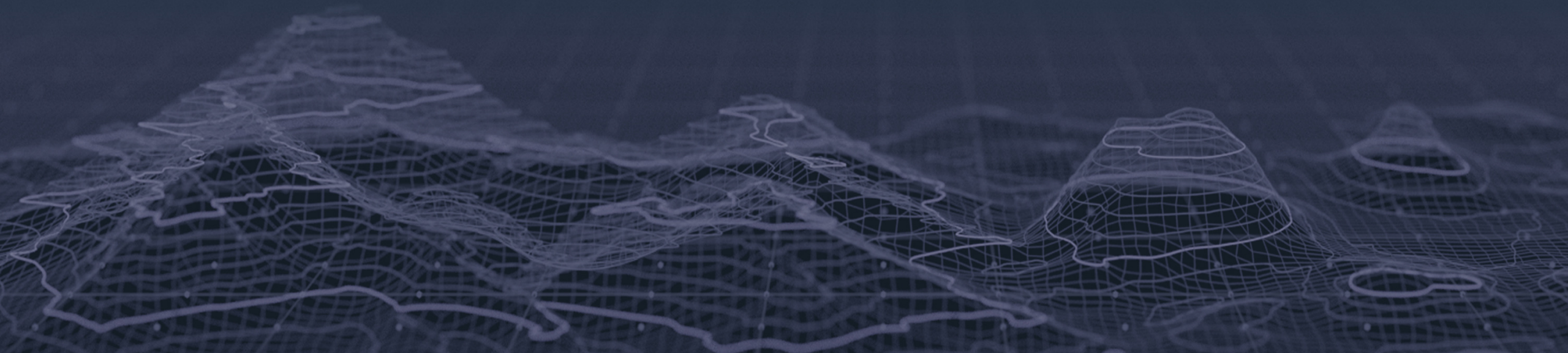


AMBER

*GAME DEVELOPMENT
AND STUDIO SERVICES AGENCY*



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 - 10 locations, 1,000+ 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
- Partner Network comprising 49 vetted studios, for an additional 3,400 staff

-  Product Development
-  Development Services



CREATIVE STUDIOS

STUDIO

Lorraine



SPECIALTY

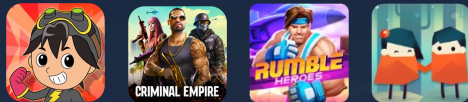
Cross-platform: Multiplayer, PVP, RPG

LOCATION

Bucharest

TITLES

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



LEADERSHIP

Octav Tanasescu



STUDIO

AVALON

SPECIALTY

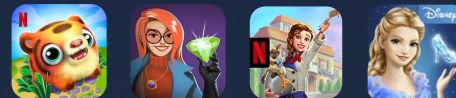
Cross-platform: Puzzle, Streaming, Social Casino

LOCATION

Bucharest

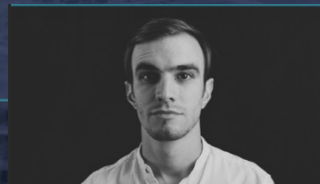
TITLES

Wild Things, Coin Heist, Vineyard Valley, Cinderella Free Fall.



LEADERSHIP

Gabriel Stancu



STUDIO



SPECIALTY

Cross-platform, Roblox, UEFN, Arcade, Rhythm Games

LOCATION

Guadalajara

TITLES

Tetris Beat, Secret Neighbor, SAW X.



LEADERSHIP

Jorge Basáñez



CREATIVE STUDIOS

STUDIO



SPECIALTY

Cross-platform Games, Multiplayer Games

LOCATION

Montreal / Guadalajara

TITLES

Angry Birds Next (Angryverse Brawl), Temple Run 3.



LEADERSHIP

Brian Lowe



STUDIO



SPECIALTY

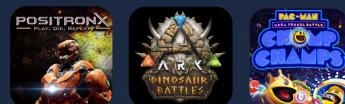
PC / Console Development

LOCATION

Bucharest

TITLES

PositronX, Ark: Dinosaur Battle, PAC-MAN™ Mega Tunnel Battle Chomp Champs.



LEADERSHIP

Maxim Garber



STUDIO



SPECIALTY

XR Solutions and Software Innovation

LOCATION

Los Angeles / San Francisco / Bucharest / Guadalajara / Montreal

TITLES

Formula E High Voltage, TRIPP VR, Domicile: Game of Homes, Hello Kitty And Friends World, The Walking Dead Saints & Sinners.



LEADERSHIP

Aaron Pulkka



SERVICES STUDIOS

SERVICE GROUP

AMBER
DEV SOLUTIONS



CRAFT

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

LOCATION

Bucharest / Guadalajara / Manila / Taipei

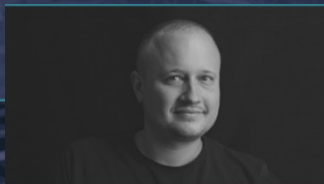
KEY TITLES SUPPORTED

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



LEADERSHIP

Iulian Anton



SERVICE GROUP

AMBER
LIVE OPS

CRAFT

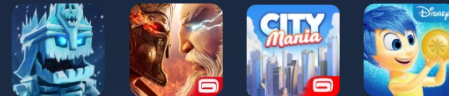
Mobile Game Live Services, Data Analysis, Market Analysis, Economy Design, Product Monetization

LOCATION

Bucharest / Montreal

KEY TITLES SUPPORTED

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



LEADERSHIP

Cristian Radulescu



SERVICE GROUP

AMBER
DEV SUPPORT



CRAFT

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

LOCATION

Bucharest / Botoşani / Guadalajara / Manila

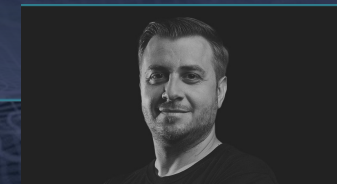
KEY TITLES SUPPORTED

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



LEADERSHIP

Mihai Smaranda



PRODUCT LEADERSHIP



- Expert product leadership team, largely based on the US West Coast and Canada
- Game Directors cover specific game genres
- Guild Structure facilitates staff learning & growth
- Creative account management layer to support our partners around the world



SCOTT HUMPHRIES 
Chief Product Officer

PAST EXPERIENCE:



BRIAN LOWE 
Game Director

PAST EXPERIENCE:



AARON PULKKA 
Program Director

PAST EXPERIENCE:



DUSTIN HANSEN 
Game Director

PAST EXPERIENCE:



KRIS EGGLESTON 
Art Guild Leader

PAST EXPERIENCE:



MAXIM GARBER 
Design Guild Leader

PAST EXPERIENCE:



VLAD ANGHELAHAR 
Engineering Guild Leader

PAST EXPERIENCE:



DEB MCINTOSH 
PM Guild Leader

PAST EXPERIENCE:



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:

- Complete management of live operations including product takeovers
- Product Management, Data Analytics, Economy Design, Market Research consulting services
- Live Ops Calendar Management
- Level Design Content Creation Services

DEVELOPMENT SOLUTIONS

Custom-tailored game development services:

- Engineering, Porting & Maintenance
- Level Design
- Co-Development

ART PRODUCTION

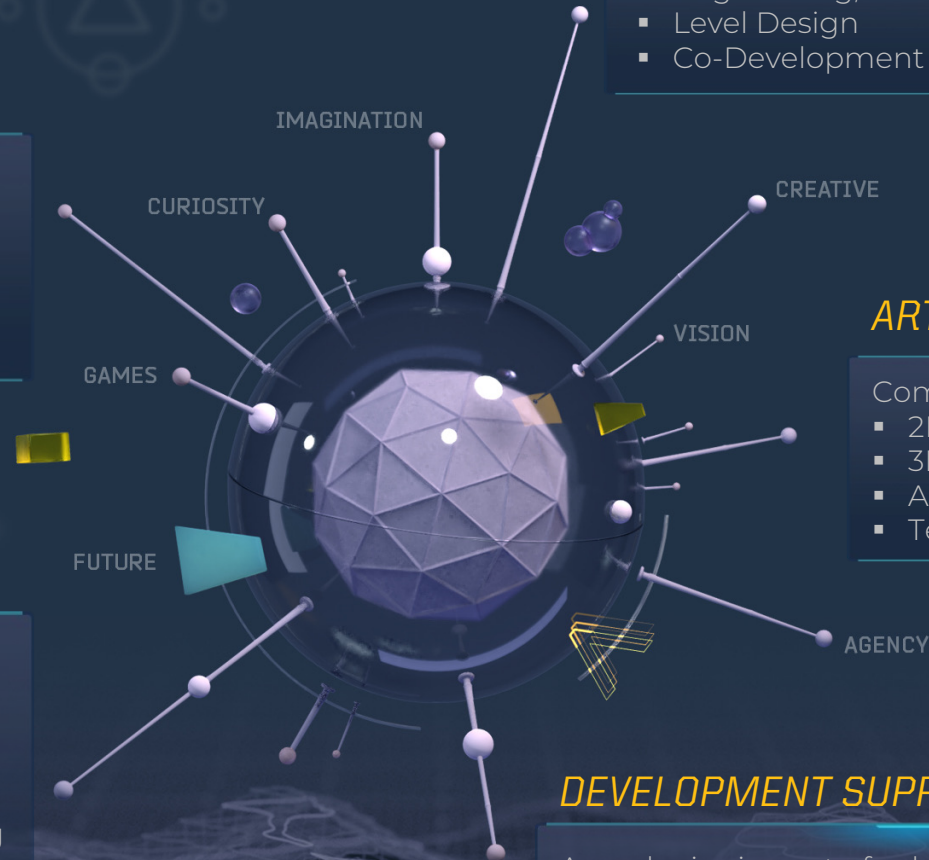
Complete game art production:

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

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.

2014

Established the first creative studio, Avalon.

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

Moved into our first proper office space.

2017

New offices opened in Los Angeles and San Francisco.

Mihai Pohontu joined as CEO in March 2017.

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

Amber reached over 280 staff.

2016

Live Ops discipline established.

Amber hits 160 staff.

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

2019

New location opened in Botoșani, Romania.

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

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

2018

Merged with Lorraine, studio based in Bucharest, Romania;

Released Rumble Heroes on mobile platforms.

Reached \$7.25M in annual revenues.

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.

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.

2022

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

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

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

PARTNERS

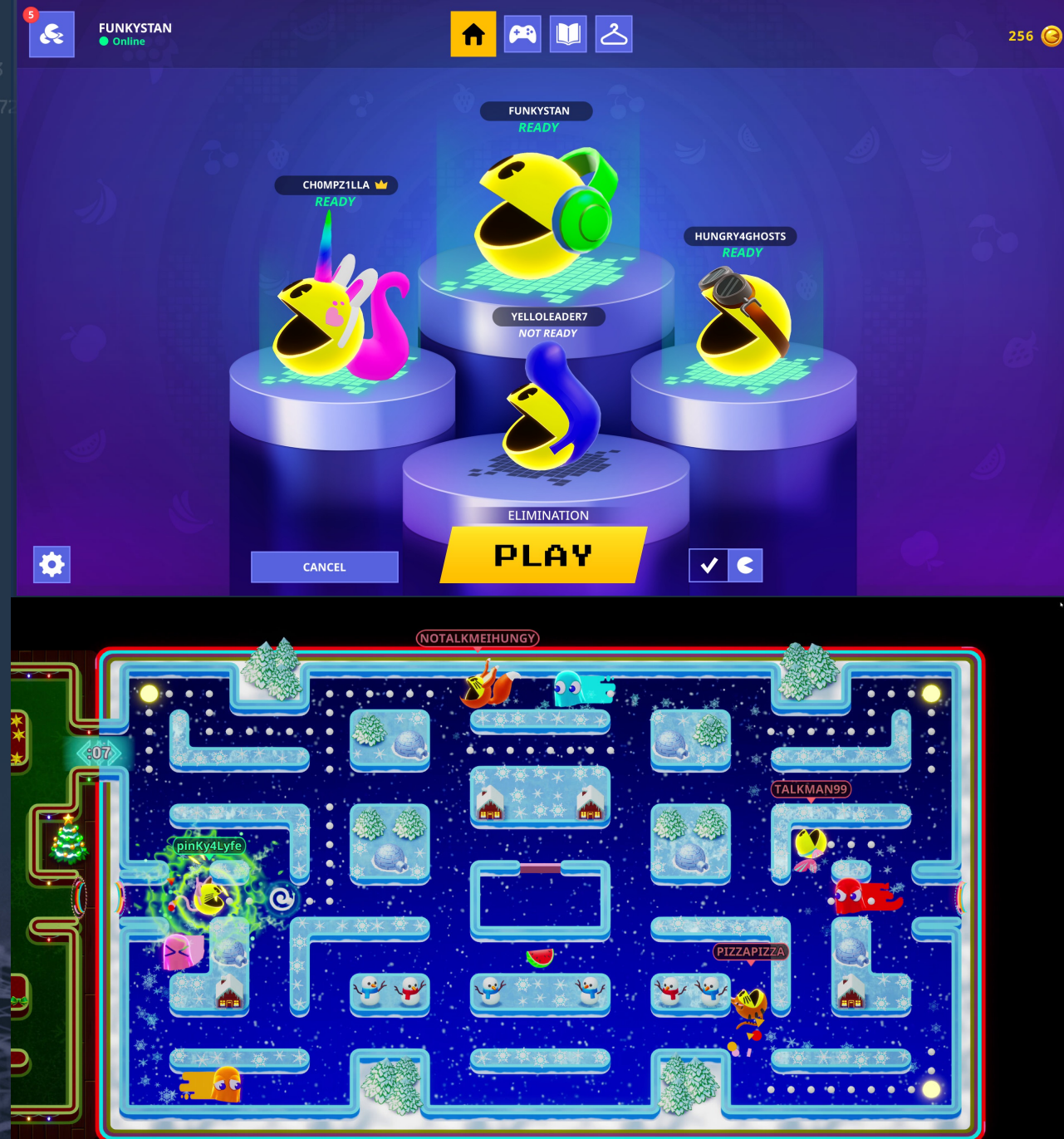


FULL PRODUCT DEVELOPMENT



PAC-MAN™ MEGA TUNNEL BATTLE CHOMP CHAMPS

- Launch Date: Early 2024
- The only PAC-MAN Battle Royale with cross platform play
- Multiple interconnected mazes, Power Pellets and Power Items
- 64-player Battle Royale allowing players to chomp their competition
- Elimination Mode features arcade style actions against players of any rank, Tokens can be earned to trade for cosmetics



FULL PRODUCT DEVELOPMENT



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



FULL PRODUCT DEVELOPMENT



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



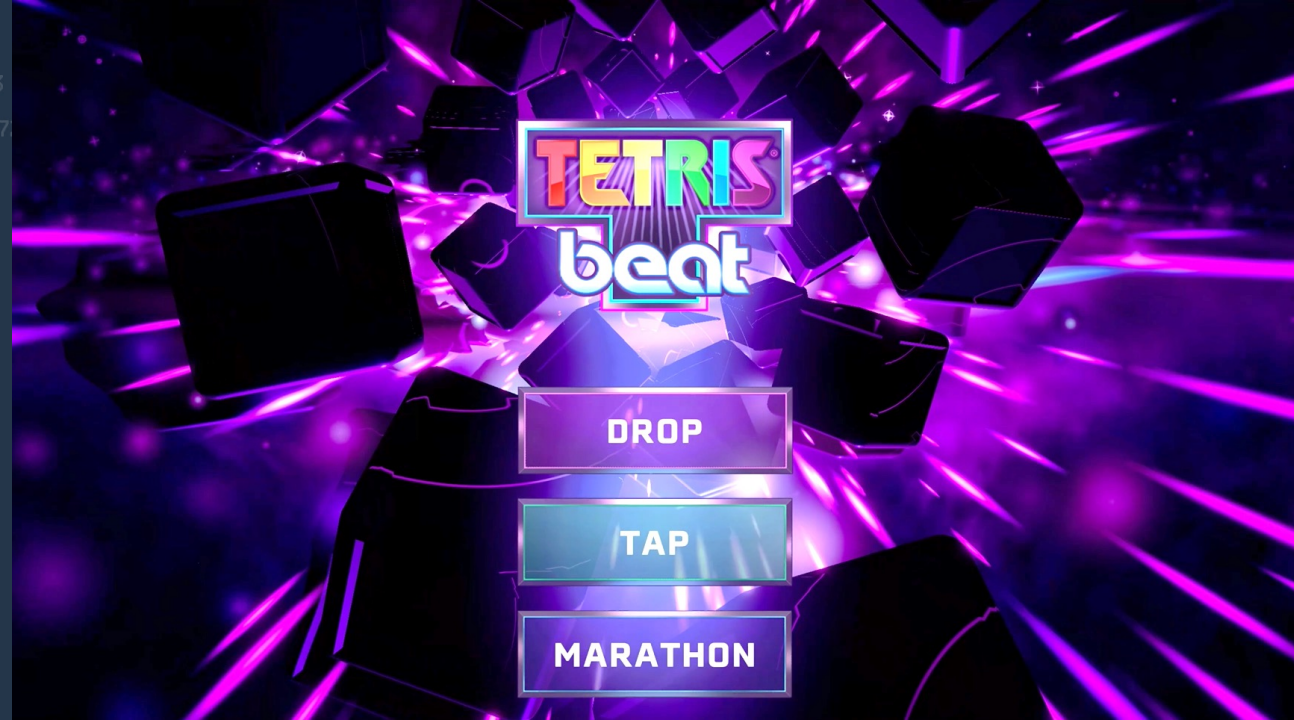
FULL PRODUCT DEVELOPMENT



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

Apple Arcade



FULL PRODUCT DEVELOPMENT



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



FULL PRODUCT DEVELOPMENT



LINK TWIN



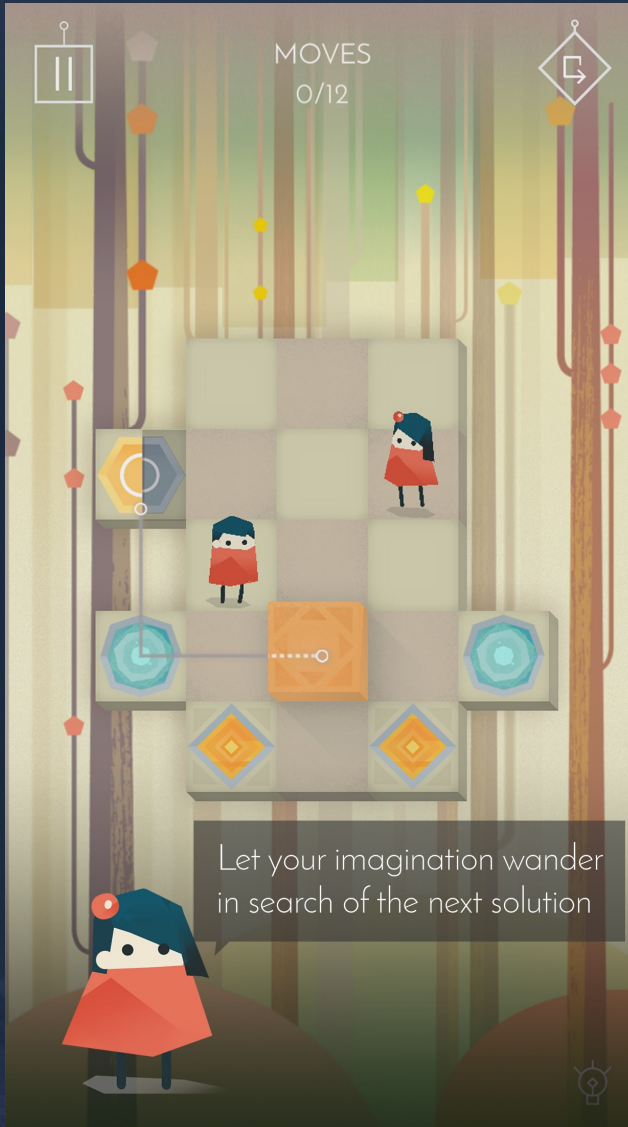
- Global launch in February 2017
- Innovative puzzle game with atmosphere
- Developed 100% by Amber, published by Carbon
- Featured on the Apple and Samsung App Stores
- Won 2nd place at The Very Big Indie Pitch, PGC London, 2017



LINK TWIN



TAP TO PLAY

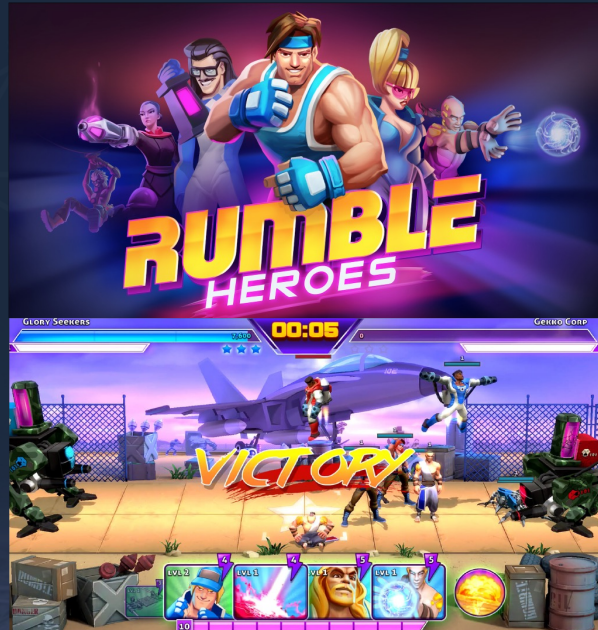


FULL PRODUCT DEVELOPMENT



RUMBLE HEROES

Publisher: Rogue Games



TOY BLITZ

Publisher: Amber Studio



CINDERELLA FREE FALL

Partner: Disney Interactive



FULL PRODUCT DEVELOPMENT



Loftaine

SUPER SPY RYAN

Publisher: Amazon



AVALON

CASH LIVE

Partner: Cash Live



Oberon

ANGRY BIRDS NEXT

Partner: Rovio



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



PLATFORM CONVERSION



STUMBLE GUYS

- _ Porting services for Scopely
- _ Ported from Mobile and PC to PS4, PS5, Xbox One, Xbox SX, and Nintendo Switch (Unity):

Engineering

- Cross Play, friend invites
- User authentication
- Achievements / Trophies
- Controller support
- In-game store
- Performance optimization

UI/UX

- Deconstruction of existing game
- Research console games in the genre
- Define adaptations for console
- Document original UX flow
- Create new screens
- Update existing screen



PLATFORM CONVERSION



WORLD OF OUTLAWS: DIRT RACING

- _ Porting services for iRacing
- _ Ported from PC / PS4 / Xbox One to Nintendo Switch (Unity):
 - Two-player split-screen
 - Online multiplayer
 - Accelerometer and vibration
 - UI and audio update
 - Support for table-top and handheld
 - Optimizations for fps, memory usage, textures, shaders, lighting, meshes
 - Certification testing



PLATFORM CONVERSION



NASCAR RIVALS

_ Porting services for Motorsport Games

_ Created new game for Nintendo Switch (Unity) based on previous Switch game and new PC game:

- Switch Wheel controller
- New feature rear view mirror
- New cars, drivers, tracks
- New challenges
- Revamped paint booth
- Three DLCs with additional content
- Driver roster update
- UI refresh
- Performance optimization
- Visual improvements
- Cartridge file size optimization
- Certification testing



CO-DEVELOPMENT



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
- Clayface Heat Chamber
- West End
- Couldron District
- Gotham Heights
- Powers Club
- Financial District
- Orchard Hotel
- Dixon Docks

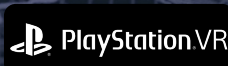


CO-DEVELOPMENT

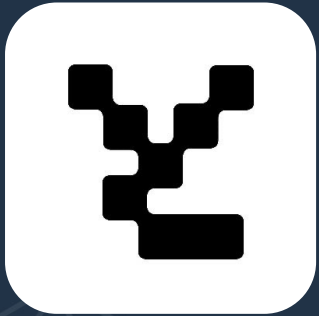


THE WALKING DEAD: SAINTS & SINNERS – CHAPTER 2: RETRIBUTION

- Conversion of The Walking Dead: Saints & Sinners Retribution game to the PlayStation VR platform from higher-fidelity PC/PSVR2 version
- Engineering and technical art optimization of Unreal Engine levels, characters, props, UI and gameplay systems
- Launching in Q4 2023



CO-DEVELOPMENT



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.



CO-DEVELOPMENT



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



CO-DEVELOPMENT



SKY

- Custom engineering services for thatgamecompany
- Backend engineering, tools support and functional QA services.

Core components implemented:

- Ccl Improvements
- Account Servers
- Security
- Admin Tools
- Database Scaling
- Load Testing

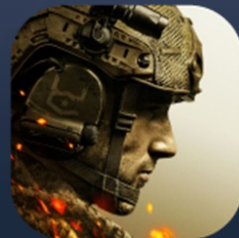
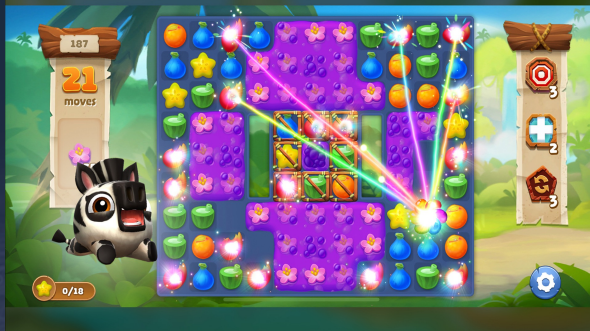


CO-DEVELOPMENT



*WILD THINGS:
ANIMAL ADVENTURES*

Partner: Jam City



*WAR COMMANDER:
ROGUE ASSAULT*

Partner: Kixeye



*YAHTZEE!
WITH BUDDIES*

Partner: Scopely

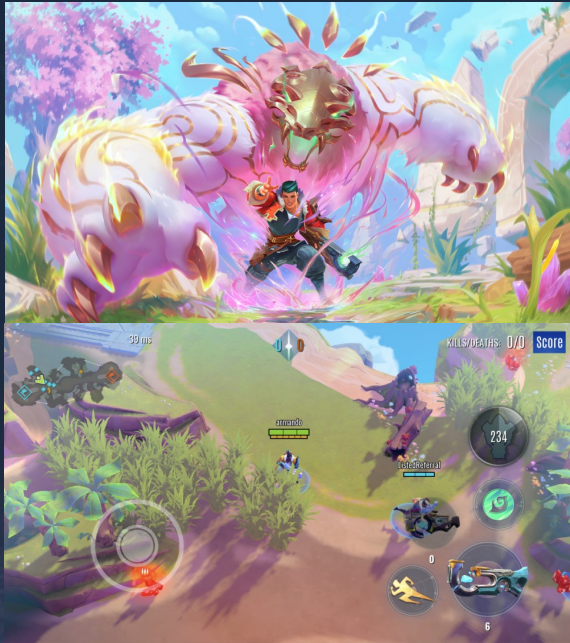


CO-DEVELOPMENT



CATALYST BLACK

Partner: Super Evil Megacorp



SECRET NEIGHBOR

Partner: Tiny Build



ARK DINOSAUR BATTLE

Partner: Wildcard



CO-DEVELOPMENT



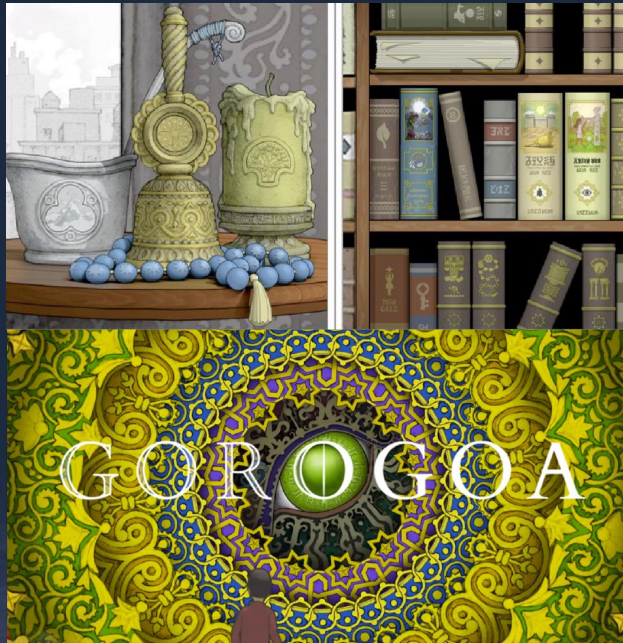
VINEYARD VALLEY

Partner: Jamcity



GOROGOA

Partner: Annapurna



BAD NORTH

Partner: Raw Fury



CO-DEVELOPMENT



LEVEL DESIGN

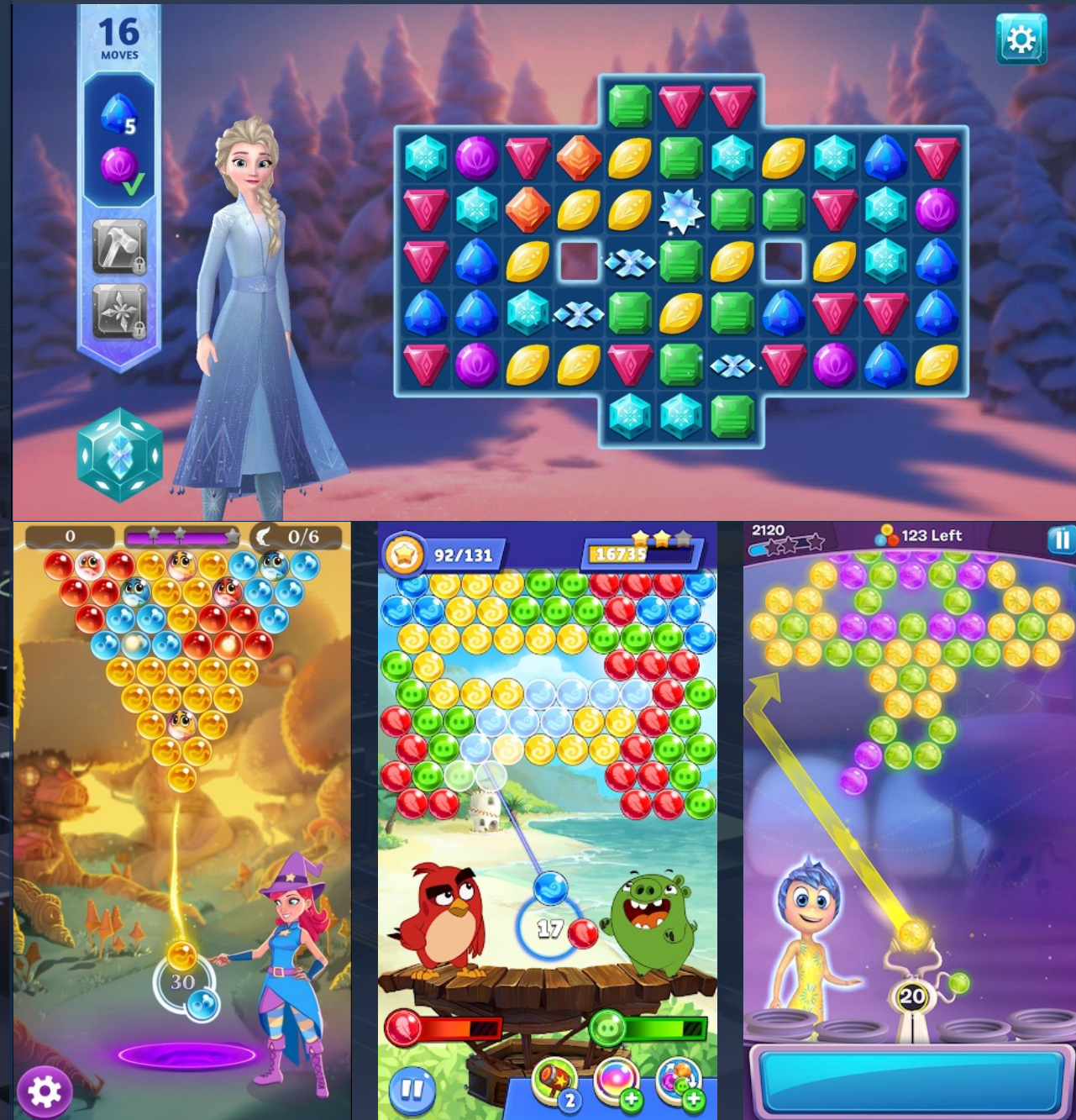
- Custom level design services
- Over 20,000 levels created, throughout 12 games from multiple partners

Disney

King

ROVIO

JAM
CITY



INNOVATION

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

SOLUTIONS

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




INNOVATION



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

FIND IT ON THE
 **Oculus Store**



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

FIND IT ON THE
 **Oculus Store**



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
- 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 [music video](#) 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

TOOLS & TECH STACK

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



PARTNER

AMBER

Giving Feedback

Product review feedback
Quality review feedback (art, design)

Receiving Feedback

Weekly / Sprint sync meetings
Track & communicate updates

Reporting Issues

Tech / Art / Design discussions
Provide decisions on flagged risks
Provide decisions on scope / cost changes

Providing Info & Options

Track issues & provide options
Communicate risks & mitigation options
Communicate & provide options for scope / cost changes

Review & Approval

Review builds
Approve builds

Progress Reporting

Track issues & provide mitigation options
Sprint / Risk / Milestone Reporting



Outlook



Zoom



Slack



Jira



Confluence

SECURITY

>03

P0723

>03

COLLOCATED DATA CENTER



SECURE VPN CONNECTION



24/7 ON-SITE SECURITY



NEXT GENERATION FIREWALLS



ENDPOINT SECURITY



HIGH AVAILABILITY



DDOS PROTECTION



SSL ENCRYPTION

TESTIMONIALS

AYHAN SAHIN

Director of Product / BIG FISH GAMES

"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

CBO / SUPER EVIL MEGACORP

"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

Level Design / ROVIO

"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

General Manager / KIXEYE

"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

QA Manager / KABAM

"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

Producer / RAW FURY

"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."

AMBER LEADERSHIP



JAIME GINE



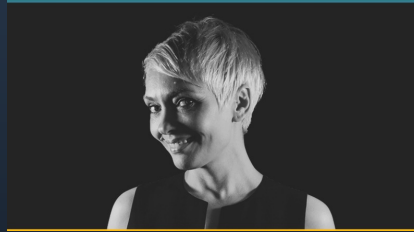
CHIEF EXECUTIVE OFFICER



CRISTIANA FERNBACH



GENERAL COUNSEL



ANDREEA ENACHE



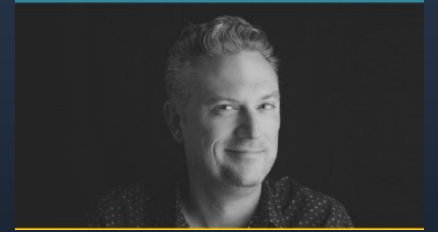
CHIEF REVENUE OFFICER



MIHAI POHONTU



EXECUTIVE CHAIRMAN



SCOTT HUMPHRIES



CHIEF PRODUCT OFFICER



TUDOR POSTOLACHE



CHIEF OPERATING OFFICER



VLAD POPOVICI



CHIEF MARKETING OFFICER



ROIE CHIZIK



CHIEF FINANCIAL OFFICER



CATALIN BUTNARIU



CHIEF STRATEGY OFFICER

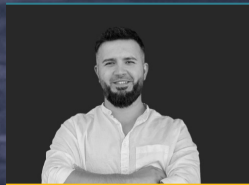
CONTACT US

bizdev@amberstudio.com



ANDREEA ENACHE 

Chief Revenue Officer



RUSLAN RUSTEMOV 

BD Manager – QA/Loc



IOANA POHONTU 

BD Manager EMEA



ANCA TUICU 

BD Specialist



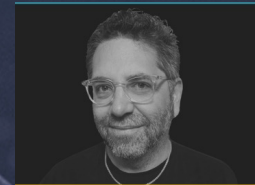
THOMAS WONG 

BD Director Mobile



DAVID COHEN 

BD Director PC/Console



MARTIN CAPLAN 

Amber Evangelist

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