

Hatch:
**Pioneering
mobile game
streaming**

Kati Levoranta, CEO

Entertainment has been disrupted by streaming



Netflix



Spotify



Hatch

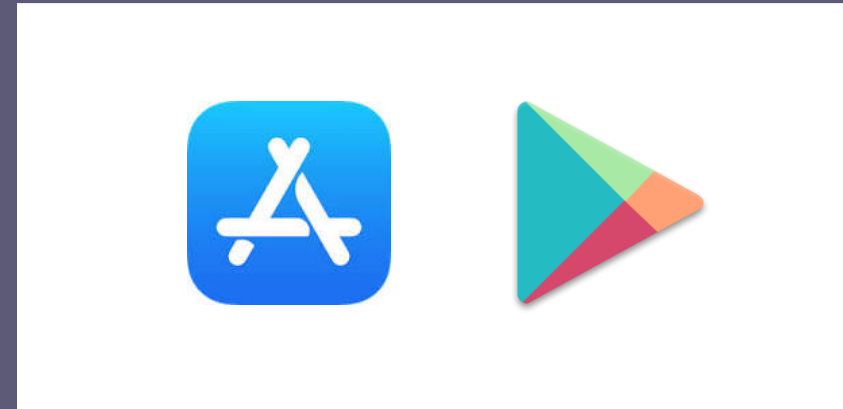


Hatch uniquely positioned in on-demand streaming in mobile games

PC and console games market

Mobile games market

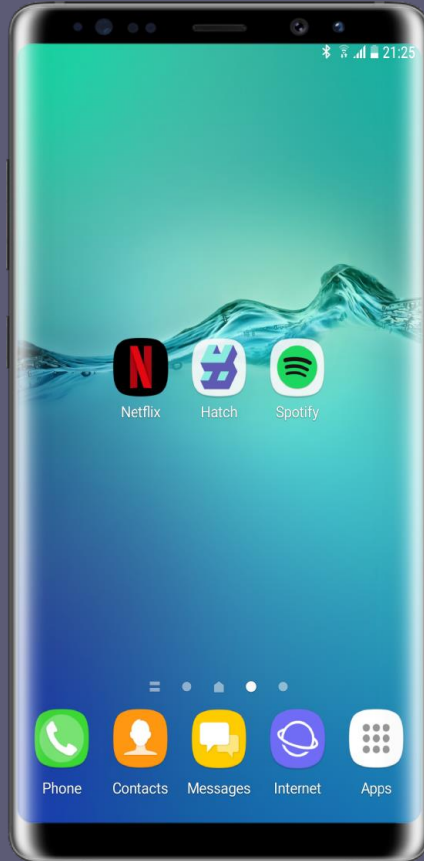
Current paradigm: Off-line downloads



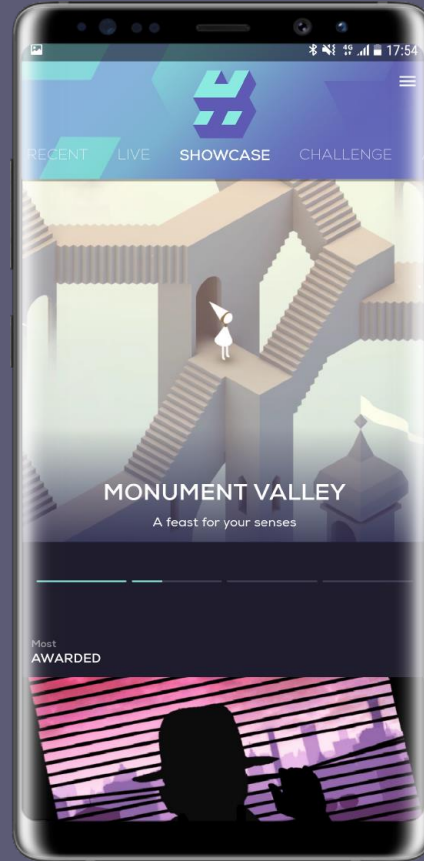
Emerging paradigm: On-demand streaming



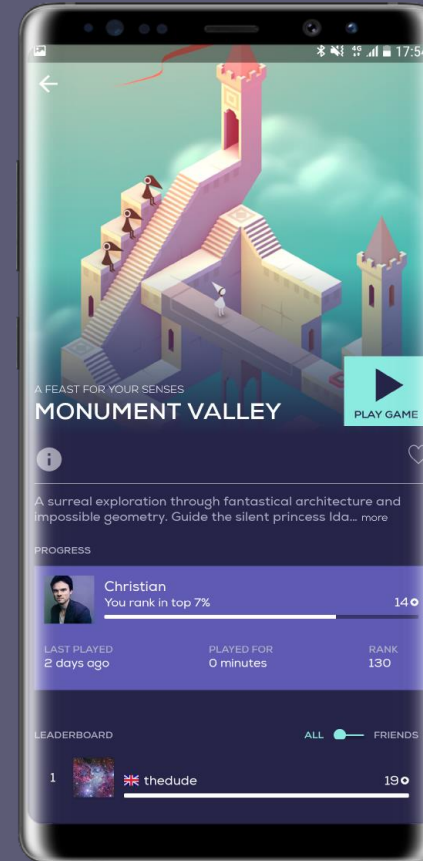
Hatch works like other familiar streaming services



Open Hatch just like any other app



Discover the best games for you



Press play to start the game



Game starts instantly

Hatch

- High-quality collection of amazing games – over 150 games live today.
- Instant, on-demand gaming with streaming – no downloads or installations of individual games.
- Rich social experiences like Hatch League tournaments, live leaderboards and voice chat.
- Two-tier consumer offering: paid subscription and free-with-ads
- Live in 21 countries* on Google Play and Samsung's Galaxy Store.

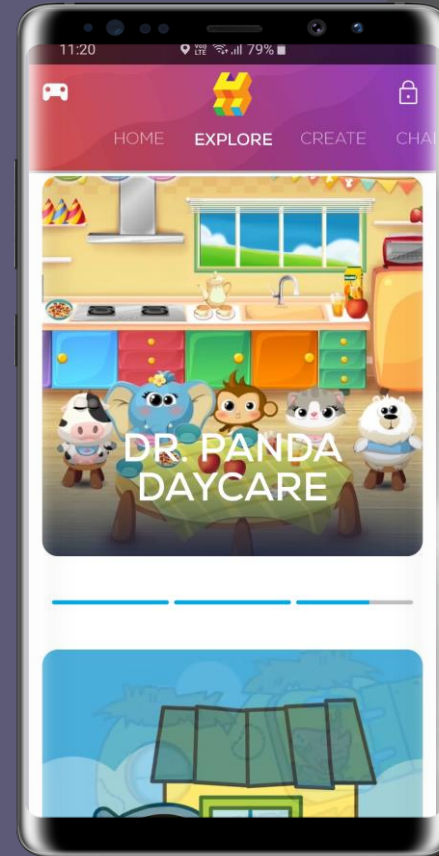


* 18 in Europe + US, Japan, South Korea



Hatch Kids

- Safe place where kids can play, learn, and have fun.
- The best kids' content from the best game studios, all in one place with one monthly subscription.
- Play together as a family, with mobile, tablet, and TV.
- No ads, no in-app purchases or hidden costs.
- Total peace of mind for the parents.
- Soft launched in Finland and Sweden.



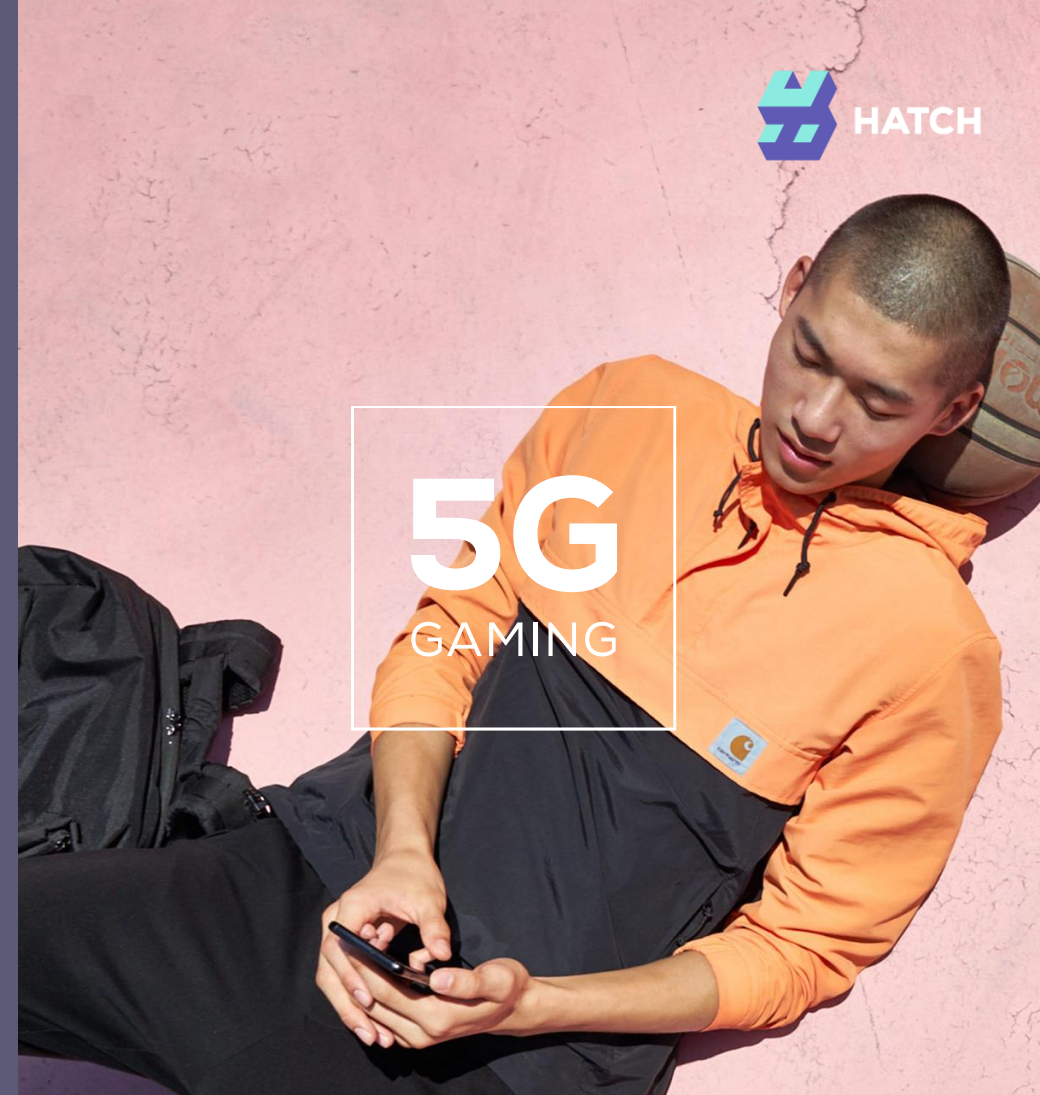
Broad range of partners



Go-to-market with strategic partners

Hatch has launched the service together with partners across regions:

- NTT Docomo Japan
- Samsung South Korea, UK, Spain, Italy, Germany
- Sprint USA
- Vodafone UK, Spain, Italy, Germany



Hatch funding round 2019

- To accelerate its growth and expansion to new markets, Hatch seeks external funding and further strategic partnerships
- As part of the funding round Rovio is prepared to reduce its 80% ownership below 50%