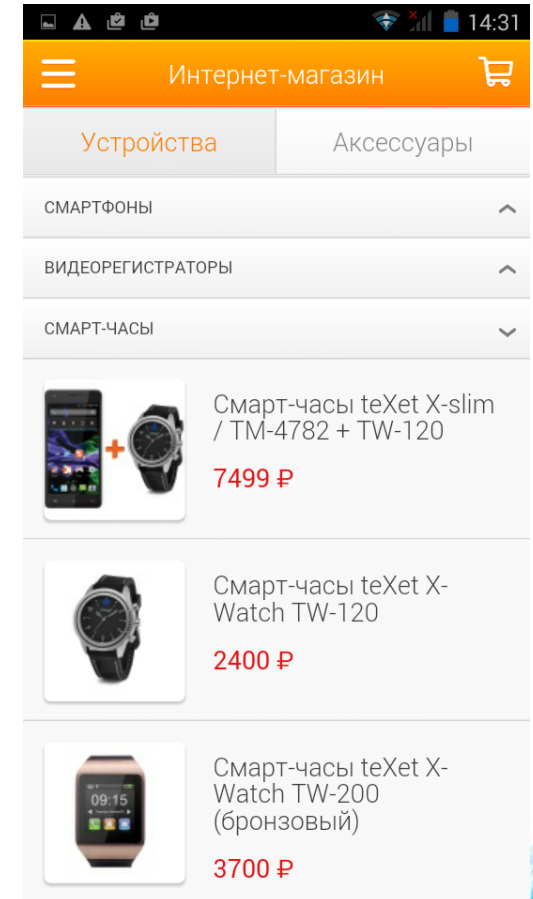
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Easy-available-informative-helpful

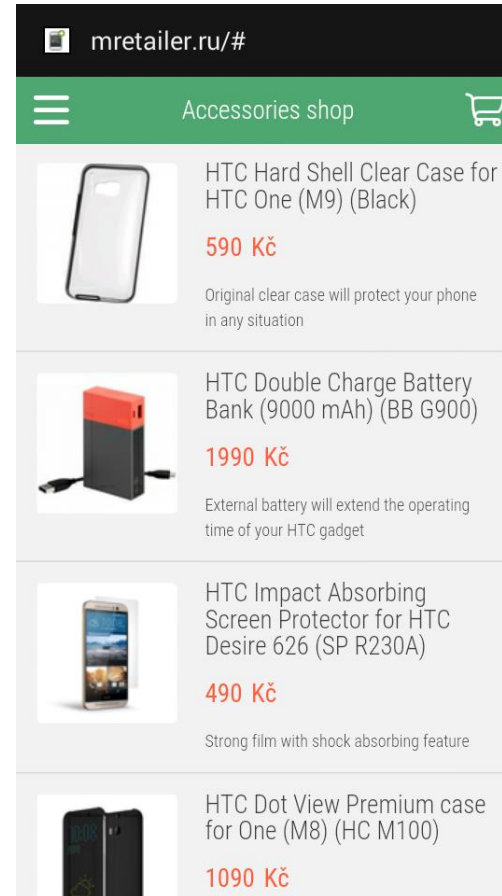
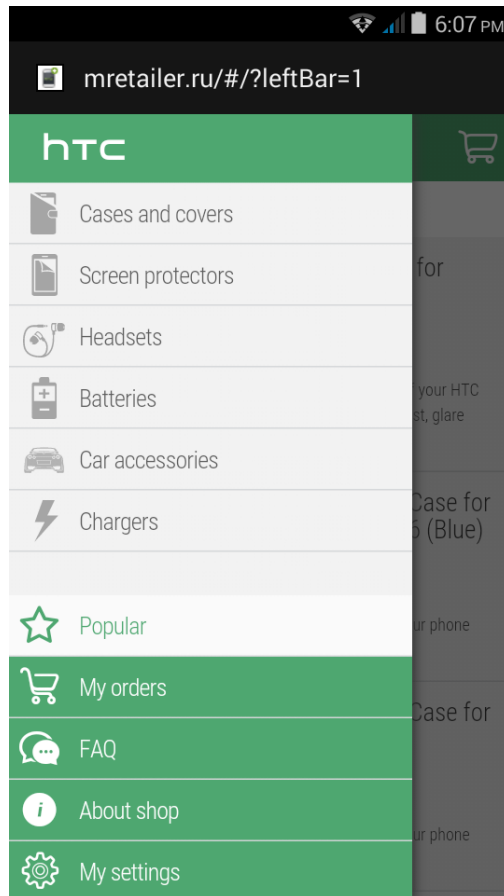


- **M-commerce platform compiles catalogs of all partners and is capable of presenting goods to users, based on the data of a particular device.**
- **The branded/not branded mobile store can be pre-installed to smartphones and tablets.**
- **Nothing superfluous: the user sees only those products that are compatible with their device and are interesting to them.**



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More precious options :



- **Full control of the goods prices and simple shopping for users: a couple of clicks, and the order is placed.**
- **Targeted push-messages are sent to each user of the application, according to their time zone and interests.**

Revenue:

Revenue share makes up 50/50 from the income of retailers, connected to the platform or from income of the client branded online-store.

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StickyPassword

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A decorative graphic of a flame or fire, rendered in vibrant orange and blue colors, located in the bottom right corner of the slide.

Key points to operate your password



- **Only one password to remember:** it manages all user's passwords and personal data, automatically fills in forms, generates extra-strong new passwords, whenever the customer needs them and stores credit card numbers for express checkout.
- **Practical backup:** an encrypted password database backup available for the customer in the cloud in case the device's lost or data stored on it – only if it's necessary; cloud backup preserves several previous versions of the password database.
- **It works across all devices:** PC, tablet , smartphone, and in browsers: Firefox, Chrome, IE, Safari, Opera.
- **Synchronization via:** Wi-Fi, cloud servers, optional manual offline synchronization.
- **Perfect portability (USB portable version).**

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4 reasons for Sticky Password is quite secure



- **The master password is known only to the customer. No one else.**
- **The hackers' nightmare: AES-256.**
- **Offline data sync – via local Wi-Fi or manually.**
- **Key biometrics: fingerprint scanning.**

Revenue:

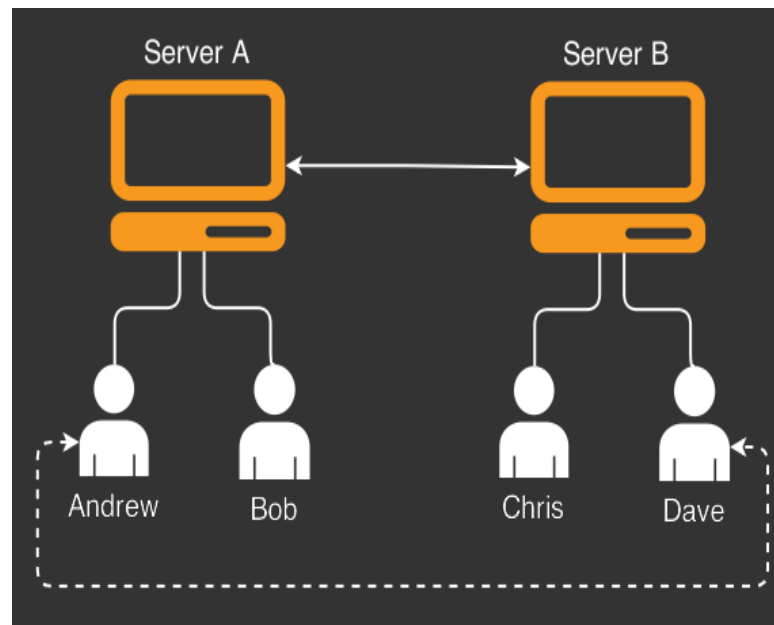
Sticky Password makes up 75% of the net margin. Net margin contains the profit after the commission fee to Google Play. The monetization is realized through the sales of the paid full and unique license.

PhoneX - Secure communication

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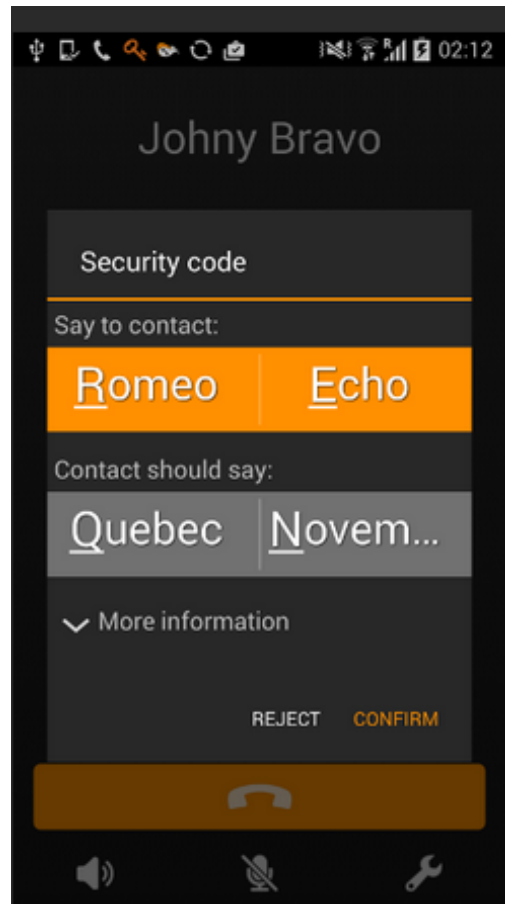


Secure communication for individuals and companies



- Protects the customer's calls, messages and files by strong symmetric and asymmetric cryptography thus no one else can see your private data.
- Peer-to-peer communication for voice calls.
- Encryption keys generated on demand, Diffie-Hellman protocol.
- Call encrypted by AES-256.
- Messages organized into threads.
- Each user has own digital x509v3 certificate.

Great facilities to provide High security level



- Application protected by PIN-lock screen, secure encrypted storage for messages, call logs and contacts.
- Can be used in untrusted networks, such as free WiFi hotspots.
- Messages encrypted using RSA, AES, digitally signed. Encryption happens directly in the phone.
- Secure even if server gets compromised, no eavesdropping is possible.
- Contact list separated from the system contact list.

Revenue:

PhoneX makes up 25% of the net margin. Net margin contains the profit after the commission fee to Google Play. The monetization is realized through the sales of the paid full and unique license.

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**Thank you
for your attention!**

**Flame Group SE
e-mail: sale@flamegroup.eu
www.flamegroup.eu**

