



PHZ GAME STUDIOS

- Studio presentation
- PGC Helsinki 2023

```
Products()
ApprienProducts from the IAP or su
catalogFile = Resources.Load<TextAsset>
catalog = ProductCatalog.FromTextAsset
ApprienProducts = ApprienProduct.FromIAP

// Initialize Unity IAP configuration b
_builder = ConfigurationBuilder.Instan

// Platform specific integration type
ApprienIntegrationType integrationType

#if UNITY_IOS
integrationType = ApprienIntegration
#else
integrationType = ApprienIntegratio
#endif

// Package name. Usually Application
var packageName = Application.ident

if (ApprienManager == null)
{
ApprienManager = new ApprienMana
Application.identifier,
integrationType,
ApprienConnection.Token
};
}

// Add standard IAP ids, so that there
foreach (var product in ApprienProducts)
{
_builder.AddProduct(product.BaseIAPId,
```

Studio identity

- We make mobile games that continue to delight and bring joy to our players for years!
- Based in Helsinki, Finland, one of the most vibrant mobile game development community in the world.
- Responsible, ethical branding



Project funding

- To elevate our new game concepts to their full potential
- User acquisition & global marketing + ASO
- Part of a catalogue of quality products for publishers and self publishing.



Some KPI's of released games

Siege Castles

- Released Dec. 2020
- >1 million downloads
- Revenue: 750kEUR++
- Average rating 4.3 stars google / 4.4 stars apple
- Genre: Strategy
- Physics based autobattler
- Break even reached within year from release

Castle War: Idle Island

- Released March 2022
- >100k downloads
- Complete graphic overhaul re-release
- Production cost 100kEUR
- Improved monetisation with Apprien



Backed up by parent company

PHZ Game Studios is a part of PHZ group

- Top 3 fastest growing IT company in Finland (Deloitte fast 50 2022 award)
- Resources shared with a consultancy of around 80 people (offering us vast scalability)
- Central location in games capital of the world, attractive to industry talent (offices HEL, TRE, Oulu)
- Great connections to local game dev programs

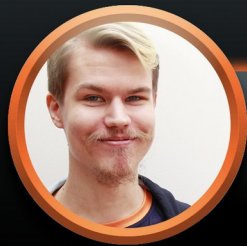




Antti Hätinen
Founder, (Nokia,
IBM, Sanoma)



Arto Käyhkö
COO & Founder
(Google, Nokia,
Nordea, Pollen VC)



Jesse Honkanen
Creative Director
(Kajak Games)



Marko Torkkeli
Graphic artist &
sound designer



Lari Miettinen
Programmer /
game designer
(Lupus Games)



Mikael Lehtonen
Senior game
developer
(MOTORIOUS Interactive)



Alma's Alchemia

- Casual puzzle game
- Completionist player motivation (1-3 stars)
- Dark Academy aesthetic
- Market insight: in the puzzle games genre
"Magic" -theme *ratio of titles to total revenue* presents **business opportunity**



Alma's Alchemia

- (WIP) Main character *Alma*
 - Relatable to primary target audience
Female ages 20-30
- Meta game & narrative will be focused on main character's journey to self-actualization





Thank you!

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