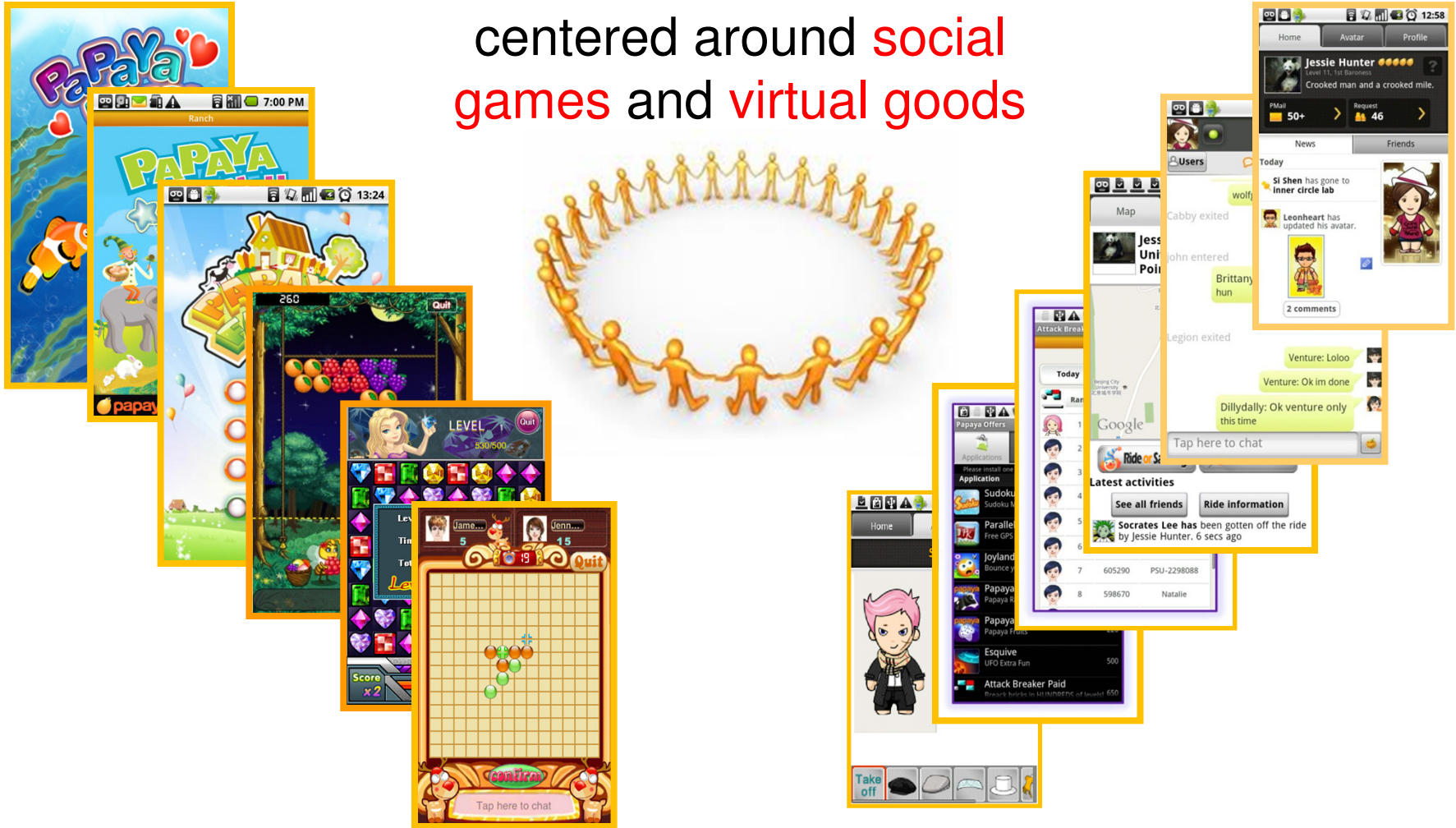


**Android in China**  
*Head of Business Development*  
*Paul Chen*

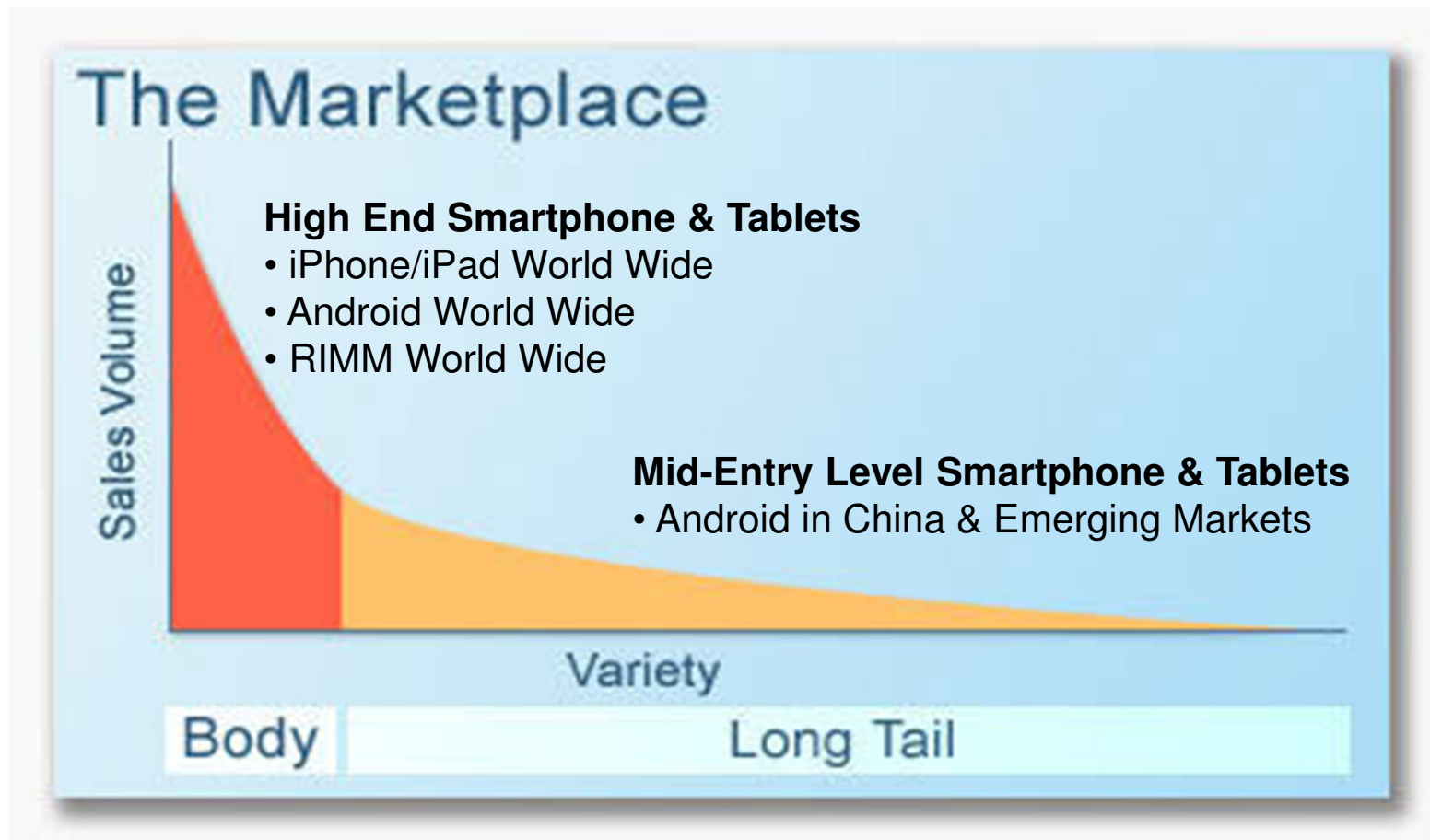
# PapayaMobile Introduction



Global **mobile** SNS  
centered around **social**  
**games** and **virtual goods**



# The Rise of the Smartphone Long Tail



# Global Virtual Goods Market



## *Worldwide Social Game Market Size By Monetization*

Millions

	<b>2009E</b>	<b>2010E</b>	<b>2011E</b>	<b>2012E</b>	<b>2013E</b>	<b>2014E</b>
Virtual Goods	1,493	2,988	4,907	6,707	8,116	9,539
Advertising	263	672	1,199	1,718	2,098	2,532
<b>Total</b>	<b>1,756</b>	<b>3,659</b>	<b>6,107</b>	<b>8,425</b>	<b>10,213</b>	<b>12,071</b>

## *Virtual Goods Market by Country*

Millions

	<b>2009E</b>	<b>2010E</b>	<b>2011E</b>	<b>2012E</b>	<b>2013E</b>	<b>2014E</b>
China	2,834	3,475	4,283	5,077	5,826	6,450
Europe	729	1,443	2,073	2,759	3,145	3,513
Japan	888	1,341	1,944	2,287	2,603	2,862
South Korea	890	971	1,109	1,250	1,361	1,478
U.S.	738	1,483	2,220	3,062	3,516	4,010
Rest of World	297	567	947	1,356	1,652	1,961
<b>Total</b>	<b>6,375</b>	<b>9,280</b>	<b>12,577</b>	<b>15,791</b>	<b>18,101</b>	<b>20,274</b>

# Challenges of Android in China

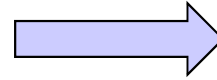


- No Android Marketplace for Legally Sold Phones
- Different Billing Solutions Required
- Frequent copying of IP
- Localization of Content
- Creating PR and Game Reviews for China

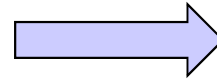
# Challenges of Android in China



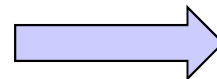
- No Android Marketplace for Legally Sold Phones



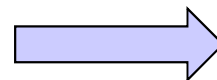
- Frequent copying of IP



- Localization of Content



- Creating PR and Game Reviews for China



# Papaya – Your Solution for China

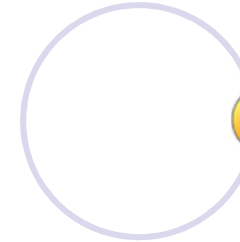
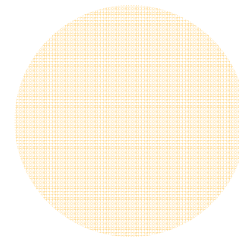
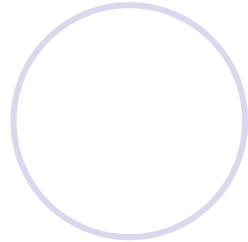
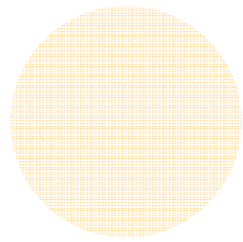


Android Features	Papaya Support	Chinese Support
<b><i>True Social Networking</i></b>		
User Profile w/ Avatar	Yes	Yes
Newsfeed	Yes	Yes
Games Invitation	Yes	Yes
Internal Emails	Yes	Yes
<b><i>Maximum Gamer Interactivity</i></b>		
Global/Local/Multiple Leaderboards	Yes	Yes
Chat Rooms	Yes	Yes
Challenges	Yes	Yes
<b><i>Maximum Monetization</i></b>		
In-App Purchase	Yes	Yes
Virtual Currency System	Yes	Yes
Offer System (w/ SDK)	Yes	Yes
Papaya Game Engine	Yes	Yes

**Papaya – Your Solution for China**



Look for Additional Papaya News over  
Next 3 weeks for Programs to Help  
Android Developers Address China



**Thank You!**

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