

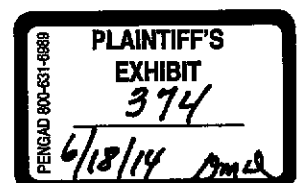
From: Jen MacLean
To: Curt Schilling; Bill Thomas; Rick Wester; Denise Kaigler; Tom Zaccagnino; Michael Corso; Gavian Whishaw; Tim Train
Subject: RI EDC Presentation Draft 1
Date: Tuesday, June 08, 2010 6:04:13 PM
Attachments: RI EDC Presentation v1.pdf

Hi everyone,

I've attached the first draft of the presentation for the RI EDC. Currently, the meeting is structured with SA introducing the cluster opportunity and its economic impact to RI (20 minutes), Wells Fargo describing the size of the industry, the segments 38S is targeting, and their due diligence on 38S (20 minutes), and me talking about the company, our vision, and our team (20 minutes). Please review and provide feedback, particularly on the style (too much for the audience?), the confidentiality of what we're showing (it's a public meeting), and key points I'm missing. Also, please keep in mind that many of our important points will be hit in my talk, not necessarily in the slides, but point them out so I don't forget them.

Thanks!

Jen





38 Studios

Rhode Island Game Cluster Opportunity

June 14, 2010

*Fairy Tales are more than true;
not because they tell us that dragons exist,
but because they tell us that dragons can be beaten.*

- G. K. Chesterton

38 Studios Confidential



38 Studios Vision:

Create Multi-Billion \$\$ Entertainment Company

Combine World-Class Creativity with Cutting Edge Technology
to Create an On-Demand Entertainment Experience

- Industry-Leading Creative and Technical Team
- Cornerstone Products
 - Role-Playing Game for PlayStation 3, Xbox 360, PC
 - Massively Multiplayer Online Game for PC
- Plan for Growth
 - Expansion into Additional Forms of Mass-Market Entertainment
 - Creation of New Entertainment Properties
 - Exploit Proprietary Technology and Processes



The Visionaries



Curt Schilling - *Founder and Chairman*

- Proven leader with unique perspective on building winning teams



R. A. Salvatore - *Executive Creator of Worlds*

- NYT Bestselling author; 15MM+ books sold in the U.S.



Todd McFarlane - *Executive Art Director*

- Over 120 MM comics sold worldwide



Ken Rolston – *Internationally Celebrated Game Designer*

- Lead Designer of bestselling **Game of the Year** role-playing games *Morrowwind* and *Oblivion* (over 9 million combined units sold)



Proven Development Expertise

Extensive Experience in Design and Development:
Over \$11B in Shipped Product Sales

Lead Designers from:

- *Morrowind, Oblivion, Fallout 3*
- *World of Warcraft*
- *EverQuest and EverQuest II*
- *Rise of Nations, Rise of Legends, Catan, Civilization II*

Selected Titles from other Team Members:

- *Star Wars: The Force Unleashed*
- *Fable*
- *Half-Life*



High-Growth Company

Diverse and Expanding Workforce

Growing From 180 Current FTEs to 400+ FTEs in 2012

Average Annual Salary: \$75,000

Management, SG&A: ~10% of Total Staff

Art
~30% of
Total Staff

Design
~30% of
Total Staff

Engineering
~30% of
Total Staff



“Mercury” Role-Playing Game

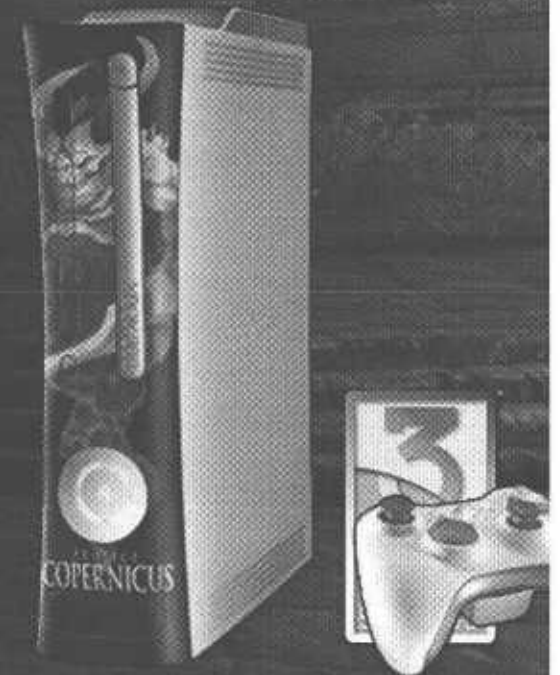
Explore *Copernicus* on Xbox 360, PlayStation 3,
and PC

Personal Narrative Introduces World of *Copernicus*

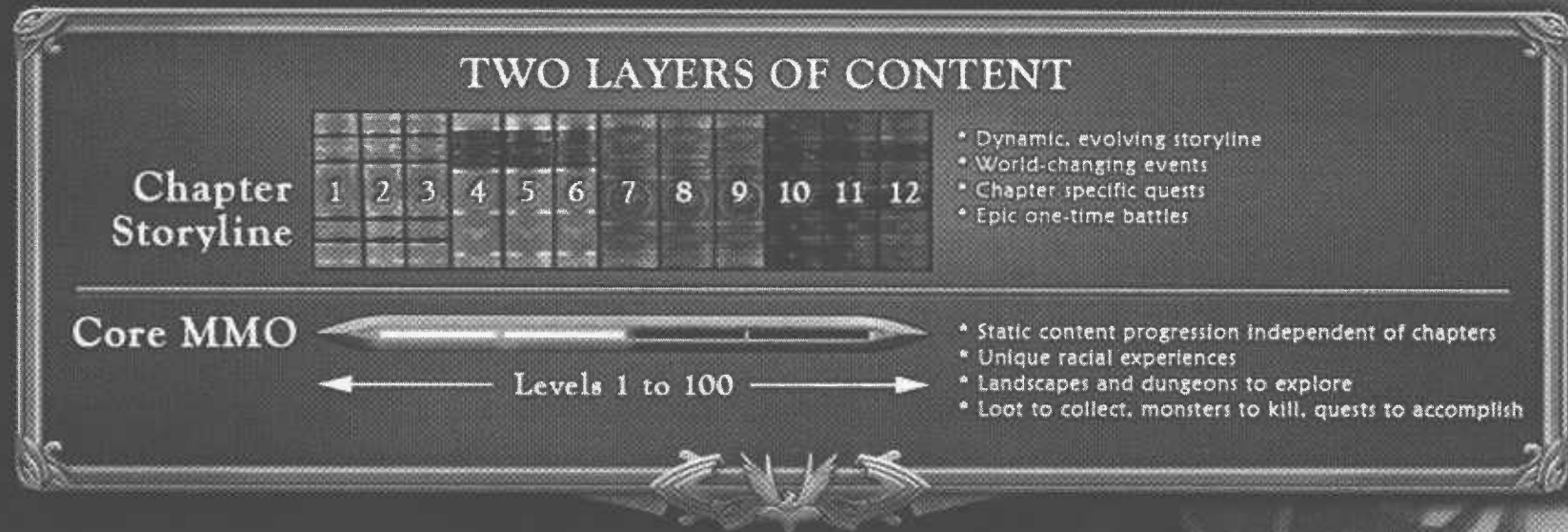
- A rich story leads players through the world of *Copernicus* in high-definition detail
- Launch September 2011

Strong Business Model and Proven Development Team

- Multiple team members from *Oblivion* (\$240MM+ in sales) and *Morrowind*, including award-winning Lead Designer Ken Rolston
- Downloadable content business model creates meaningful revenue after the initial retail purchase



"Copernicus" Multiplayer Game



Episodic Content Delivery

- Compelling subscription business model
- Ongoing customer interaction
- Logical progression and advancement of content
- Consistent, timely intervals
- Microtransaction and advertising opportunities

Product Ecosystem





Live the Story. Change the World.

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but because they tell us that dragons can be beaten.*

- G. K. Chesterton