

# **MEET AMBER**

# Our Mission:

We are a community of artisans delivering positive impact by evolving the science and art of play.

# Our Strengths:

- Global Presence 8 locations, 1,200+ staff;
- Flexible and scalable engagement;
- Partnerships with top companies and brands;
- Veteran product leadership;
- End-to-end game development;
- Award-winning, complete custom service offering;
- Multi-platform development;
- Experience with a wide range of game genres.



Product Development









# **CREATIVE STUDIOS**

STUDIO





### **SPECIALTY**

Mobile Midcore: Multiplayer, PVP, RPG

### LOCATION

Bucharest / San Francisco

### TITLES

Super Spy Ryan, Criminal Empire, Rumble Heroes, Link Twin









in





### STUDIO



### **SPECIALTY**

Mobile Casual: Puzzle, Streaming, Social Casino

### **LOCATION**

Bucharest / Los Angeles

### **TITLES**

Wild Things, Coin Heist, Movie Trivia, Cinderella Free Fall









# **LEADERSHIP**Gabriel Stancu





### STUDIO



### **SPECIALTY**

Mobile Casual, Arcade, Rhythm Games

### LOCATION

Guadalajar

### **TITLES**

Tetris Beat, Pet City Mania, Toy Blitz







in

# **LEADERSHIP**Jorge Suarez



## STUDIO



#### **SPECIALTY**

Cross-platform Games, Multiplayer Games

### LOCATION

Montreal / Guadalajara

#### TITLES

Angry Birds Next









**TBA** 

# **CREATIVE STUDIOS**

### STUDIO



### **SPECIALTY**

PC / Console Development

#### LOCATION

Bucharest

### **TITLES**

PositronX, Ark: Dinosaur Battle, Unannounced PC / Console titles







### **LEADERSHIP**

Eric Koch





### STUDIO



#### **SPECIALTY**

Blockchain Games, Marketing, NFTs

#### LOCATION

Bucharest / San Francisco

### **TITLES**

Mob.Land, Impostors.gg, Formula E: High Voltage, Unannounced titles









in

### LEADERSHIP

Marty Caplan



### STUDIO

# **AMBER**

#### CRAFT

Applied Innovation, AR / VR, Metaverse, Blockchain, NFTs, Gamification, Tools Development

### LOCATION

Bucharest / Guadalajara

### **TITLES**

Movie Club, Propel VR, Crypto Master, Domicile: Game of Homes, Hello Kitty And Friends World











#### **LEADERSHIP**

Bogdan Constantinescu in



# SERVICE STUDIOS

### SERVICE GROUP





### CRAFT

Engineering, Co-Development, Porting, Maintenance, Art Production, Design Services, Business Intelligence

### LOCATION

Bucharest / Guadalajara

#### **KEY TITLES SUPPORTED**

War Commander Rogue Assault, Candy Crush Saga, Angry Birds Journey, Nascar Heat 5, Gotham Knights











### **LEADERSHIP**

Iulian Anton





### SERVICE GROUP

# **MBER**

#### CRAFT

Mobile Game Live Services, Business Intelligence, Market Analysis

#### LOCATION

Bucharest

#### **KEY TITLES SUPPORTED**

Dungeon Boss, Gods of Rome, City Mania, Inside Out: Thought Bubbles









### **LEADERSHIP**

Gabriela Gherman





### SERVICE GROUP





#### CRAFT

Quality Assurance, Quality Engineering, Loc QA, Customer Support, Community Management

#### LOCATION

Bucharest / Botoșani / Guadalajara

#### **KEY TITLES SUPPORTED**

Star Trek Fleet Command, Roblox, Sky, FNAF: Security Breach, Spies In Disguise











### **LEADERSHIP**

Mihai Smaranda





# PARTNER STUDIOS

### PARTNER STUDIO



### **SPECIALTY**

Digital Marketing, Branding, Web Design, Web Development

### LOCATION

Bucharest, Romania

#### WORK

Riot Games Social Media, Game of War ad videos, Tap Busters & Link Twin Marketing Assets









## PARTNER STUDIO



### **SPECIALTY**

VR, AR, Gamification, Apps

### LOCATION

Cluj, Romania

#### TITLES

City VR Tour - Cluj, Castle Siege, Garden Rage (Health App)







## PARTNER STUDIO



### **SPECIALTY**

3D Simulations, Backend engineering, VR, AR, Machine Learning, Al

### LOCATION

Yerevan, Armenia

#### WORK

Maritime Simulation Environment, Computer Vision & Machine Learning Solutions, Traffic Monitoring System

### PARTNER STUDIO



### **SPECIALTY**

PC / Console Development, Unreal Engine, Porting

### LOCATION

lasi, Romania

### **TITLES**

Gray Dawn, Nascar: Heat 5





# PRODUCT LEADERSHIP







PAST EXPERIENCE:







**BRIAN LOWE** Game Director

PAST EXPERIENCE:







in



AARON PULKKA Program Director

PAST EXPERIENCE:



**ACTIVISION**®



ROBBY KUSHNER Program Director

**PAST EXPERIENCE:** 



Globant >

Red Bull



[2 STAFF]

- Game Directors cover specific game genres.
- Guild Structure facilitates staff learning & growth.
- Creative account management layer to support our partners around the world.



KRIS EGGLESTON Art Guild Leader

PAST EXPERIENCE:









**MAXIM GARBER** Design Guild Leader

**PAST EXPERIENCE:** 







VLAD ANGHELAHAR in **Engineering Guild Leader** 

**PAST EXPERIENCE:** 







**PAST EXPERIENCE:** 





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# OUR OFFER

## FULL DEVELOPMENT

End-to-end game production, from concept to launch, and beyond:

- Mobile / Free-to-Play
- PC / Console
- Blockchain Games
- Apps leveraging game technology



## LIVE OPS

A comprehensive and scalable solution for operating live services:

- Covering all necessary disciplines
- Optimizing user engagement and revenue flow
- Product Management & BI Support

## **DEVELOPMENT SOLUTIONS**

Custom-tailored game development services:

- Engineering, Porting & Maintenance
- Level Design

. VISION

Co-Development

CREATIVE



## **ART PRODUCTION**

Complete game art production:

- 2D / UI / Concepts / Game Art
- 3D / Characters / Props / Environments
- Animation / Keyframe / Cleanup / Cinematics
- Technical Art / Rigging / Lighting / VFX

AGENC'

## **DEVELOPMENT SUPPORT**

Award-winning set of solutions for development support on all game platforms.

- Quality Assurance & Certification
- Quality Engineering
- Localization
- Player Support

# HISTORY

# 2013

Amber founded in Bucharest, Romania with 3 employees.

A QA discipline established alongside the engineering core.

Creative Studio formed.

## 2015

Released Cinderella Free Fall on mobile platforms, in partnership with Disney.

Carbon spin-off launched, an incubator for local indie studios.

## 2017

Mihai Pohontu joined as CEO in March 2017.

New offices opened in Los Angeles and San Francisco.

Released Link Twin, an original puzzle concept, for mobile and PC.

Amber reached over 280 staff. **Q** 

## 2019

New location opened in Botosani, Romania.

Merged with Scorpius Games, a Bucharest based PC/console studio.

Reached 400+ staff and \$13.6M in revenue.

## 2021

Jaime Gine joined as CEO, Mihai Pohontu becomes Chairman.

Released Tetris Beat on Apple Arcade, in partnership with N3twork.

Reached 900+ staff and \$30M in revenue.

## 2022

New locations opened in Kyiv, Ukraine and Warsaw, Poland.

Announced first external investment, company valued at \$190M.

Reached 1,200+ staff and \$45M in revenue.

## 2014

Hit the first \$1M in revenue and 31 staff.

Moved into our first proper office space.

Set up the first creative full development team.

# 2016

Live Ops discipline established.

Amber hits 160 staff.

Moved into our current office, at Charles de Gaulle Plaza.

## 2018

Merged with Lorraine, studio based in Bucharest, Romania:

Released Rumble Heroes on mobile platforms.

Reached \$7.25M in annual revenues.

# 2020

New locations opened in Guadalajara, Mexico and Montreal, Canada.

Merged with KaraOkulta, a Mexican studio.

Created new internal studio focused on PC / Console

Reached 600+ staff and \$20.7M annual revenue.































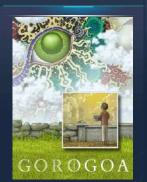








# **EXPERIENCE**





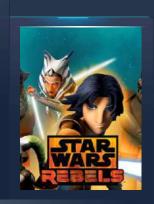




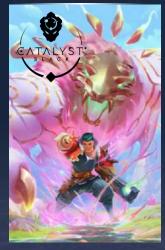
























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# POSITRONX

- \_ Launch Date: October 2020.
- \_ Built in Unreal Engine.
- \_ Rogue-lite First-Person Shooter that emphasizes strategic fast-paced combat.
- \_ Unique movement and time control mechanics.
- \_ Procedurally-generated levels, items and enemies enable infinite replayability.









# ANGRY BIRDS NEXT

- Partnered with Rovio to re-imagine the Angry Birds brand for GenZ.
- \_ Multiplayer brawler royale with 50 players battling in a real-time arenas.
- \_ Cross-platform development on PC / Mobile / Console.
- \_ Full development for 1 year up to vertical slice stage, followed by handover to Rovio's internal team.
- \_ Developed in Unity 3D engine and Amazon Gamelift.











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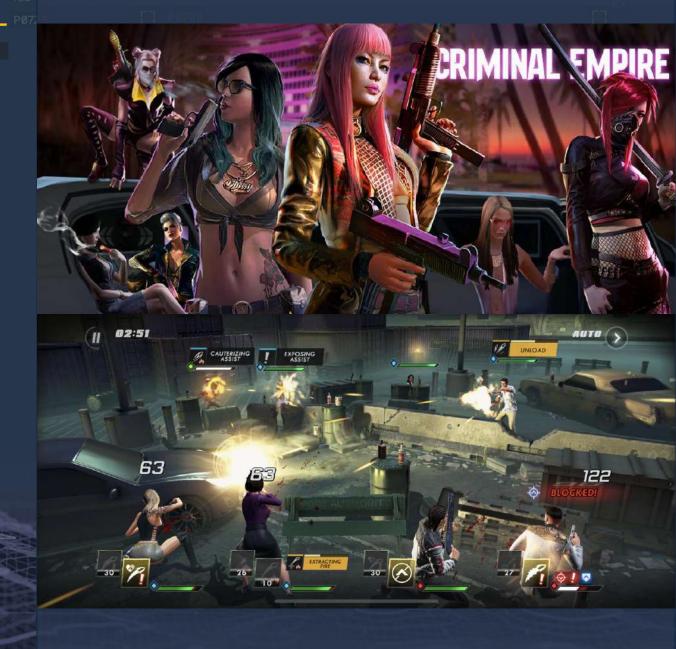


# CRIMINAL EMPIRE

\_ Fast-paced strategy RPG where you assemble your crew and build an underground criminal empire while battling rival gangs in PvE and PvP. \_ Real-time RPG combat innovation and deep territory control meta. \_ Extensive crew collection and upgrade feature - 150+ crew members across varying tiers.











SUPER SPY RYAN

- \_ Soft Launch: Q3 2021.
- \_ Publisher: Amazon.
- \_ Battle arena game, for a young audience (kids ages 5-9), based on a major children's IP (Ryan's World).
- \_ Initial exclusive on Amazon Kids+.
- \_ 100% developed by Lorraine.

amazon kids+





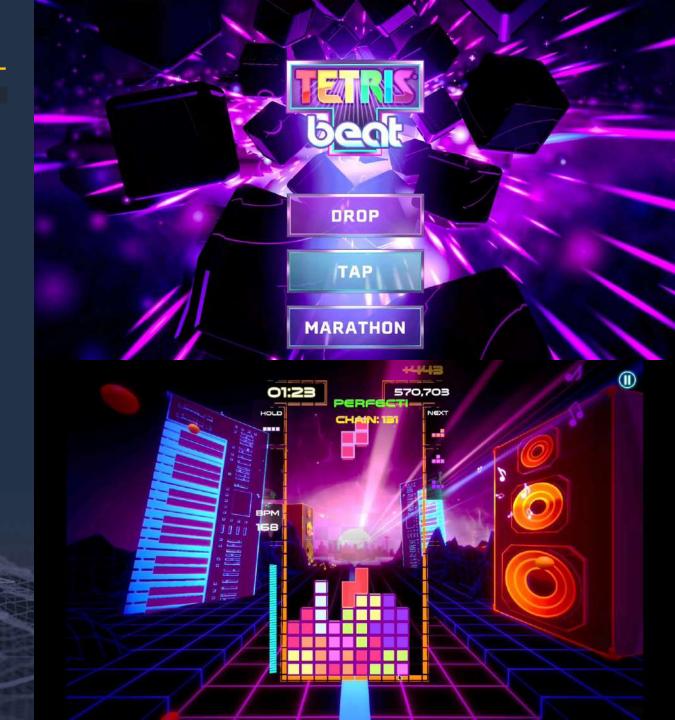




# TETRIS BEAT

- \_ Launch date: Q3 2021, exclusively on Apple Arcade.
- \_ Partnership with N3twork and Apple.
- \_ One of the most famous games franchises of all time, now reimagined as an arcade rhythm game, Tetris Beat is a seamless fusion between Tetris and arcade rhythm games.
- \_ From EDM to Pop and Hip Hop, play on any music genre you feel like







FORMULA E: HIGH VOLTAGE

- \_ Real-world racing ABB FIA IP
- \_ Full development on PC & Mobile, Unity engine
- \_ Racing Management Simulation
- \_ NFT Sale & marketplace website
- \_ Ongoing seasonal NFT collections
- \_FLOW blockchain
- \_ Dapper wallet integration
- \_ \$REVV coin with \$SHRD IAP economy











LINK TWIN



- \_ Innovative puzzle game with atmosphere.
- \_ Developed 100% by Amber, published by Carbon.
- \_ Featured on the Apple and Samsung App Stores.
- \_ Won 2<sup>nd</sup> place at The Very Big Indie Pitch, PGC London, 2017.



















## RUMBLE HEROES

Publisher: Rogue Games

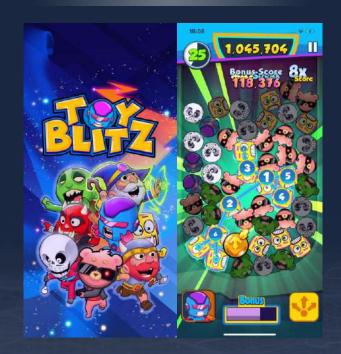






# TOY BLITZ

Publisher: Self-Published





## CINDERELLA FREE FALL

Partner: **Disney Interactive** 





COIN HEIST

Partner: **Big Fish Games** 







CASH LIVE

Partner: Cash Live









MOVIE TRIVIA



# LIVE OPS



# **DUNGEON BOSS**

- \_ Live operations executed by Amber starting with March 2019
- \_ Features and content implemented: live events, new heroes, new epic abilities, new meta features, economy balancing
- \_ Highest revenue day in 12 months driven by Amber Live Ops









# LIVE OPS



INSIDE OUT: THOUGHT BUBBLES

Partner: Disney Interactive





GODS OF ROME

Partner: Gameloft







CITY MANIA

Partner: Gameloft





# ARK DINOSAUR BATTLE

- \_ Built in Unreal Engine.
- \_ Battle Royale with a focus on primal combat and heavy teamplay.
- \_ Based on an already established and successful franchise.
- \_ Delivered a demo map with areas accessible only by certain dinosaur archetypes, 3 types of dinosaurs (Flanker Raptor, Tank Triceratops, DPS T-rex) with fluid melee combat mechanics and unique skills and abilities, including flashy kill animations.







**GOTHAM KNIGHTS** 

\_ Co-development services for Warner Bros. Games:

### **Engineering**

- PhysX 4 integration
- Custom cloth physics
- Custom "batcycle" physics
- Bug fixing

### **Environment art**

- Gotham City
- Bowery District
- Couldron District
- Powers Club
- Orchard Hotel

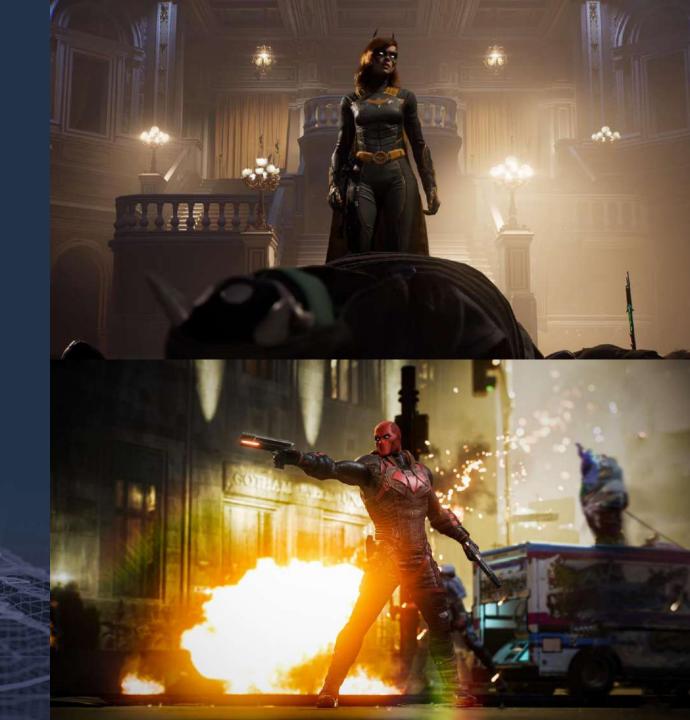
- - Clayface Heat Chamber
  - West End
  - Gotham Heights
  - Financial District
  - Dixon Docks

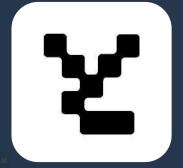












YUGA LABS + IMPROBABLE

\_ Co-development services, PC, Unreal Engine

- \_ Otherside is a metaverse providing experiences for players.
- \_ MSquared (M²) is a platform powering metaverses where tens of thousands of players can interact with each other.
- \_ Varied engineering assignments, including optimizations, tools, various features, bug fixing, etc.





NASCAR HEAT 5

- \_ Porting services for MOTORSPORT GAMES
- \_ Ported Nascar Heat 5 to Nintendo Switch
- \_ Live on the Nintendo Store in November 2021
- \_ Frame-rate optimisations
- \_ Nintendo specific game modes: split-screen, table-top







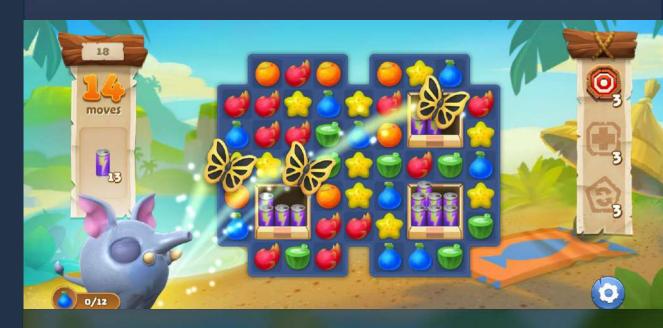
# WILD THINGS: ANIMAL ADVENTURES

\_ Netflix adaptation for Jam City title:

- 700+ levels newly created or tuned
- Completed the final 4 chapters of the game, including Characters, Environment, Quests, Dialogues
- Conversion from premium to free-to-play
- Integrated Netflix required software (SDK, app tracking etc.)
- Updated the economy system of the game











SKY

- \_ Custom engineering services for that game company
- \_ Backend engineering, tools support and functional QA services.
- \_ Core components implemented:
- CCL IMPROVEMENTS
- ACCOUNT SERVERS
- SECURITY

- ADMIN TOOLS
- DATABASE SCALING
- LOAD TESTING









WAR COMMANDER: ROGUE ASSAULT

Partner: **Kixeye** 





YAHTZEE! WITH BUDDIES

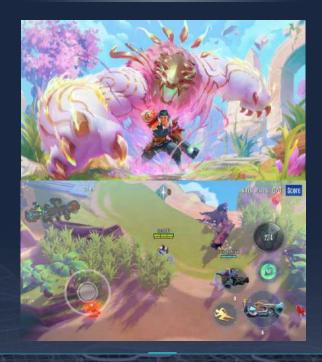
Partner: **Scopely** 





CATALYST BLACK

Partner: Super Evil Megacorp





# DICE KINGS

Partner: Lucky Day Ent.





# GOROGOA

Partner: **Annapurna** 





## BAD NORTH

Partner: Raw Fury





\_ Custom level design services

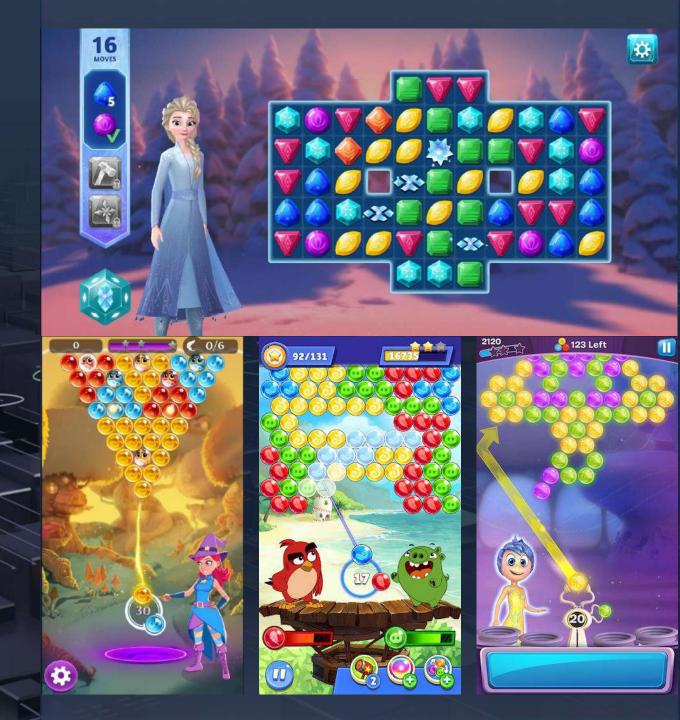
Over 20000 levels created, throughout 12 games from multiple partners











Our applied innovation group - on the forefront of Amber's evolution from service provider to innovation partner.









## **USER INTERFACE OVERHAULS**

- \_ New user experience technology
- \_ Multi-screen technology UI
- Adaptive UI
- \_ AR/VR UI
- Hybrid UI

### **BUSINESS GAMIFICATION**

- \_ Game mechanics adapted to business applications
- \_ Changing business behavioral paradigm
- \_ Game design techniques adapted to business applications

## **GEOSPATIAL APPLICATIONS**

- \_ Google Maps integration
- \_ Augmented Reality world tracking
- \_ Location based social experiences







## **PLATFORMS**

## **AUGMENTED REALITY**

- \_ Google ARCore
- Apple ARKit 2
- \_ Environmental augmentation
- \_ Persistent AR environments
- \_ Shared AR experiences

### **INTERNET OF THINGS**

- \_ Cloud computing
- \_ Wearable technology
- \_ Multi-screen integration
- \_ Mobile applications
- \_ Smart living

## **VIRTUAL REALITY**

- \_ Unity3D / Unreal Engine
- \_ UI Research
- Social VR experiences
- 3D simulations
- Data manipulation

















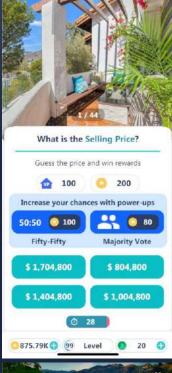
UNANNOUNCED REAL-ESTATE APP

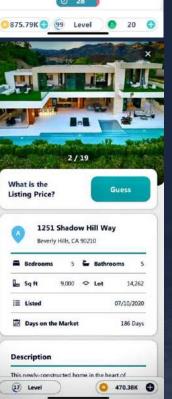
- \_ Daily updated real-estate data
- \_ Custom server with AWS based back-end
- \_ Unity driven iOS/Android clients
- \_ Live-ops ready
- Gamification of business features
- \_ Includes Social & Educational features



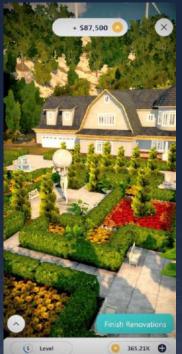














## PROPEL VR TRAINING ECMC

- \_ Multiple VR laboratories for installing and maintaining industrial AC units
- \_ Interactive realistic installation training
- \_ Voice guided feedback
- \_ Realistic physics and chemistry reactions
- \_ Developed in Unity 3D







## TRIPP

- \_XR / VR wellness and meditation app
- \_ Creation of mood boards for Focus and Calm Tripps;
- \_ Creation all 3D elements required for Tripps;
- \_ Assemble the scenes for each Tripp.







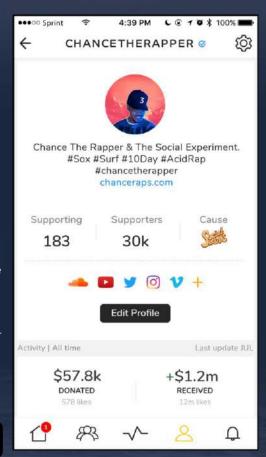


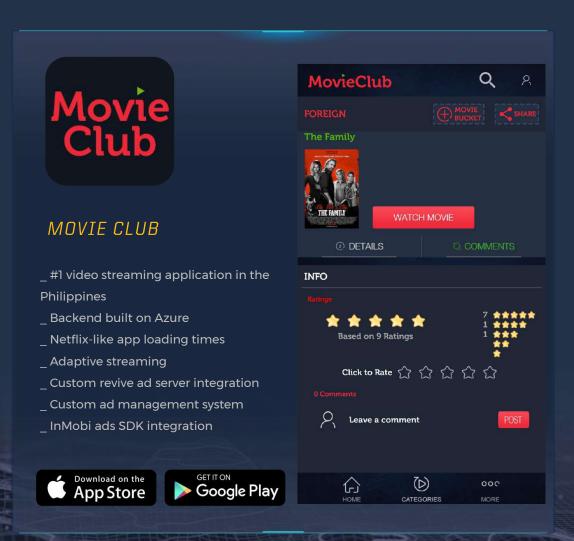


- \_ Native Android and iOS builds
- \_ Backend built on Django
- \_Scraping your social activity in real time
- \_ Helping you support worthy causes or
- favored creators
- \_ Monetize your own content as a creator
- \_100% developed by Amber









# DEVELOPMENT SUPPORT









# QUALITY ASSURANCE

### TEST STRATEGY

Regardless of whether your games address the mobile, console, PC, wearable, VR or AR markets, we can deliver a comprehensive QA plan, replete with all the required test cases and scripts. Our QA Managers are proficient in developing the most effective testing approach for your project.

## FUNCTIONAL TESTING

Our test team is ready to check the gameplay and UI, report on stability, game logic issues and validate the game asset integrity. Mobile or web, no platforms hold secrets to our specialists. They go above and beyond to make sure that your app meets the highest functionality, usability and consistency standards

## COMPATIBILITY & CERTIFICATION

Our specialized Certification team will make sure that all your SKU's are ready for a clean 1st pass through submissions, saving you time and money. We're not only making sure your games are fully compliant to 1st Party requirement - we've also added test cases that go above and beyond.

## QUALITY ENGINEERING

While we know that creating and testing games is based on creativity and emotion, we strongly believe that an engineering component is necessary. Using technology to cover time-consuming mechanical testing will allow our specialists to focus on areas where the human input makes the difference.

## SYSTEM TESTING

Amber's QA engineers are ready to take a close look at your online components, providing deep technical risk analysis and helping you make informed business decisions. We do this by continuously measuring and testing system characteristics: scalability, endurance, performance and reliability.

## PLAYER SUPPORT

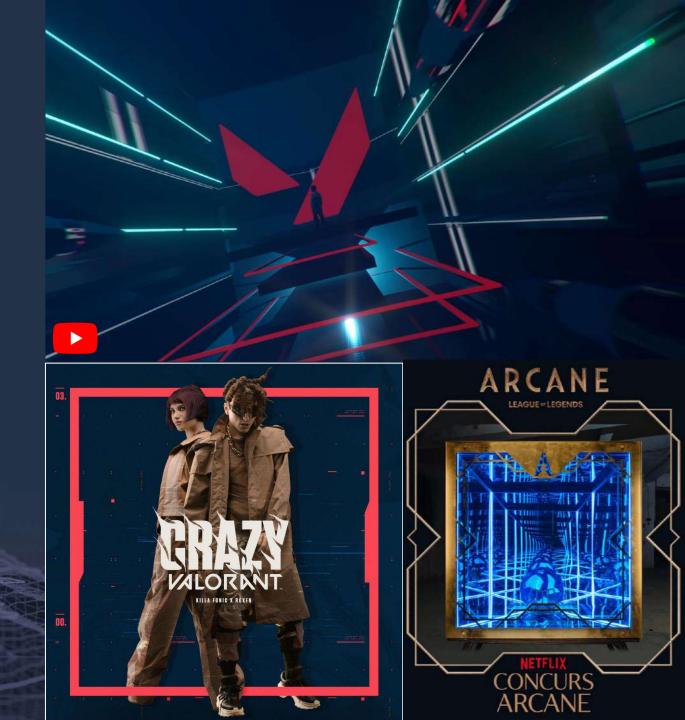
We fully integrate online, mobile and landline communications, whether inbound from customers, outbound from the company or both. The synergies between QA and CE are there to sustain great engaging experiences on any platform.

# MARKETING SERVICES



# PRODUCT LAUNCH CAMPAIGN

- \_ Developing and implementing Social Media strategies for League of Legends, VALORANT and League of Legends: Wild Rift
- $\underline{\ }$  Hosting online events featuring local YouTube and Twitch streamers
- \_ Planning and implementing various Google and Facebook Ad Campaigns for
- Arcane and Crazy VALORANT launch, as well as holiday-specific campaigns
- \_ Conceptualizing, planning and releasing Crazy VALORANT, a VALORANT-
- themed <u>music video</u> featuring a music artist duo (over 2M YouTube views)
- \_ Crafting the omnichannel launch strategy for Arcane in Romania
- \_ Undergoing contest marketing through organizing cross-channel giveaways
- featuring local content creators and artists

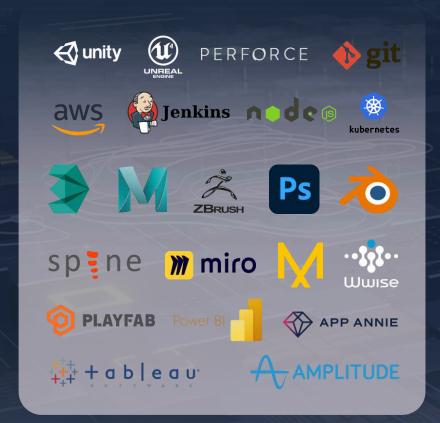


# **WORKFLOW & COMMUNICATION**

**AMBER** 

### TOOLS & TECH STACK

We use the latest technology and tools available, and we're flexible in adapting to our partners' custom frameworks.



### **PARTNER**

### Giving Feedback

Product review feedback

Quality review feedback (art, design)

### Reporting Issues

Tech / Art / Design discussions

Provide decisions on flagged risks

Provide decisions on scope / cost changes

## Review & Approval

Review builds

Approve builds

### Receiving Feedback

Weekly / Sprint sync meetings

Track & communicate updates

### **Providing Info & Options**

Track issues & provide options

Communicate risks & mitigation options

Communicate & provide options for scope / cost changes

### **Progress Reporting**

Track issues & provide mitigation options

Sprint / Risk / Milestone Reporting









Slack

Jira

Confluence

# SECURITY

## SECURE VPN CONNECTION



## COLLOCATED DATA CENTER



## 24/7 ON-SITE SECURITY



## **NEXT GENERATION FIREWALLS**





## HIGH AVAILABILITY





SSL ENCRYPTION

## DDOS PROTECTION



# **TESTIMONIALS**

AYHAN SAHIN

"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."

TAEWON YUN

"Finding an external development partner was not an easy journey for Super Evil Megacorp. We were one of those "everything needs to be invented by us" studio. We were worried about skill level, speed of external teams, language barriers, time zone management, stability, our lack of internal process and tools etc. Amber Studios helped us to solve external issues we were worried about and to focus only focus on fixing and improving internal ones. We are happy that Amber Studio is our partner on this journey."

CALEB RUGG

"We have nothing but positive things to say regarding our year long collaboration with Amber. Deliveries were always on time and of very high quality, and the level of communication, organization, and professionalism was excellent. The designers were always accessible and responsive, and they were also very open to and accepting of feedback. All of these demonstrated the team's strong willingness to learn and deep passion for the project, which was inspiring for us, as well.."

JOSHUA HENDREN

"Amber Studios was a great partner for us at KIXEYE. Their team was diligent, savvy, and hard working. For a good portion of the development of WC:RA the majority of the gameplay engineering was done out of Amber and they were responsible for some of our more critical features. Their leadership was great to work with and their team was always willing to do what we asked of them. I would happily work with Amber Studios again given the opportunity."

JOSEPH OLIVAS

"In my 16 years of working in the QA industry, Amber Studios has been by far one of the best outsource companies to work with. Not only surpassed my expectations in quality and communications but also in execution. I would highly recommend Amber Studios for anybody's QA needs."

LIAM O'NEILL

"I've had the pleasure of working with Amber during mobile porting of one of our titles. They're a team that is prepared to take on a difficult challenge and deliver quality results. I'd happily work with them again."

in



ALINA PERRIN
PEOPLE EXPERIENCE

in

in



CRISTIANA FERNBACH GENERAL COUNSEL

in



ANDREEA ENACHE



MIHAI POHONTU

EXECUTIVE CHAIRMAN



SCOTT HUMPHRIES
PRODUCT DEVELOPMENT

JAIME GINE



TUDOR POSTOLACHE
GLOBAL OPERATIONS



VLAD POPOVICI MARKETING



ROIE CHIZIK CFO



CATALIN BUTNARIU

CORPORATE DEVELOPMENT



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