

MCI Portfolio company enters the mobile games market

29.04.2013

Geewa, a company in MCI.TechVentures fund portfolio from the MCI Management group developing online games, has put a mobile version of the most popular game Pool Live Tour on the market. The game is available for any mobile device using iOS, i.e. iPad and iPhone. In the coming weeks the company is going to introduce an Android version.

Currently Pool Live Tour is the most popular pool game on Facebook with 2.5 million active players a day and 11 million a month. Furthermore, the company distributes the game in several language versions by partner agreements with international publishers, including Middle East countries (MENA).

- The company strategy is based on making use of increasing online penetration and availability of mobile devices, as well as huge interest in games developed for mobile devices. Moreover, Pool Live Tour is a multiplayer game, giving opportunity to play in real time with another person, which strongly corresponds with the social networking services popularity and the mobile version enables current and new players to enter the game freely outside of Facebook - said Sylwester Janik, manager of the MCI.TechVentures fund, the largest shareholder of Geewa.

Geewa

A company, established in 2005 in the Czech Republic, develops and distributes online games through its own online platform and Facebook. In December 2012 Geewa's Pool Live Tour reached 2.5 million users a day and the company found itself in "TOP 10 Facebook's game developers". The company gains revenue from subscriptions, virtual goods transactions made by users and advertisements. Geewa is one of the leading companies in the industry and invests to enhance the operating range in the markets recording above average revenues generated by the gamers.

Currently, Geewa focuses on rapidly growing mobile games segment introducing Pool Live Tour for mobile devices (iOS, Android) and develops a portfolio of new games, which are to be introduced into the market through 2013.

According to the PwC company report global video games market value will have doubled by 2015 and will have been rated at \$28.4 billion. The future looks promising for global mobile games market as well. As the Jupiter Research company has stated, its value being rated in 2011 at \$36 billion will have raised by 2016 to \$65 billion. Statistical data concerning applications downloaded for mobile phones are the proof the mobile games market is a significant force - according to the data, mobile games share 67% of this market.