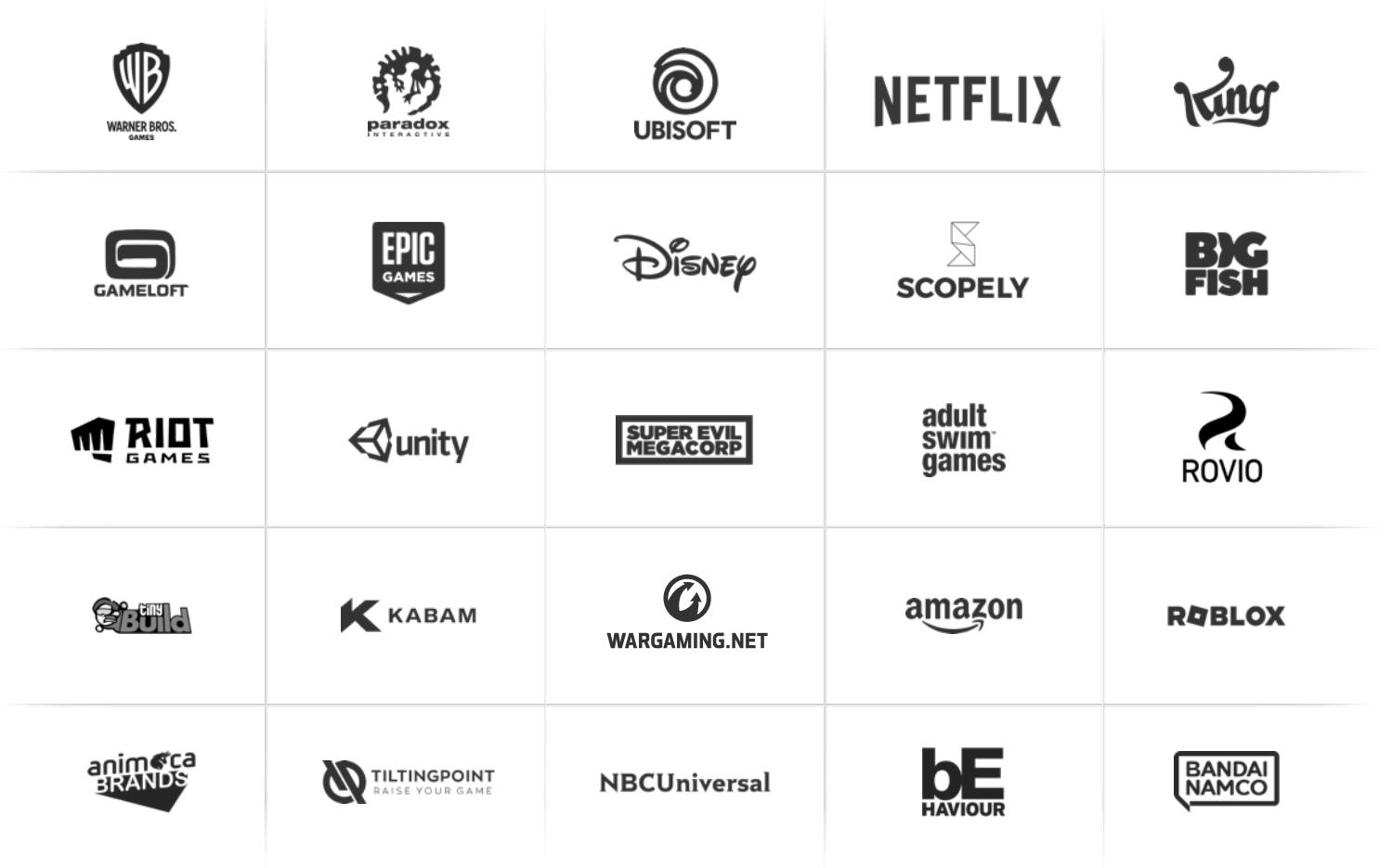

AMBER
OVERVIEW DECK
LIVE OPS SERVICES
Q3 2026



AMBER is a trusted global game development partner with expertise across a wide range of platforms and genres.

TRUSTED BY INDUSTRY LEADERS



"I have worked with many external vendors/partners/providers in the past and have never had a quality of service quite up to the level as we've received from AMBER."

Ayhan Sahin - BIG FISH GAMES

"We are delighted by the last 3 years we have shared together and by the more of 2000 levels you have created for us, for the project Angry Birds Friends, during all this time. I think I can speak for everyone when I say that it has been a wonderful and enriching experience from the very beginning. Thanks a lot for sharing with us your passion and your eagerness to learn more and more every day. We really appreciate the fact that we together have been able to push the boundaries of our level design to limits we never thought we would reach."

Adrian Navarro Perez - ROVIO

"I feel like our collaboration with AMBER has only strengthened over the years of working together. Teams and individuals from TSB who are working directly with AMBER team all shared positive feedback about them."

Eszter Barabas - SANDBOX

"A wonderful experience working with a professional and inspired team! Our products are better with AMBER in the fold!"

Jake Flint - IMANGI

AMBER MISSION

We strive to create HIT GAMES

Amber live ops teams focus on delivering best in class products that have a high commercial potential. We bring together best in class talent and a data driven decision making mindset, to launch and operate games that can be successful over year of continued live operation.

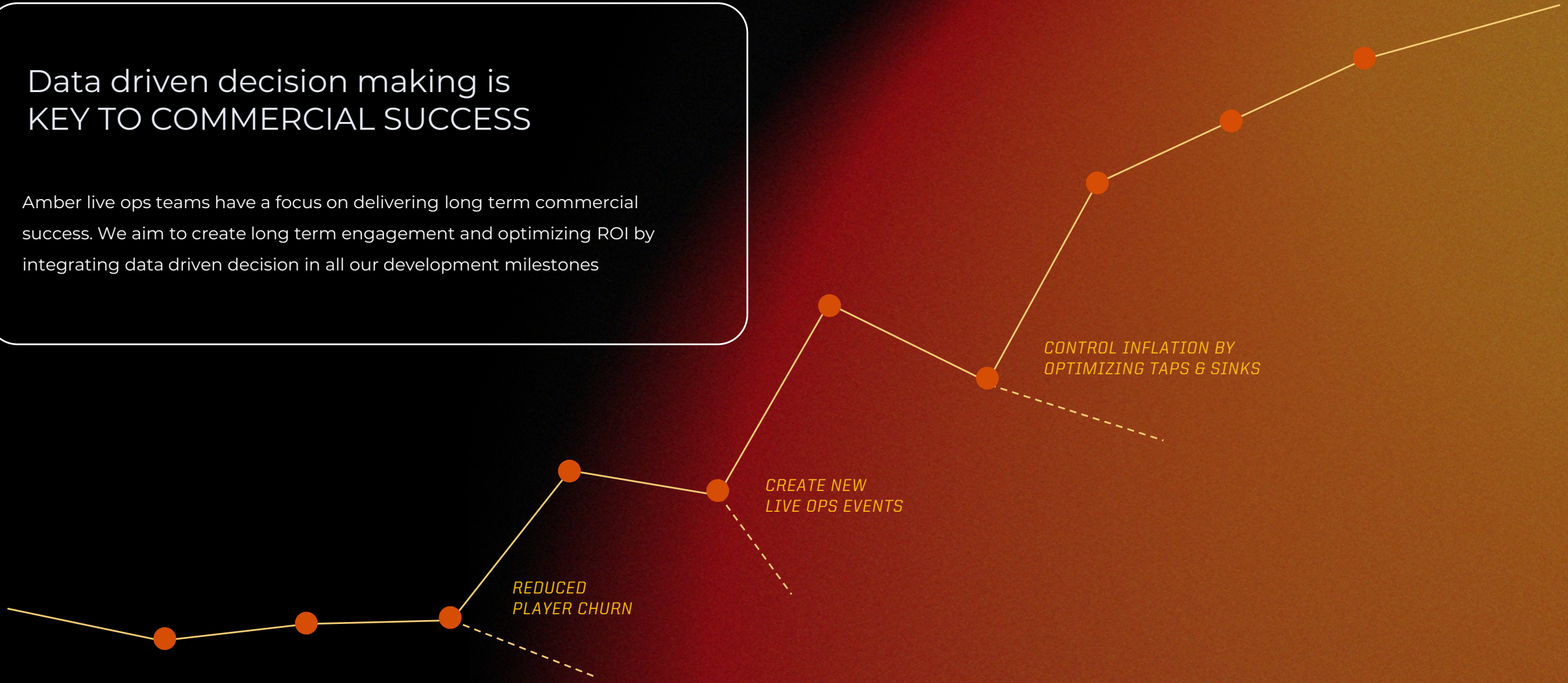
By maximizing USER ENGAGEMENT

Keeping a high level of engagement will result in a healthier and happier player base that drives increased retention and conversion. We look to implement short to long-term creative and data driven solutions to ensure we get the most out of every content and feature release.

AMBER PHILOSOPHY

Data driven decision making is KEY TO COMMERCIAL SUCCESS

Amber live ops teams have a focus on delivering long term commercial success. We aim to create long term engagement and optimizing ROI by integrating data driven decision in all our development milestones



AMBER PIPELINE

As a successful live ops team we combine data driven design with a focus on A.R.M.

ACQUISITION

Focus on maximizing our target user base and tailor the experience to increase ROAS

RETENTION

We believe the ability of a game to retain and engage its users is one of the main requirements for its success, our focus is to maximize that engagement and create long term connections with our users

MONETIZATION

Maximize ARPDAU through innovative use of live events, desirable game content, appealing bundles and control over the in-game economy

AMBER PRODUCT MANAGEMENT



ADJUST ARM

- Maximize ROI
- Optimize FTUE
- Minimize player churn
- Drive early conversion



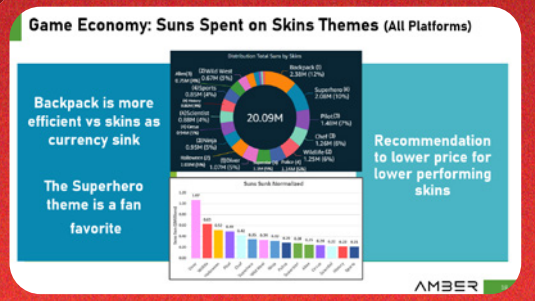
MONETIZATION STRATEGY

- Maximize LTV
- Rotate and test bundles and offers
- Maximize ROI for seasonal content
- Optimize spend/player profile



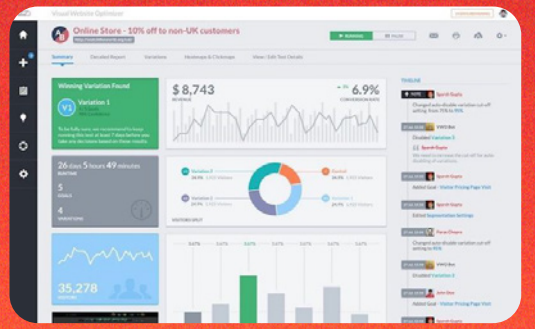
SPECIAL EVENTS CALENDAR

- Manage Event calendar
- Engage early & Late game players
- Explore new engagement mechanics
- Leverage seasonal engagement



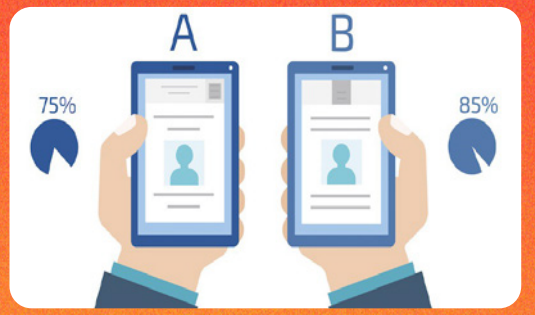
DATA DRIVEN DECISION MAKING

- Manage Data Analysis priorities
- Turn data into actionable insight
- Prioritize Project Data needs



PERFORMANCE REPORTING

- KPI trends
- Engagement
- Revenue trajectory
- Forecasting



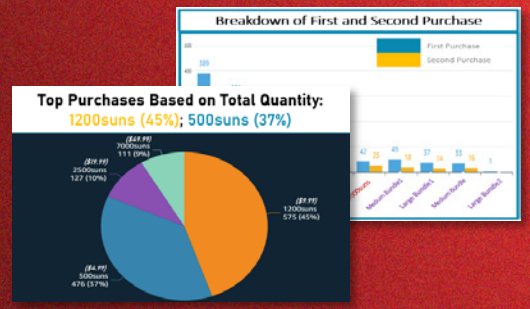
AB TESTING PLAN

- New Offers
- Diversified Events
- Currency and pricepoint
- New features

AMBER DATA ANALYSIS

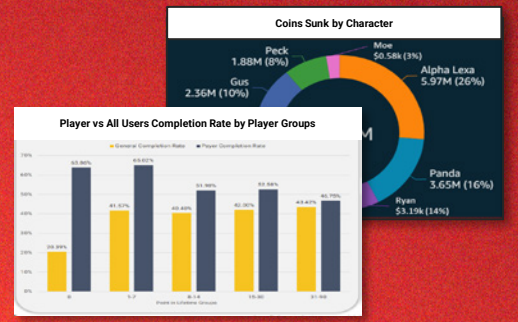
ACTIONABLE DATA ANALYSIS

- Performance of in game events
- Purchasing Pattern
- In game user behavior
- Churn identification
- New feature impact



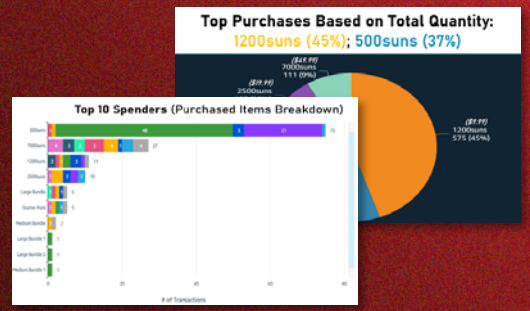
ECONOMY VALIDATION

- Currency taps and sink Monitoring
- Inflation alerts
- User lifecycle mapping
- Progression path



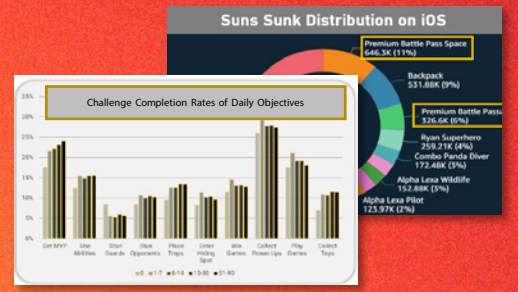
MACHINE LEARNING ALGORITHMS

- Actionable ML tools
- Churn Prevention
- Whale early identification
- Engagement improvement

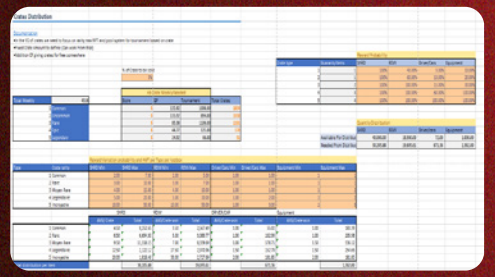


EVENTS PERFORMANCE

- Participation rate
- Performance by user profile
- Post event effect investigation
- Impact on long term retention

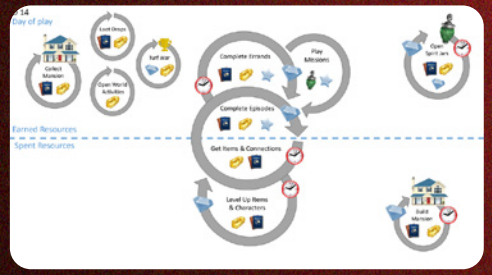


AMBER ECONOMY DESIGN



BALANCING TAPS AND SINKS

- Review all economy impacting components
- Introduce/tweak economy systems
- Rebalance low performing systems
- Optimize toward KPI targets



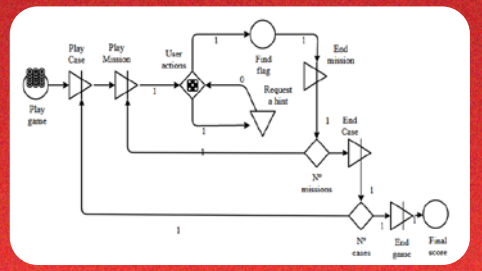
DECONSTRUCTIONS

- Deliver competitor deconstruction
- Review best in market systems
- Adapt new systems to optimize KPI



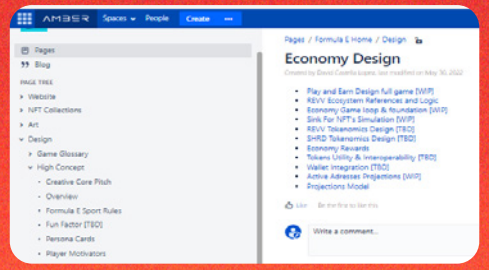
NEW OFFERS/EVENT BALANCING

- Balance Events rewards
- Rebalancing bundle offers
- Identify new potential rewards
- Analyze impact of new changes



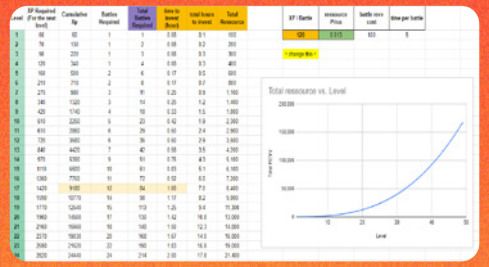
SIMULATIONS

- Simulate new in game systems
- Predict impact of new features
- Find currency optimization opportunities



ECONOMY DOCUMENTATION

- Create self-balancing economy doc
- Document all in game economies
- Keep economy documentation up to date



CURRENCY INFLATION MANAGEMENT

- Maintain control o currency inflation
- Manage economy levels
- Drive changes to address currency imbalance

MARKET RESEARCH SERVICES

Data Collection



- Focus group and playtests;
- Tailored player surveys and analysis;
- Audience interviews;
- Reporting - provision of recurring, curated reports.

Market Research & Consulting



- Audience Segmentation;
- Competitor Analysis;
- Market Positioning;
- KPI Benchmarking & Overview;
- Tailor-made project consultation;
- Project Benchmarking;
- Do’s and Dont's based on previous titles best practices.

Brand Testing



- AppStore Optimization;
- Appeal Tests.

PUZZLE PORTFOLIO LEVELS CREATED

Every successful game revolves around content, with Retention continuing to be an essential indicator of a product's health. We will work closely and tirelessly with you to create an ongoing pool of additional content, aiming to extend the lifespan of your product in new and exciting ways for your audience, as we did for:



Disney Dream Treats

500

Levels since July 2019



Inside Out Thoughts Bubbles

1260

Levels since July 2019



Cinderella Free Fall

1500+

Levels since March 2015



Angry Birds Dream Blast

1425

Levels since February 2020



Angry Birds Friends

2200+

Levels since February 2021



Angry Birds Casual

4500+

Levels since October 2020



Angry Birds Reloaded

450+

Levels since September 2024



Pogo Multiple Games

1100+

Levels since October 2022

Watch the Showcase Video

PUZZLE PORTFOLIO LEVELS CREATED

Puzzle games run deep within Amber's DNA, with broad puzzle title experience. Amber designers are currently crafting hundreds of levels a month for world renowned, top performing puzzle games:



Bubble Witch Saga 2

5750+

Levels since May 2019



Bubble Witch Saga 3

9100+

Levels since July 2019



Diamond Diaries Saga

5550+

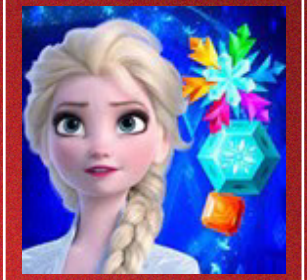
Levels since January 2020



Pet Rescue Saga

660+

Levels since June 2020



Frozen Adventures

255

Levels since March 2019



Merge Gardens

3200+

Levels since February 2021



Gwen's Getaway

1500+

Levels since October 2021



Travel Duck

200+

Levels since June 2024

Watch the Showcase Video

CASUAL EXPERIENCE: CASE STUDIES







Open Presentation

MID-CORE EXPERIENCE : CASE STUDIES





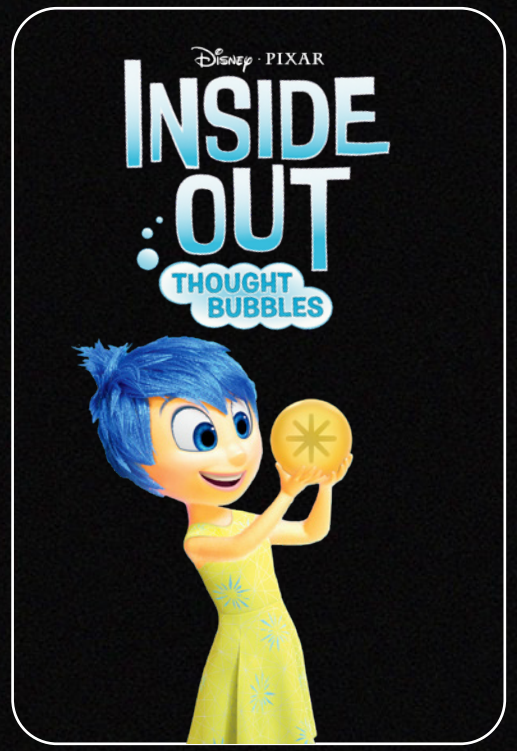




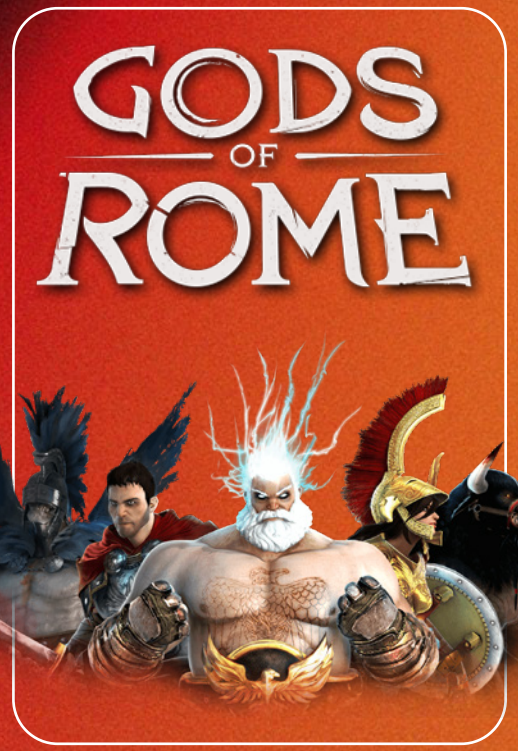


Open Presentation

LIVE OPS SERVICES: CASE STUDIES









Open Presentation

AMBER LEADERSHIP



MIHAI POHONTU
CHIEF EXECUTIVE OFFICER

PAST EXPERIENCE: Disney EA SAMSUNG



SCOTT HUMPHRIES
CHIEF PRODUCT OFFICER

PAST EXPERIENCE: Disney EA JAMDAT



ANDREEA ENACHE
CHIEF REVENUE OFFICER

PAST EXPERIENCE: SONY BANDAI NAMCO MARVEL



JAIME GINE
EXECUTIVE ADVISOR

PAST EXPERIENCE: EA Keywords STUDIOS



CRISTIANA FERNBACH
GENERAL COUNSEL

PAST EXPERIENCE: KPMG Noerr



TUDOR POSTOLACHE
CHIEF OPERATING OFFICER

PAST EXPERIENCE: EA vodafone



ROIE CHIZIK
CHIEF FINANCIAL OFFICER

PAST EXPERIENCE: amazon Disney EA



CATALIN BUTNARIU
CHIEF STRATEGY OFFICER

PAST EXPERIENCE: GAMELOFT UBISOFT RGDA

AMBER LIVE-OPS LEADERSHIP

Gamers with a passion for delivering commercial success.



SCOTT HUMPHRIES
CHIEF PRODUCT OFFICER

PAST EXPERIENCE: Disney EA JAMDAT



MIHAI SFRIJAN
HEAD OF STUDIOS

PAST EXPERIENCE: EA King



CRISTIAN RADULESCU
INTERNATIONAL HEAD OF BI

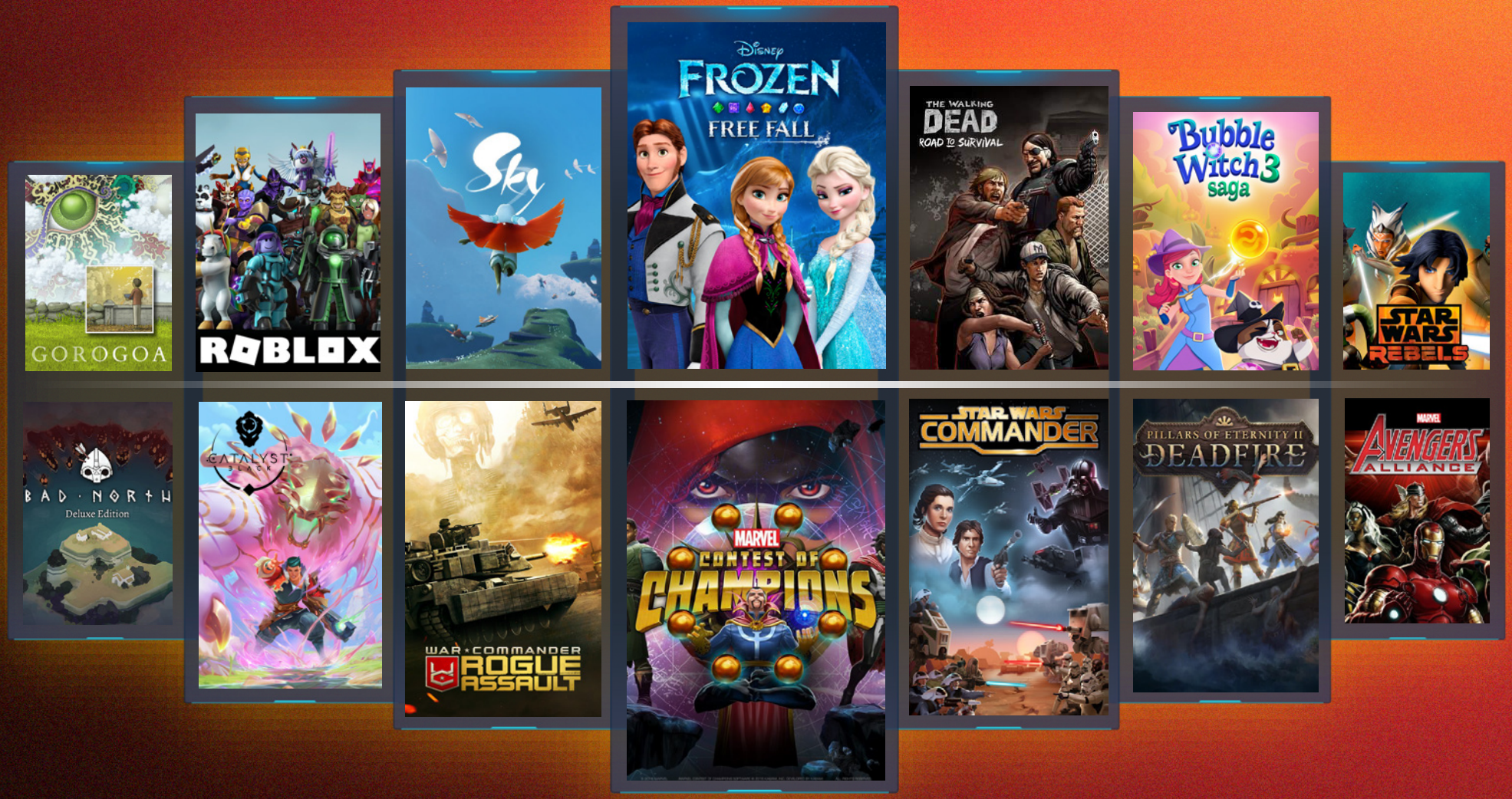
PAST EXPERIENCE: EA GAMELOFT



GABRIELA GHERMAN
HEAD OF BI

PAST EXPERIENCE: GAMELOFT King

AMBER EXPERIENCE



Please check our full company deck here.

CONTACT US



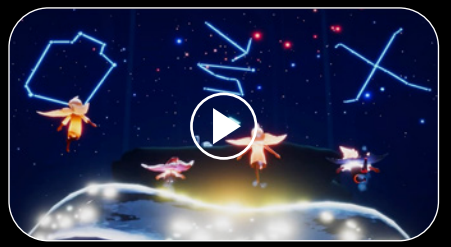
ANDREEA ENACHE
Chief Revenue Officer



IOANA POHONTU
BD Manager

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