



# Entering Asia

**Chris Akhavan**

President of Publishing, Glu

GAME DEVELOPERS CONFERENCE®

MOSCONE CENTER · SAN FRANCISCO, CA

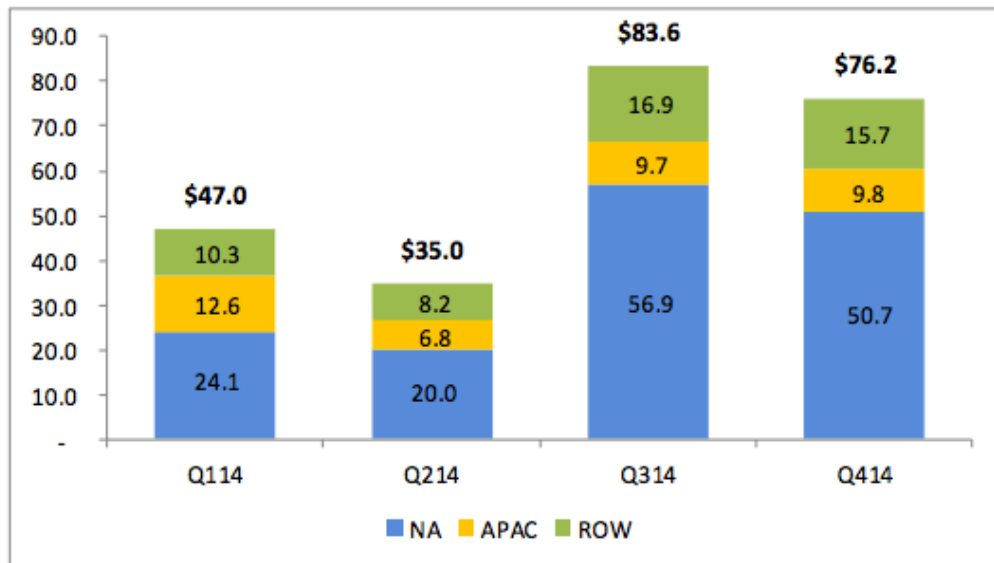
MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015



# Today...

Case studies and lessons learned from the last 2 years of expanding Glu's presence in Asia

(In millions)



*\*The table above illustrates Glu Mobile Non-GAAP revenue information*





# Glu Asia today

- ~100 person studio & publishing office in Beijing
- Small publishing teams in Seoul and Tokyo





# During the last 2 years at Glu...

- Hired local teams in Japan and Korea
- Continued investing in China
- Expanded focus in South East Asia





# 2013 B2B Media Campaign

## Glu Mobile discusses drive to penetrate Japanese mobile game market

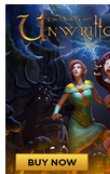
By [kevingifford](#) on Oct 16, 2013 at 6:30p



STAY CONNECTED. FOLLOW POLYGON NOW!

Glu Mobile, the San Francisco-based developer of mobile titles like *Eternal Warriors* and *Deer Hunter*, announced in this week's issue of *Famitsu* magazine that they're aiming to make a serious push into the Japanese freemium smartphone marketplace.

"Our interest lies in how not just Japan, but the entire Asian market is expanding every year," said Shinsuke Mori, Glu's country manager for Japan. "Right now, about 30 percent of Glu Mobile's sales come from Asia. Beyond that, though, Japan has a unique presence in game culture. It's recognized as the nation that created the current movement in video games, building unique gameplay systems in both console games and social titles that nobody else in the world has come up with. It's safe to say that in the past and today, people learned about games from Japan, and being able to tackle a nation like that is really exciting for us."



TOP STORY

Valve's bringing hardware to GDG VR system for St  
By [Michael McWh](#)  
2015

For the love of mechanical keys  
By [Brian Crecen](#)

Titanic game will explore the ship real time  
By [Colin Campbe](#)

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Glu Mobileは、アメリカのサンフランシスコに本社を構えるゲーム開発会社で、Glu Gamesのブランドで、スマートフォンやタブレット向けのゲームを、世界中でリリースしています。Glu Games

の特筆すべき点は、ハイクオリティなグラフィックによる3Dゲームの開発を得意としている点にある。そんなGlu Gamesのタイトルの中から10本を選び、小冊子としてお届けしよう!

DEER HUNTER 2014

MOTOCROSS MELTDOWN

スマートフォン・タブレット向けの  
スゴい3Dゲームが続々登場!

FRONTLINE COMMANDO 2

ETERNITY WARRIORS III

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62 [경향재임스] WIDE INTERVIEW

글루 모바일 퍼블리싱 사업부 총괄

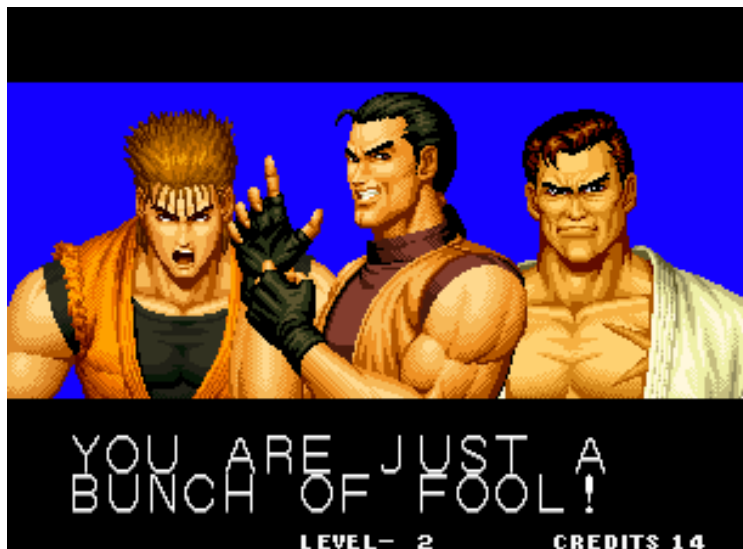
크리스 카발

소통과 협력으로 한국 시장 적극 공략  
글루와 함께 할 국내 개발사 언제나 환영

glu



# Improving localization





# Local hosting for China





# Local UA





# Local BD



91助手



安卓市场



小米手机助手



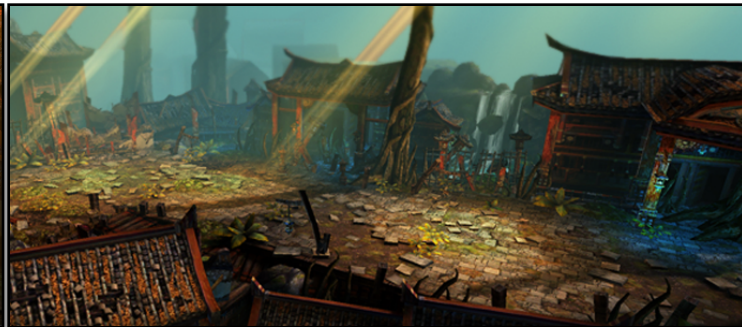
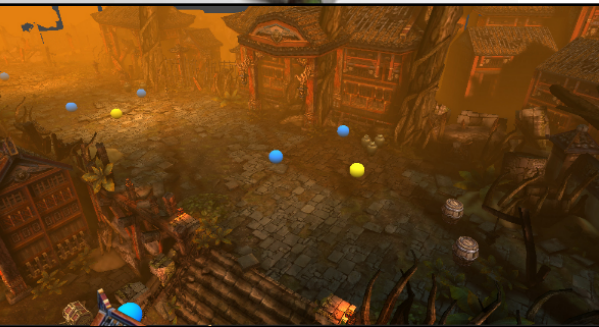
uc浏览器















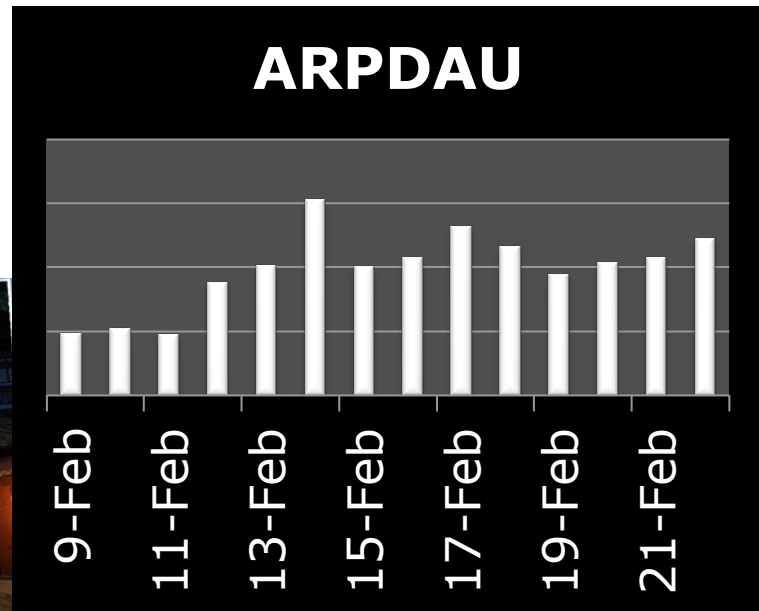
# Designed for China

- Local events
- Rebalanced economy
- Retention systems
- In-game messaging
- Android build reduced to 39MB from 79MB





# Contract Killer: Sniper (China)



>2X ARPPDAU lift





# Thanks!