“WORLD OF MASS DEVELOPMENT”

OVERVIEW (FEBRUARY 2012)
NOW

- Core team from Simbin formed BlimeyGames and then Slightly Mad Studios

- Now a 65+ worldwide company with central studio located near Tower Bridge, London

- SLIGHTLY MAD STUDIOS concentrating on AAA console/PC titles with releases in 2012

- GAMAGIO division focusing on social/mobile and releasing multiple titles & technology in 2011/2012

- WORLD OF MASS DEVELOPMENT platform created to allow community-funded projects
KEY STRENGTHS

8 years experience

- Each title rated 84+ Metacritic
- AAA development for Electronic Arts
- Need For Speed SHIFT franchise has sold 6m+ copies
- Proven track record delivering within time & budget
- Well-known developer with strong industry links

Distributed development

- Ultra-efficient (less production time than a traditional studio)
- Cost-effective
- Attracts worldwide talent
- Key staff based in the UK

Full ownership of all tech...
Cross-platform MADNESS engine...

- Supports PC, PlayStation 3, XBox 360, Wii U
- Supports HDR, per-pixel, volumetric, radiosity, anisotropic light mapping
- Proprietary AI and Physics
- Multi-core/multi-processor architecture
- Modular scalable support for different game genres
- “Project CARS” title currently in development for multiple platforms...
OUR NEW VENTURE...
INTRODUCING

WORLD OF MASS DEVELOPMENT
CREATED BY YOU.
WHAT IS WMD?

“A platform for games projects that are funded by the community”

OR... A NEW WAY TO AAA

“WMD transforms the way games are created...

By connecting the creators with the players rather than the publishers, traditional overheads and a focus on release windows/financial quarters/marketing etc. shifts back to concentrating on making great games that people want to play whilst still getting proper QA and funding.”

- IAN BELL, STUDIO HEAD (SLIGHTLY MAD STUDIOS)
OVERVIEW

COMMUNITY

JOIN.
BECOME A TEAM MEMBER ON PROJECTS YOU LIKE

CONTRIBUTE.
PLAY THE GAME AS IT’S BUILT, GIVE FEEDBACK, FOLLOW PROGRESS

EARN.
GET MONEY BACK WHEN THE GAME IS RELEASED

DEVELOPERS

DREAM.
SUBMIT AN IDEA AND PROMOTE IT

CREATE.
WORK ON YOUR PROJECT WITH A COMMUNITY OF FAN SUPPORT

LAUNCH.
RELEASE YOUR GAME AND START EARNING!
OVERVIEW

DEVELOPERS...

- Pitch your ideas to an active community
- Get money to develop them
- Get feedback and testing
- Get help from other developers
- Promote your game and release it!

COMMUNITY TEAM MEMBERS...

- Help great games get made
- Contribute to the design and direction of them
- Play them as they evolve
- Get money back when they’re released!
HOW IT WORKS

Developers promote projects through the web-based WMD Portal

The community then funds development by joining your project as Team Members through the purchase of ‘Tool Packs’...

- Progress/feedback are given via a dedicated forum
- Voting determines direction & content of the project (weighted by Tool Pack ownership)
- Regular online meetings occur between the community and the developers
- Regular builds are provided for testing
- Royalties are then paid based on sales profit and position within the company
# TOOL PACKS & POSITIONS

<table>
<thead>
<tr>
<th>TOOL PACK/CATEGORY</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;JUNIOR&quot; TOOL PACK (€10)</td>
<td>Can REPLY to project-specific forum threads</td>
</tr>
<tr>
<td>&quot;TEAM MEMBER&quot; TOOL PACK (€25)</td>
<td>Can CREATE NEW project-specific forum threads</td>
</tr>
<tr>
<td>&quot;FULL MEMBER&quot; TOOL PACK (€50)</td>
<td>Can CREATE NEW project-specific forum threads</td>
</tr>
<tr>
<td>&quot;SENIOR&quot; TOOL PACK (€100)</td>
<td>Can CREATE NEW project-specific forum threads</td>
</tr>
<tr>
<td>&quot;MANAGER&quot; TOOL PACK (€1000)</td>
<td>Can CREATE NEW project-specific forum threads</td>
</tr>
<tr>
<td>&quot;SENIOR MANAGER&quot; TOOL PACK (€25,000)</td>
<td>Can directly PM developers</td>
</tr>
</tbody>
</table>

## FORUM TOOLS
- Can REPLY to project-specific forum threads
- Can CREATE NEW project-specific forum threads
- Can CREATE NEW project-specific forum threads
- Can CREATE NEW project-specific forum threads
- Can CREATE NEW project-specific forum threads
- Can CREATE NEW project-specific forum threads
- Can CREATE NEW project-specific forum threads
- Can directly PM developers
- Gain a dedicated project-specific sub-forum

## MEETING TOOLS
- Can READ meeting minutes
- Can READ meeting minutes
- Can READ meeting minutes
- Can WATCH meetings live
- Can ATTEND meetings
- Can ATTEND meetings
- Can ATTEND meetings
- Can ATTEND meetings

## BUILD TOOLS
- Can play MONTHLY builds
- Can play WEEKLY builds
- Can play WEEKLY builds
- Can play WEEKLY builds
- Can play WEEKLY builds
- Can play TWICE-WEEKLY builds
- Can access Game Scripts
- Can access Game Scripts

## TARGET AUDIENCE
- Casual Interest
- Trial Players
- Fans
- Groups, Clans, Teams
- Small Businesses, Larger Groups
- Large Businesses
# Project-Specific Perks

<table>
<thead>
<tr>
<th>Track Days</th>
<th>“Junior” Tool Pack  (€10)</th>
<th>“Team Member” Tool Pack  (€25)</th>
<th>“Full Member” Tool Pack  (€50)</th>
<th>“Senior” Tool Pack  (€100)</th>
<th>“Manager” Tool Pack  (€1000)</th>
<th>“Senior Manager” Tool Pack  (€25,000)</th>
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</thead>
<tbody>
<tr>
<td>Receivable Copy of Game</td>
<td>Cannot attend</td>
<td>Cannot attend</td>
<td>Cannot attend</td>
<td>Can attend</td>
<td>Priority access</td>
<td>VIP treatment</td>
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<td>Opponent Naming</td>
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<td>Opponent named after you</td>
<td>Opponent named after you</td>
<td>Opponent named after you</td>
<td>Opponent named after you</td>
<td>Opponent named after you</td>
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<tr>
<td>AD Board</td>
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<td>1 advertising board for your use</td>
<td>2 advertising boards for your use</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vehicle Livery</td>
<td></td>
<td>1 livery created for you</td>
<td>2 liveries created for you</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Get In The Game!</td>
<td></td>
<td>Driver named after you</td>
<td>Driver named after you &amp; your face in the game (optional)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vinyl/Decal Logo</td>
<td></td>
<td>Your logo/name as a pre-selectable vinyl/decal</td>
<td>Your logo/name as a pre-selectable vinyl/decal</td>
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</tr>
<tr>
<td>Exclusive Car</td>
<td>✓</td>
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<td>✓</td>
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<td>✓</td>
</tr>
<tr>
<td>Discounted Items</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Examples taken from “Project Cars”
DEVELOPER SUPPORT

- WMD Portal connects developers to each other, and to the gaming community

- Introduces new projects to an existing and active community

- Continual feedback on your project - user research & testing

- Expertise at your fingertips - documentation & pipelines openly available
THE FIRST WMD PROJECT...
MISSION STATEMENT

“An authentic and visceral racing experience that allows players to carve out a career starting in the karting world and progress to a specialization of their choice (rally, touring cars, drifting, open-wheel, GT, Le Mans).

Pursue that career either solo or with friends via co-op and full team management and share your experience via a suite of tightly-integrated social features.”
## THE COMPETITION

<table>
<thead>
<tr>
<th>Fantasy</th>
<th>Arcade</th>
<th>Action</th>
<th>Real</th>
<th>Sim</th>
</tr>
</thead>
<tbody>
<tr>
<td>ModNation Racers</td>
<td>Blur</td>
<td>Motorstorm Apocalypse</td>
<td>GRID</td>
<td>SHIFT 2 UNLEASHED</td>
</tr>
<tr>
<td>Mario Kart</td>
<td>Need For Speed: Hot Pursuit</td>
<td>Split/Second</td>
<td>DiRT 3</td>
<td>F1 2011</td>
</tr>
<tr>
<td>Forza Motorsport 4</td>
<td>GTR 2</td>
<td>iRacing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
AAA multi-platform racing title...

- Start as a Karting cadet and become champion in the most popular disciplines of Formula One, GT/LeMans, Touring Car, Rally, IndyCar (more added via DLC)
- Play either solo or co-op with a friend, and create/manage your own online team
- Share everything you do (photos, replays, accolades, created content, messages) via a cloud-based social network (i.e., take the game on the move with supporting mobile/social apps)
- Huge variety of day/night/weather, tracks/cars, upgrades/customization and world-class visuals and physics
- Ongoing downloadable content and community support

GOALS

* FORZA MOTORSPORT 3, GRAN TURISMO 5, NEED FOR SPEED: SHIFT 4M PLAYERS

90+ 1m players*
THE ULTIMATE DRIVER JOURNEY

BEST IN CLASS FEATURES
- Cockpit Cam
- Helmet Cam
- First-person Crash Dynamics
- Variety (Cars, Tracks, Game Modes)
- Online Play
- XP system, Objectives, Badges
- Night Racing
- Accessibility
- Real-life Rivals & Cultural Appeal
- Physics & AI
- Visual fidelity

INNOVATIONS & LEADING FEATURES
- Integrated Social Network
- Multi-discipline Franchise Mode
- Co-Op & Team Management
- Pit Stops & Crew
- Dynamic Weather & Time of Day
- Premium Presentation
- Community-authored content
- Continually updated with new content/fixes
CORE FEATURES:

MULTI-DISCIPLINE CAREER

TRADITIONAL APPROACH
“A bucket of races you enter to grind for $ to collect all the cars”

C.A.R.S. APPROACH
“Being scouted playing high school football and leading your team to win the Superbowl”
CORE FEATURES: MULTI-DISCIPLINE CAREER

A Franchise Calendar takes you through...

- The ‘minor leagues’ of karting
- Purchasing your first car and doing track days
- Entering amateur regional races
- Getting scouted for a pro team
- Creating your own team and winning the highest international accolades
- Become a legend - gaining endorsements and celebrity
CORE FEATURES:
CLOUD-BASED SOCIAL NETWORK

- Profile - Stats & Progression
- Accolades - Events competed in, Championships won, Rivals beaten
- Records - Personal Bests, Ghost Cars
- Recommendations - Shortcuts to Career and Challenges
- Friends - Profile comparison and messaging
- Team - Management, customization, activity
- Share - Photos, replays, tuning setups, visuals, events
- News - Real-world news from motorsports affiliates
- Community - Highlight of authored items, weekly community events & challenges
CORE FEATURES:
DYNAMIC TIME OF DAY & LOCALIZED WEATHER

- Allows 24h races
- Provides additional gameplay challenge
- Adds variety
- Supports Pit Stop and Team features
CORE FEATURES:
TEAM MANAGEMENT

Cloud-based Creation, Customization, Control...

- Team name/logo/identity
- Car visuals/sponsorship/livery
- Membership & recruitment
- Team member activity and stat tracking
- Shared tuning setups & vehicles
- Event scheduling and League/Tournament monitoring

CREATE, MANAGE, RECRUIT, SCHEDULE, COMMUNICATE with your team.
Integration with social networks
CORE FEATURES:
COMMUNITY-AUTHORED CONTENT

Create, Share, Sell, Earn!

- The C.A.R.S. SHARE is a marketplace and exchange for any user-generated content (liveries, decals, tuning setups, cars, or events)
- Items can be shared with friends/teammates for free, or sold for a price (either in-game or real-world cash)
  - Eg.. create a logo for your team and freely distribute it to them
  - Eg.. Sell a car from your garage that has been fully kitted out and is truly unique. Charge players in-game cash to download it
  - Eg.. create a Race Event. For every person that enters, you get real-world money sent to your Paypal account

PayPal

CREATE content for others to use & play and EARN!
REGULAR new creation tools each month
CORE FEATURES:
COMMUNITY & SOCIAL

Weekly social content...

- Discipline-specific Events
- Polls & Discussion
- Time Trial competition
- Photo competition
- Highlight on community-authored content
- “Meet The Team” developer & Team Member profiles
- Player Feedback

#SMSTIMETRIAL

You Tube
Broadcast Yourself™
WII U FUNCTIONALITY

Takes advantage of the Controller Screen, Touch, Gyroscope, and Front-facing Camera...

- Screen as primary view - Ie.. allowing you to transfer play of the game between the TV and on-the-go around the house

- Screen as secondary view - Switch between rear-view mirror, overhead map, telemetry

- Primary input method - Drive by tilting the controller, onscreen buttons replicate the buttons/switches on a real wheel (push to toggle on/off or flip up/down)

- Secondary input method - Manage decisions in the pits (swiping through tire choices, setting fuel amount),

- Camera - Personalize your profile, pose for the podium

- Menu navigation method - Flick photos from your gallery to the TV, private chat with teammates
FURTHER MONETIZATION

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td><strong>TRADITIONAL RETAIL PRODUCT (€50)</strong></td>
<td></td>
</tr>
<tr>
<td>Vehicle Micro-Transactions</td>
<td>€2</td>
</tr>
<tr>
<td>Tracks Micro-Transactions</td>
<td>€2</td>
</tr>
<tr>
<td>Limited Edition Content</td>
<td>€5</td>
</tr>
<tr>
<td>Pre-Order Content</td>
<td>€5</td>
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<tr>
<td>Downloadable Content Pack 1</td>
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<tr>
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<td>Downloadable Content Pack 1</td>
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<tr>
<td>Season Pass of DLC Content</td>
<td>€30</td>
</tr>
<tr>
<td>Virtual Currency</td>
<td>€1 - €10</td>
</tr>
</tbody>
</table>
## FEES RETURNED TO TEAM MEMBERS

**Developer Receives...**

€7,500,000

**Team Members Earn...**

€17,500,000

<table>
<thead>
<tr>
<th>Projected Profit</th>
<th>“Junior” Position</th>
<th>“Team Member” Position</th>
<th>“Full Member” Position</th>
<th>“Senior” Position</th>
<th>“Manager” Position</th>
<th>“Senior Manager” Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>€6.25m (Equivalent to 250k traditional retail sales across four platforms)</td>
<td>€11.25</td>
<td>€27.50</td>
<td>€55</td>
<td>€112.50</td>
<td>€1125</td>
<td>€27,500</td>
</tr>
<tr>
<td>€25m (Equivalent to 1m traditional retail sales across four platforms)</td>
<td>€45</td>
<td>€110</td>
<td>€220</td>
<td>€450</td>
<td>€4500</td>
<td>€110,000</td>
</tr>
</tbody>
</table>

*Based on 1 year development costing €3.75m and 150 team members per tool pack*
LICENSING

A number of Manufacturers & Tracks already licensed...

- BAC Mono (Autocar’s Track Day Car Of The Year & Stig’s Car Of The Year) - drive it first in Project CARS!

- Ariel, Gumpert, Palmer Jaguar, Caterham

- Brands Hatch, Oulton Park, Snetterton, Cadwell Park

... with many more vehicles and tracks in discussions currently
VISIBILITY

Project & licensing made visible through digital streams...

- “Slightly Mad Studios” official website
- “World Of Mass Development” Portal
- Social websites - Facebook group, Twitter, Google+, Digg
- Sim racing forums (GTPlanet, ForzaCentral, VirtualR etc..)
BRANDING OPPORTUNITIES

• Decals - Player can place branded logos on their car

• Livery - Player can select a pre-branded livery for their car

• Decoration - Dynamic branding appears on trackside billboards/armco visible when racing

• Events & Series - Races are sponsored by a single brand

• Game Mode/Feature - Specific game modes or sections of the game are branded (eg. replays, photo mode, stat tracking etc.)
EXTENSIVE (& REGULAR) MEDIA COVERAGE
COLLABORATIONS

FORMER TOP GEAR "STIG" BEN COLLINS IS CONSULTING THE PROJECT ON PHYSICS AND HANDLING.

MONTH-LONG COMPETITION RAN IN DECEMBER 2011 WITH THE WINNER BEING FLOWN TO THE UK STUDIO TO DESIGN A TRACK WITH THE TEAM.
OVERVIEW

- "The Ultimate Driver Journey" - AAA quality physics/visuals with world-class racing gameplay & cutting-edge innovations
- Targeting... 90+ MC rating, 1m players
- Developed in collaboration with the WMD community
- Licensed cars & tracks
- Multiple associated brands
- Digital marketing across WMD Portal and social streams
www.wmdportal.com

MORE INFO: info@wmdportal.com
COMMUNITY: joincontact@wmdportal.com
DEVELOPERS: devcontact@wmdportal.com
T: +44 207 252 1843