

The background is a solid yellow color. It is covered with a pattern of the numbers '2' and '4' in a dark grey or black color. These numbers are arranged in vertical columns of varying heights and are slightly offset from each other, creating a sense of depth and movement. The overall effect is reminiscent of a digital or data-themed background.

# 2048

## HACKPLAY

# BACKGROUND

- Original 2048 hit game was created by Gabriele Cirulli in 2014.
- Open-source code invited countless low-quality knockoffs.
- Original 2048 apps were acquired from Cirulli and relaunched by Solebon in 2017. Cirulli remains a consultant.
- 2048 Hack Play is the first and only official brand extension of the original 2048 game.



App ID: 1573928039  
Launch Date: 07/22/2021



<https://www.cnbc.com/2014/03/26/19-year-old-makes-viral-game-hit-in-a-weekend.html>

# HACK PLAY

- Now...  $2+2=512$ !
- Hack Play has been a developer feature for testing available as a hidden Easter egg.
- Family and friends have pushed for years to release this version of the app.
- New app speeds play thru lower value tiles, requires thoughtful strategy from first swipe.
- More engaging for players of all skill levels!



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# 2048 KPIs

## LOVED WORLDWIDE

currently played daily in 191 countries

## AVERAGE SESSION LENGTH = 8 MINUTES

total daily play of 47 minutes across 6 sessions

## DAY 1 RETENTION RATE = 71%

7-day retention = 55%, 30-day retention = 34%

## STRONG ORGANIC ASO

5-star rated, top-ranked keywords

Projecting similar metrics for new Hack Play app.

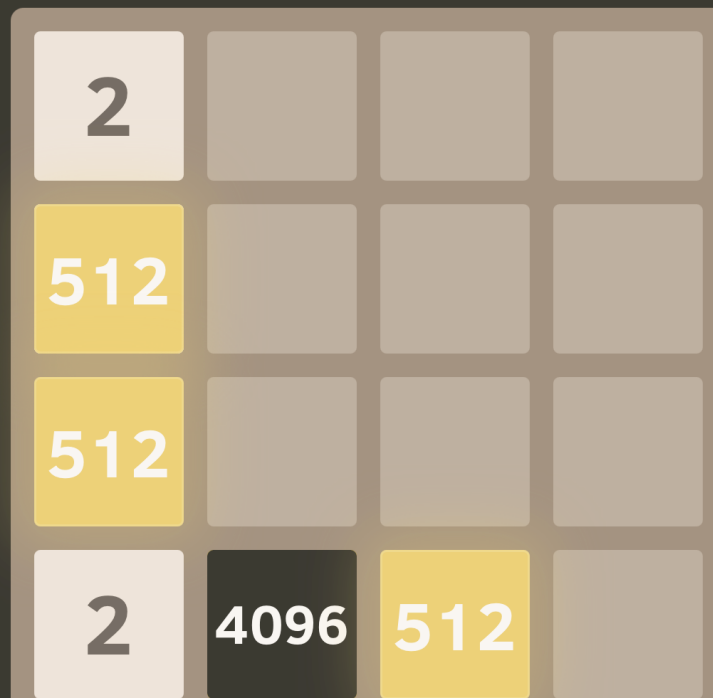


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## You hacked it!

You unlocked the 4096 tile with 22 moves in 1:00.



# APP DETAILS

**APP NAME:** 2048 Hack Play

**LAUNCH DATE:** 07/31/2021

**APP ID:** 1573928039

**DEVELOPER NAME:** Solebon LLC

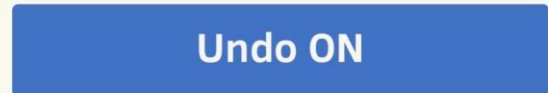
**APP STORE STATUS:** Prepare for Submission

**REVENUE MODEL:** Advertising + IAP



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# MARKETING

- Targeted launch promotion (\$100K spend) plus sustaining search.
- Influencers – 50M follower reach.
- Global PR with interviews from Cirulli and other team members.
- Cross-promote to players across existing Solebon brands.



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# THANK YOU

Please contact us directly with any questions.

We are happy to setup discussions with any of the team members including Gabriele Cirulli.

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