

BGI Investor Update – October/November 2011

Development

- We are now in Open Beta, a key development stage that allows us to optimise and refine the game, add in a few last items of content and resolve minor bugs and issues.
- Feedback from players is overwhelmingly positive – we are seeing kids aged 5 through to 13 enjoying the game in over 50 countries (and their parents too).
- Moderator team now in place providing proactive customer support to players and parents worldwide.
- We are testing stage 1 commercial billing and plan to officially launch on 1 December.
- We are committed to continued development of the core virtual universe using the Adobe Flash platform. This platform is installed on 97% of worldwide PC and Macintosh computers and will continue to be supported by Adobe and the wider-industry.
- We have begun work on mobile games based on the Little Space Heroes IP (for Apple iOS and Android). The first games will be completely free to allow us to extend the brand reach to our target audience. We expect to create premium versions of mobile games in 2012 which will generate additional revenue streams.
- We will launch a major web update late this week to improve the brand positioning and increase the speed and performance of the website
- Next week the focus will be on the start of internationalisation, to provide the site and safe chat in major languages

Distribution

- Discussions continuing with a number of affiliate partners in Australia, Asia and further abroad.
- Finalising a distribution arrangement with Zeevex (<http://www.zeevex.com>), the leading provider of prepaid game cards in North America. This will open up our distribution footprint to national retail presence via stores such as Walmart, Target and CVS. Expected implementation pre-Christmas 2011.
- Macquarie University and the NSW Department of Education have partnered with us to provide kids in NSW with an opportunity to learn the basics of game design while also playing Little Space Heroes and giving us feedback. Please see their news release: <http://web2.macquarieict.schools.nsw.edu.au/blog/2011/11/08/want-to-work-in-the-video-game-industry-have-a-taste-of-being-a-game-tester/>

Marketing and PR

- Secured Seal of Approval from Family Friendly Videogames.com, a leading US-based parenting website <http://www.familyfriendlyvideogames.com/LittleSpaceHeroes>
- PR activity is now focused on securing reviews from gaming websites and mommy bloggers with key markets for focus being USA, Canada and the UK.
- Significant press coverage, all of which has been exceptionally positive. See links below.
- Our search engine optimisations campaigns are bearing fruit with 30% of current traffic from targeted keyword search, and growing. Little Space Heroes is number one in Google.com (US) searches for many premium keyword phrases, see the table below which shows rankings for October

keyword	Google US Rank
virtual world for kids	1
online virtual worlds for kids	1
virtual world games for kids	1
fun virtual worlds for kids	1
virtual world games online	2
virtual games for kids	2
fun virtual worlds for kid	2
virtual world games for kid	3
fun virtual world for kids online	3
fun virtual world game for kids	3
kid virtual worlds	4
fun virtual worlds kids	4
fun virtual worlds kids online	4
fun virtual worlds for kid online	4
virtual games for kid	4
virtual game for kid	4
free kid virtual worlds	5
fun virtual world for kid online	5
online virtual games for kid	6
fun virtual world games for kid	6
virtual worlds for kid online	6
virtual game for kids	6
free games for young children	6
games for young children	7
fun virtual world for kids	7
fun online virtual worlds for kids	7
virtual world game for kids	8
free fun online kid games	8
games for kids under 12	8
virtual worlds for kid	8
online virtual games for kids	8
	9

Press coverage

- **Massively Previews** <http://massively.joystiq.com/2011/11/02/mmo-family-first-impressions-of-little-space-heroes/> (article) and <http://livestre.am/17pqv> (video)
Very positive preview of the game including a 48 minute game 'walk-through'
- **Review on Brazilian games portal** <http://www.baixaki.com.br/download/Little-Space-Heroes.htm>
Our first Portuguese language coverage, this positive review looks into Little Space Heroes in detail. It's a great example of the international reach of Little Space Heroes which is already being played in over 50 countries. Outside our tier 1 markets, big early uptake seems to be occurring in India, the Philippines and Brazil.
- **Interview in The Age/Sydney Morning Herald:**
<http://www.theage.com.au/digital-life/games/blogs/screenplay/little-big-online-world-20111028-1molk.html>
<http://www.smh.com.au/digital-life/games/blogs/screenplay/little-big-online-world-20111028-1molk.html>
Paul Gray was interviewed by Fairfax in their Screenplay Games section. This was syndicated throughout Fairfax media (e.g. into Brisbane Times and other papers)

- K-Zone

Below is a preview in K-Zone that showcases the game. This is free coverage secured by us.

PREVIEWS

OUTTA THIS WORLD

A GAME SET IN AN ONLINE UNIVERSE IS ABOUT TO LAUNCH... AND IT'S BEING MADE HERE IN AUSTRALIA!

We've found a rad-looking game called *Little Space Heroes*. We're extra-stoked because it's being developed by Bubble Gum Interactive!

WHAT IT'LL BE ABOUT

The idea is to join forces with buddies to find 'Glow's and track down the evil Lord Shadowbot. In doing so you'll be able to visit different planets to play mini-games and collect coins. Many parts of *LSH* will be free, but you'll need to subscribe to access some of the game. We got to check out the unfinished game and we thought it looked like loads of fun. Fingers crossed!

BUBBLE WHAT?

Bubble Gum Interactive! BGI is a brand-new Aussie studio working on *LSH*. We're really digging what the BGI guys have to say about games. Their mission is to produce compelling and entertaining games while making gamers get creative. Their whole deal is to make games especially for kids - and that's rare! BGI is planning a DS game next. Jaw drop!

SPACE SUITS ON!

BGI's upcoming (and first) game, *Little Space Heroes* is looking solid. It's set to be released this month, and it'll be an interactive, online multiplayer game where you customise your own Space Hero. The best news? To play it, all you'll need is a computer that connects to the internet and has Flash installed.

Sweet surprise PC game? Check out Minecraft - it's a big test of your creativity. There are a couple of different versions that you can download from the web. You can't win the game but you can become your own hero!

90

K-Zone has the best crew ever! No lie! - Jeremy

I love K-Zone! May it live forever! - Jonathan