

ENJOY RESPONSIBLY
e



fromthebench
digital entertainment



FROM THE BENCH is a Spanish company focused on the production, management and distribution of social and mobile games in a cross-platform environment.

More info: www.ftbsports.com

1. Headquarters offices: Madrid (Spain).
2. Development Studio: Alicante (Spain).
3. Employees: 25 professionals.
4. Producing social and mobile games since 2003.

1. WEB
2. FACEBOOK
3. IPHONE / IPAD
4. ANDROID
5. TUENTI (*Spanish Social Network, more than 15M users*).
6. Any other partner's requirement.

Our Partners

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Our Partners (cont.)

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MARCA



 **tuenti**

 **laSexta**

Our games

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Succes Case: Fantasy Manager

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With the Fantasy Manager game the user can manage the team of his dreams from several points of view: sport, financial, marketing, facilities...



Released in October, 21st 2010



A.C. Milan

THE MOST SUCCESSFUL CLUB

**FANTASY
MANAGER
2011**

Released in April, 1st 2011

Succes Case: RM Fantasy Manager

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Real Madrid
FANTASYMANAGER
2011

www.realmadridfantasymanager.com

RESULTS (released in October 21st, 2010):

Data got in May, 31st.

- ✓ **+2M users.**
- ✓ **MAU: +350K users** (*Monthly Active Users*).
- ✓ **DAU: +70K users** (*Daily Active Users*).
- ✓ **Revenue: 500K€** (*in just 8 months*).

Succes Case: RM Fantasy Manager

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A.C. Milan
THE MOST SUCCESSFUL CLUB

**FANTASY
MANAGER
2011**

www.acmilanfantasymanager.com

RESULTS (released in April 1st, 2011):

Data got in May, 31st.

- ✓ **+300K users.**
- ✓ **MAU: +60K users** (*Monthly Active Users*).
- ✓ **DAU: +20K users** (*Daily Active Users*).
- ✓ **Revenue: +120K€** (*in just 3 months*).

- **Real Madrid Fantasy Manager 2011:**
 - ✓ 50% spanish players.
 - ✓ 40% LATAM players.
 - ✓ 10% rest of the world players.
- **AC Milan Fantasy Manager 2011:**
 - ✓ 50% italian players.
 - ✓ 25% indonesian players.
 - ✓ 25% rest of the world players.



Business Model

Business Model



From The Bench work:



- ✓ Provide a cross platform game
- ✓ Provide servers infrastructure
- ✓ Customer support center
- ✓ Community Manager
- ✓ Game Management and improvement
- ✓ Payment infrastructure



Anderlecht work:

Marketing ✓
(Newsletter, Website, Facebook...)

Prizes ✓



Set Up cost: **0€** Fees: **0€** Maintenance: **0€**

50% - 50%

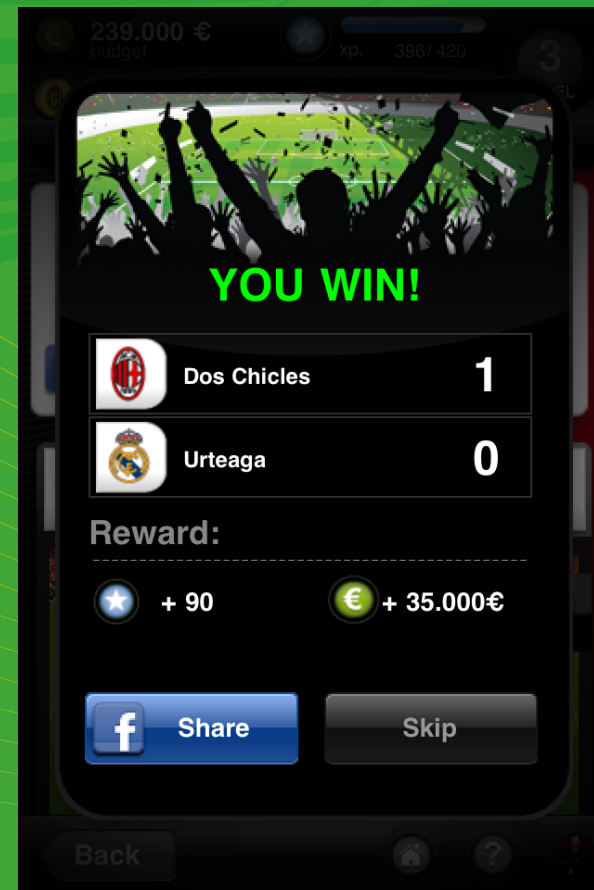
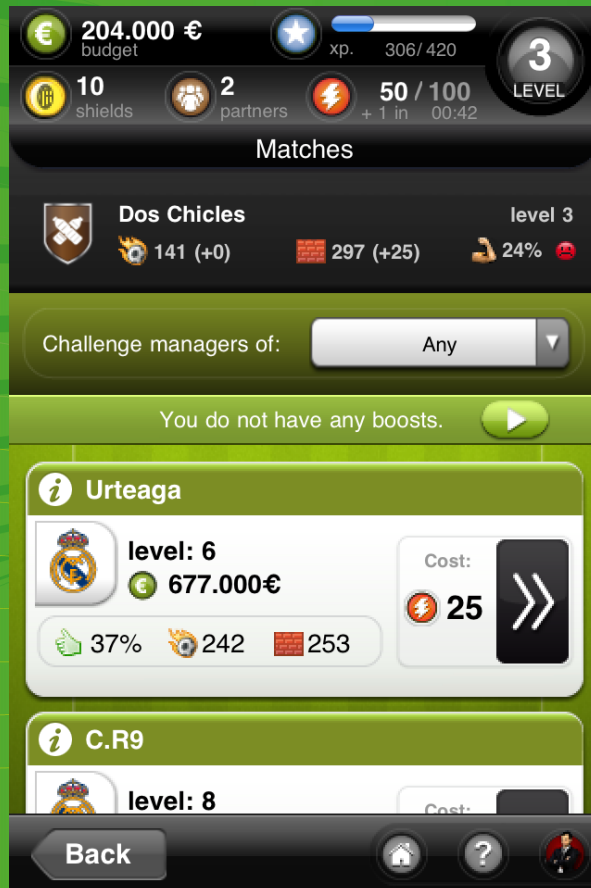
Franchise integration

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Franchise integration (cont.)

AC Milan's users can challenge Real Madrid's fans:



Goals for the season 2011-12

- Release date: October 2011.
- Languages:
 - ✓ Spanish.
 - ✓ English.
 - ✓ Italian.
 - ✓ German.
 - ✓ Portuguese.

Goals for the season 2011-12 (cont.)

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- Platforms:
 1. iPhone.
 2. Facebook.
 3. Android.
 4. iPad.
 5. Website out of Facebook.

Thank you.

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