

Pet Pet Go

Global Casual Competitive Game · Real-Time Cross-Border Battles · AI Matchmaking



Live in 13 Countries

EU, US & Asia mainstream markets



AI Real-Time Translation

Breaking language barriers globally



Proven Hit Model

Lean ops, high user retention

September
2026

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Key Metrics at a Glance

A Validated Global Growth Model

USD 74M+

Domestic Gross Revenue

Core loop & monetization fully market-validated.

55.93%

Avg. D1 Retention

iOS D1 retention 70%+; highly sticky content.

13

Countries & Regions

Spanning SEA, LATAM, Western & JP/KR markets.

12

Language Versions

12 languages deeply adapted to local contexts.

USD 61.36

ARPPU ARPPU

Solid monetization; rising high-value share.

17.25%

New-User Pay Rate

Stable conversion base; strong growth potential.

GO!

**3 mins to get addicted
fun lasts all day!**

Unlock skills after level III of evolution.

Hint

01

Global Market Opportunity

A Trillion-Dollar Track, Still Growing

Mobile games hold half of the global games market



In-game battle footage

\$103B

2025E Global Mobile Market

55% of Global Games Market

- **Market keeps expanding; mobile stays core**

2025E total market \$189B; mobile leads with 55%+ share.

- **3.6B gamers; mobile reaches 83%**

3.6B gamers, 3B+ on mobile (83%) — widest reach.

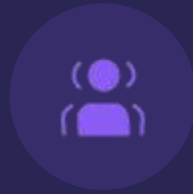
Casual Esports: Engine of the Fragmented Era

Short-session, high-frequency play powers new growth



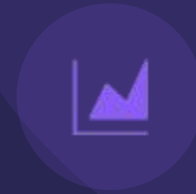
Fragmented-Time Fit

3-5 min matches; 3-5x daily opens vs
hardcore.



All-Age Reach

Low barrier, all ages; 24% user
CAGR.



Hybrid Monetization

Ads + IAP dual revenue; \$18B+
market.

\$20B+

Global Casual Market Size

14%+

Market CAGR

24%

Casual-Competitive User Growth

Regional Dividends: Four Markets Compared

Emerging markets add increment; mature markets add depth

01 Southeast Asia

\$14.7B

CAGR 7.33% ▲

Core: Thailand / Indonesia / Vietnam | Strong demographic dividend. The classic first stop for going global — a huge young user base, fast-rising mobile internet penetration and steadily growing willingness to pay.

02 Latin America

\$7.2B

CAGR 10.6% ▲

Core: Brazil / Mexico | Young & highly active. The world's fastest-growing blue-ocean region — social-driven casual-competitive boom, high acceptance of innovation and huge monetization potential.

03 West & Oceania

\$35B+

Steady growth +2-3%

Core: US / UK / Canada / Australia | Mature high-ARPU market. The world's top paying power and a core profit source — with exacting demands on quality, localization and compliance.

04 Japan & Korea

\$29.5B+

Solid growth +1-2%

Core: Japan / Korea | High-net-worth, high standards. Mature paying habits and deep loyalty, with near-strict bars on art, narrative and live-ops refinement.

Cross-Language Social: The Next Growth Frontier

China's going-global keeps double-digit growth



Case in point: global hero-collection gameplay

≈ \$20.5B

2025E overseas revenue of China's self-developed games

YoY +10.23%, double-digit growth

Three core industry trends

- From product export to full-system export.
- From single wins to a global grid layout.
- From translation to deep cultural fusion.

Insight: real-time cross-language social lifts cross-region retention by 15-25%.

02

Product & Market Validation

Product and Market Validation

Proof via real product footage and test data.



Positioning: Short Battles × Heroes × Global Social

Short-session thrills and long-term growth woven into mobile fragmented time

Short-session thrills + long-term growth in mobile fragments



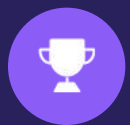
In-game battle footage

Three-Dimension Positioning Model



01 Short-Session Battles

Matches compressed to 3 minutes with ultra-low barriers for fragmented scenarios; fast-paced duels deliver instant thrills, serve high-frequency sessions and supply ad-ready visuals that convert mainstream traffic efficiently.



02 Hero & Lineup Depth

Multi-layer collection and progression systems build strategic depth from skill unlocks to lineup building; collection drives retention, while cosmetics and progression depth form the core pay points that sustain long-term value.



03 Seasons & Global Social

Seasonal iterations keep goals fresh and drive periodic returns; global servers and guild battles forge strong social chains — social ties become the retention backbone and viral loops lower CAC.

Low barrier to acquire mainstream users; heroes, seasons and social retain long-term value

Gameplay Core: Cute Pets × Auto-Chess Light Strategy

The world's first cute-pet auto-chess light-strategy game — conquer the battlefield with cuteness, lock in wins with strategy

Cute pets × auto-chess: light-strategy duels



01 Light-Strategy Core

Merge pets in real-time auto-chess duels — 3 - 5 minute sessions, casual and relaxed, with no compromise on strategic depth

02 Hero & Lineup Depth

50 heroes across 6 factions; multiple lineups and counter relationships form the strategic playground.

03 Fun-First Presentation

Living gear and cute styling lower the strategy bar — instantly readable for mainstream users.

Cuteness acquires mass users; strategy retains core players — light strategy is the core loop

Gameplay Innovation: Buff × Weekly Boost

Two mechanics solve sunk-cost and meta-stale pains

Global Buff System

A New Progression Logic



Any upgrade lifts the whole team; no sunk cost.

Weekly Boost • Season Buffs

Reshaped Strategy Ecosystem



Weekly boosts refresh meta & cold-hero pick rate.

Every progression point pays off; every week brings a new meta.

System Map: Four-Dimension Content

An immersive, deep, social and personal game ecosystem

Battle

Classic, ladder, guild wars, duos & brawl.

Progression

Level, evolve, ascend, runes & achievements.

Four-Dimension Gameplay Loop

Social

Guilds, friend squads and guild battles.

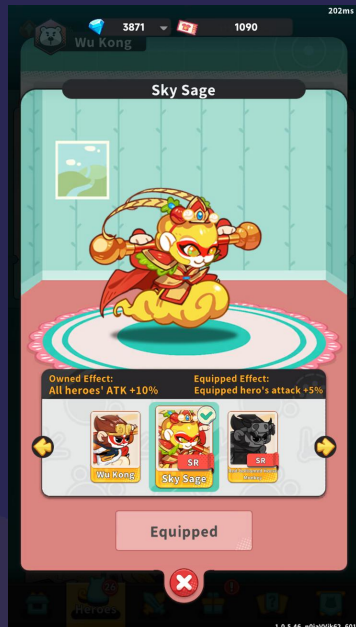
Personalization

Frames, avatars, titles and emotes.

Battle, progression, social and personalization form the retention loop.

Art & UI: Cuteness as Universal Language

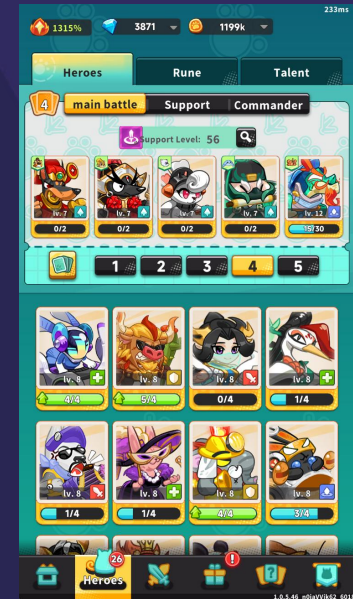
Cute art reduces hardcore feel for female & mass users



Art: bright, cute animal-inspired characters



UI: flat design + split layout, clear hierarchy



Differentiated from EU-cartoon style, crossing age & culture

Cute aesthetics travel across cultures, widening the audience.

China Validation: USD 74M+ Proven Model

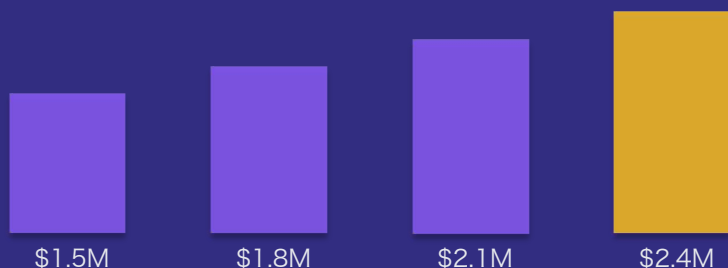
Multiple metrics lead the industry

USD 74M+

Cumulative Domestic Gross

Fully validated loop; top-tier retention & paying.

Monthly Revenue Ramp (USD M)



\$2.4M

Monthly Revenue Peak

Monthly revenue ramping

7M+

Cumulative Registrations

Since launch

\$150K

Daily Payer Peak

Peak daily payer revenue

85%

Payer D1 Retention

Well above category average

iOS ARPPU \$68.03, 27.7% above Android (\$53.27); triple validation passed.

HKMT & Singapore: Data & Reputation

Triple validation: downloads, revenue, reputation

200K+

Cumulative Downloads

CUMULATIVE DOWNLOADS

\$1M+

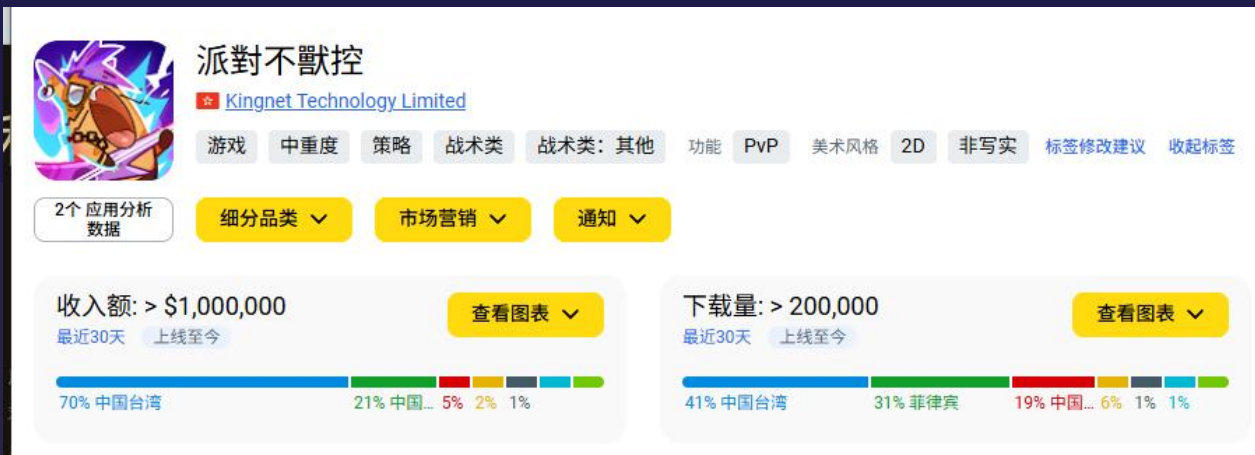
Cumulative Revenue

CUMULATIVE REVENUE

4.4

Google Play Rating (1,554 reviews)

RATING / REVIEWS



Revenue Mix

Taiwan China contributes 70% of revenue.

Download Mix

TW 41% & PH 31% of downloads; organic spread.

Reputation & Charts

App Store Free chart #1; Google Play 4.4.

Source: Diandian Data (last 30 days); model validated and replicable.

HKMT & Singapore: Localized Marketing Push

Event marketing + KOL matrix + livestream conversion



KOL Top-8 PK Livestream
8 top KOLs in cosplay PK, live on Twitch (5/22).



Streamer Party Carnival
6 popular streamers coach players 5.22-5.25.

KOL matrix × event livestreams × community: a push loop driving growth.

Thailand Test: Dual-Metric Validation

Positive retention & paying signals; model replicable

48.08%

Avg. D1 Retention

Strong return drive; solid stickiness.

70%+

iOS D1 Retention

Far above the SEA industry average.

7.25%

New-User Pay Rate

Converting from cold start.

\$7.3

ARPPU (avg. revenue per paying user)

Healthier monetization than expected.

Live test data (2026.06.22 - 07.06)

2026-06-22 ~ 2026-06-28									
日期	渠道名称	渠道	新增用户数	激活用户数	留存用户数	付费用户数	总收入	平均收入	转化率
2026-06-28	Net Net Gu	泰国	10,815	16,385	41,825	32,725	20,915	16,185	16.18%
2026-06-28	Net Net Gu	泰国	38,025	26,385	22,385	18,185	17,275	13,025	13.02%
2026-06-27	Net Net Gu	泰国	63,045	16,525	42,615	41,305	20,675	14,325	14.32%
2026-06-27	Net Net Gu	泰国	40,025	29,275	23,115	21,625	19,795	19,795	19.79%
2026-06-26	Net Net Gu	泰国	58,165	44,685	41,825	35,715	33,675	16,335	16.33%
2026-06-26	Net Net Gu	泰国	36,025	28,025	21,335	18,025	15,115	11,285	11.28%
2026-06-25	Net Net Gu	泰国	51,805	38,435	30,005	31,025	25,005	18,985	18.98%
2026-06-25	Net Net Gu	泰国	40,525	29,225	22,925	19,945	18,605	13,935	13.93%
2026-06-24	Net Net Gu	泰国	71,805	48,125	36,845	29,825	23,685	28,325	28.32%
2026-06-24	Net Net Gu	泰国	41,675	29,335	22,465	18,845	15,585	17,385	17.38%
2026-06-23	Net Net Gu	泰国	71,285	54,105	35,385	45,125	38,405	33,325	33.32%
2026-06-23	Net Net Gu	泰国	50,005	32,075	24,835	28,625	22,765	15,865	15.86%
2026-06-22	Net Net Gu	泰国	27,725	14,335	45,455	40,005	39,095	38,825	38.82%
2026-06-22	Net Net Gu	泰国	45,725	36,435	29,585	28,625	22,225	22,485	22.48%
平均留存率			48.08%	33.63%	27.81%	24.93%	21%	16.72%	

Retention Shines

Thailand's multi-day retention curves are steady with stickiness holding high — the core loop strongly appeals to local users, proving long-cycle vitality in SEA.

渠道名称	新增用户数	激活用户数	留存用户数	新用户付费数	付费用户数	新用户付费数	总收入	平均收入	转化率
渠道名称	8188	8198	525	594	2855	\$2003.25	\$20827.52	\$20.48	7.23%
渠道名称	131	131	525	10	50	\$32.79	\$190.72	\$11.92	7.68%
渠道名称	488	488	1827	32	190	\$44.73	\$997.28	\$15.6	6.56%
渠道名称	249	250	703	22	90	\$122.64	\$1189.44	\$37.2	8.84%
渠道名称	919	920	2596	68	305	\$114.06	\$1457.62	\$13.76	7.40%
渠道名称	246	246	871	18	90	\$11.88	\$749.68	\$25.84	7.32%
渠道名称	798	798	2422	59	265	\$117.9	\$1908.32	\$16	7.39%
渠道名称	174	176	493	14	105	\$494.43	\$2082.72	\$51.04	8.05%
渠道名称	854	856	2445	61	280	\$56.55	\$1368.8	\$15.2	7.14%
渠道名称	225	225	691	18	70	\$86.67	\$717.84	\$26.56	8.00%
渠道名称	904	906	2410	61	305	\$47.64	\$2399.36	\$22.24	6.79%
渠道名称	271	271	834	19	140	\$44.88	\$1016.76	\$16.28	7.01%
渠道名称	840	840	2348	57	210	\$590.85	\$2820.96	\$28.8	6.79%
渠道名称	255	255	828	19	110	\$14.85	\$693.68	\$23.92	7.45%

Payment Beats Expectations

New-user pay rate broke 7% with ARPPU in the industry-excellent band. Thai users embrace IAP — the monetization model is fully validated locally.

Install → Activation → Retention → Payment: full-funnel validation passed; the overseas replication model holds

Global Reach: 13 Countries • 12 Languages

Ready-to-launch quality; fast entry to key regions



Full language coverage connects players worldwide

English • Global	Deutsch • Europe	Français • EU • Africa	• CN circle
한국어 • Korea	• Japan	Español • LATAM • Spain	Português • Brazil
Русский • CIS	Türkçe • Turkey	Thai • Thailand	Indonesian • Indonesia

Global-ready stack reaches 3B+ mobile players.

03

Globalization Strategy

Global vision, local culture, cross-region ecosystem.



Regional Strategy: Four-Phase Rollout

Data decides entry order; each phase has clear gates

01 Southeast Asia

Core: TH & ID

Validate retention, creative
CVR & week-1 events.

**Validated • benchmark
market**

02 LATAM Core

Core: BR & MX

Test UA cost, price fit &
cultural resonance.

Testing in progress

03 West & Oceania

Core: UK/CA/AU

Probe ARPPU ceiling & long-
term retention.

Planning phase

04 High-Value Markets

Core: JP/KR/ME/US

Scale via proven ROI & cohort
models.

Long-term strategic play

Core strategy: retention/payment/ROI data sets market-entry pace for validated, steady expansion.

Deep Localization: Full-Chain Adaptation

Overseas tests close to real launch; lower judgment cost

Pricing

Regional price tiers matched to purchasing power.

Festivals & Events

Local festivals with themed events & items.

Creative Scripts

Culture-native ad scripts lift CVR & lifetime.

Support & Social

Local-language support builds trust, cuts churn.

Deep localization = higher retention + higher paying + lower CAC.

Competitive Edge: Hard-to-Copy Global Barriers

Three core advantages build globalization strength competitors can't replicate

Dimension	Pet Pet Go (Key Advantages)	Typical Competitors (Industry Norm)
01 Language Coverage	12 major languages across 13 core countries, deeply adapted to minor-language contexts	Only 3 - 5 major languages; no coverage of emerging markets like SEA
02 Real-Time Translation	In-game chat fully translated in real time, removing language barriers between global players	Static UI translation only; players can't communicate — social experience fractured
03 Commercial Validation	USD 74M+ cumulative domestic gross; multiple overseas test models proven; pay rates above expectations	Mostly concept-stage or small closed tests; no large-scale commercial validation
04 Phased Rollout	Four ordered, data-driven phases, prioritizing high-potential core markets	Blind all-at-once global rollouts or single-region focus; no scientific cadence

Conclusion: 12 languages • 13 countries + in-game real-time translation + USD 74M+ validated revenue — a hard-to-replicate moat

Globalization Advantages in Summary

Breadth •

Covers all major markets; low-cost entry.

Depth •

Pricing, events, art & support all localized.

Tech •

In-house AI translation for barrier-free play.

From product export to system export — Pet Pet Go leads the way.

United States · Japan · Russia

Go-to-Market Execution Plan

Go-to-Market Plan for Key Markets (US / JP / RU)

Centered on the US, Japan & Russia, building a replicable global publishing system.

GTM Framework: Content First, Paid Second

Go-to-Market Framework: Content Validation First, Paid Scaling Second

Phase 1 • KOL Content Validation

Gate: CTR>3%; CPI 20% below regional benchmark.

Local KOLs produce test & fun content

Validate CTR & CVR per direction

Build localized creative library

Gate: CTR>3%; CPI -20%

Phase 2 • Paid Scaling

Gate: D7 ROI>25%; CAC payback < 90 days.

Scale validated creatives

A/B test bids & targeting

Scale budget while ROI holds

Gate: D7 ROI>25%; payback<90d

| Key Market Strategies

United States

KOL: Twitch streamers, YouTube reviews, TikTok shorts

Content: competitive thrill, hero collection, global social

UA: Meta / Google / TikTok / AppLovin

Gate: D7 ROI > 30%; ARPPU > \$12

Japan

KOL: YouTube, Twitter anime creators, livestreams

Content: hero progression, lineup strategy, pet collection

UA: Google UAC / Meta / Line / TikTok

Gate: D7 ROI > 28%; pay rate > 8%

Russia

KOL: VK bloggers, YouTube RU, Telegram

Content: hardcore competition, rank challenges, guild wars

UA: VK Ads / MyTarget / Meta / TikTok

Gate: D7 ROI > 22%; CPI < \$1.5

Germany

KOL: German Twitch livestreams, deep YouTube reviews

Content: strategic depth, fair play, guild teamwork; German localization

UA: Google / Meta / TikTok / AppLovin

Gate: D7 ROI > 25%; payback < 90 days

Standardized KOL Collaboration Workflow

Reproducible Content Production & Delivery System



| Priority Ad Channels by Market

US | Full-Funnel Matrix

Meta: Facebook/Instagram — core acquisition
Google UAC: search + app store
TikTok: younger-user growth
AppLovin / Unity Ads: game-vertical precision
Budget: Meta 40% / Google 30% / TikTok 20% / Others 10%

Japan | Refined Operations

Google UAC: app-store acquisition
Line Ads: local social reach
Meta: female & mainstream coverage
TikTok: Gen-Z users
Budget: Google 35% / Line 25% / Meta 25% / TikTok 15%

Russia | Local-First

VK Ads: local social acquisition
MyTarget: mail + social reach
Meta: international audiences
TikTok: young-user growth
Budget: VK 35% / MyTarget 25% / Meta 25% / TikTok 15%

Germany | German-Content Driven

Google UAC: search / YouTube / app store
Meta: German creatives & audiences
TikTok: gameplay shorts for new users
AppLovin: gamer-traffic top-up
Budget: Google 40% / Meta 35% / TikTok 15% / AppLovin 10%, tuned by payback

04

Business Model & Growth

Business Model and Growth

Short sessions, long-term growth, tiered monetization.



Monetization: Three-Layer Revenue System

Stable reflux from short sessions; diverse monetization

Free Entry • Traffic Pool

Lower the bar; grow the base; front-load conversion.

Ads, deals, tasks & starter packs

Lower bar, grow base, convert early

Mid-Payer • Cash Flow

Habits build stable cash flow & stickiness.

Pass, card, fund, packs

Habits, stable cash, retention

Premium • Amplifier

Mine payer depth; create scarcity hotspots.

Skins, heroes, tickets

Depth, ARPU, scarcity

Data-Driven Operations Backbone



Full-Funnel Data Monitoring

Channel ROI, cohort and LTV models steer UA and conversion.



A/B tests refine onboarding, paywalls & events.



Short-Session × Long-Term Goals

Season ranks and honors turn session fun into lasting retention.

90-Day Go-to-Market Roadmap

Three phased stages, data-driven decisions

Days 1 - 30

Days 31 - 60

Days 61 - 90

Preparation & Soft Launch

Localized assets;
sign 10 - 15 top KOLs per market;
account setup;
small-budget tests (\$500/day);
first KOL wave. Goal: 3+ high-converting assets.

Scaled User Acquisition

Scale budget (\$3 - 5K/day);
second KOL wave (mid-tier);
first season event;
optimize bidding.
Goal: 100K+ new users.

Stable Operation & Optimization

Stable scaling (\$8 - 10K/day);
long-term KOL frameworks;
deepen monetization.
Goal: \$500K monthly revenue, ROI>30%.

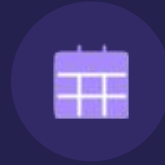
Live Ops: Content Pipeline Drives Lifecycle

Short-session frequency + periodic goals + social = LTV



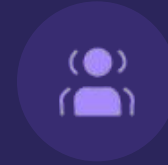
Hero Expansion

New heroes & counter networks keep meta fresh.



Season Cadence

4-6 week seasons reset ranks & renew goals.



Social Depth

Guilds, squads & spectating strengthen bonds.

Conclusion: long-term value lies in the iron-triangle loop of session frequency + periodic goals + social bonds.

Growth Model: Data-Driven Scale-Up

Systematic replication, not single-feature advantage



Gameplay Model
Low-barrier loop: battles, heroes, random growth.



Data Model
Every expansion anchored on retention/pay/ARPPU.

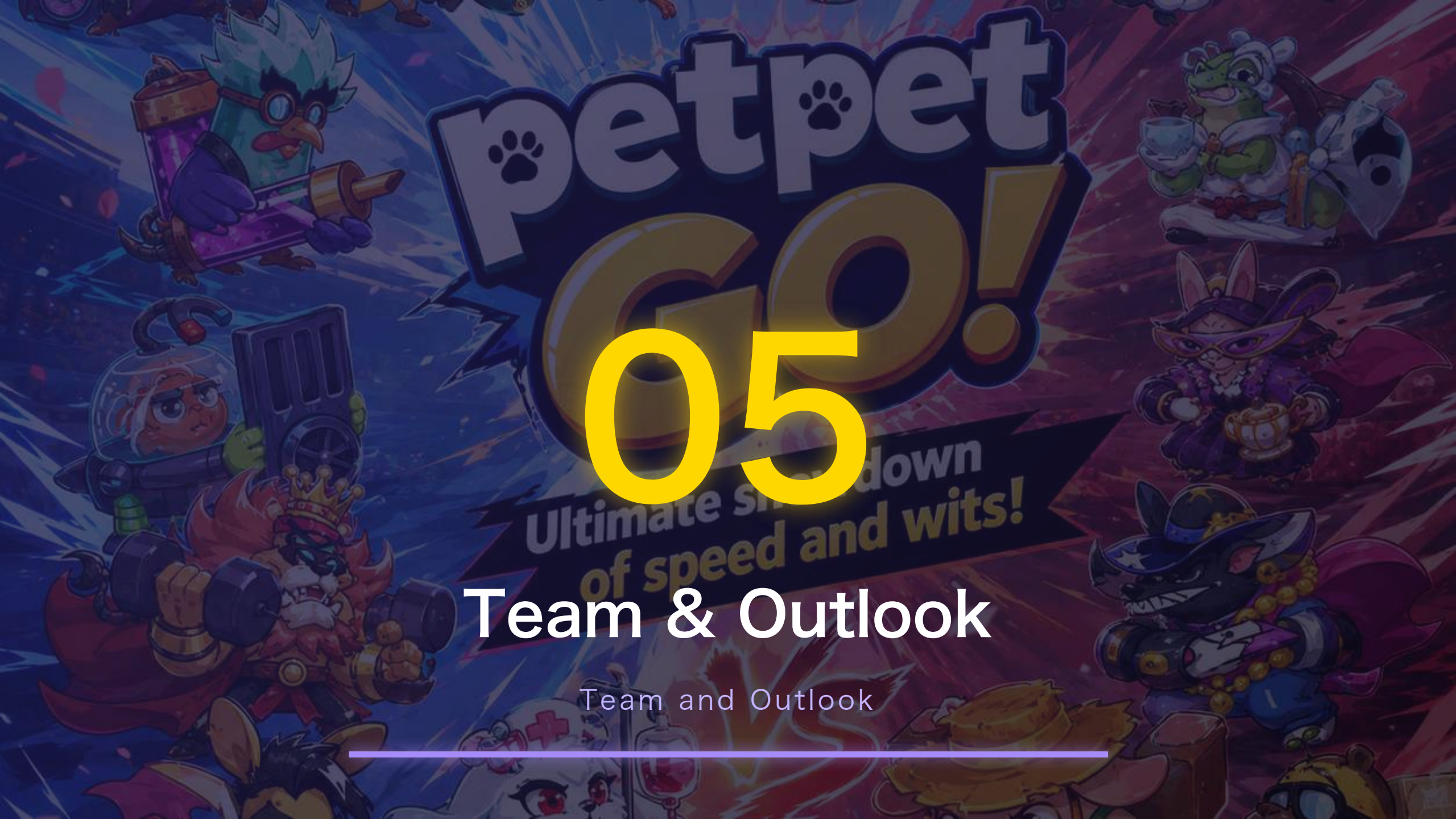


Business Model
Ads, subs, bundles & IAP flexed by region.



Operations Model
Seasons, esports, guilds & local creatives loop.

Conclusion: value comes from systematic replicability; ¥500M+ domestic revenue strongly validates this growth system.

The background is a vibrant, stylized illustration featuring various anthropomorphic pet characters. In the top left, a green bird-like character with glasses and a purple lab coat holds a large syringe. To its right, a green frog-like character in a white apron holds a teacup. Below the bird, a character in a glass dome helmet is visible. In the bottom left, a large, muscular character with a crown and red cape is shown. On the right side, a purple cat-like character with a mask and a blue bat-like character with a star on its head are depicted. The overall style is colorful and energetic, with dynamic lines and a mix of blue, red, and purple tones.

petpet GO!

05

Ultimate showdown
of speed and wits!

Team & Outlook

Team and Outlook

Publishing Team

Veteran publishing lineup across multiple platforms



Flagship Product: Pet Pet Go

Team Today

50+ Team Size

Track Record

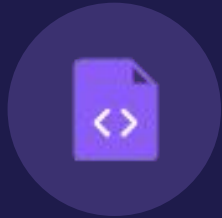
Products Published

Platforms

Publishing × R&D (Hangzhou Hanyuan) across the full chain

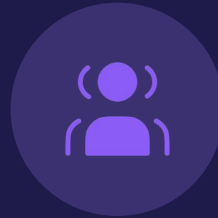
Team & Resources: De-Risked Execution

Top-studio experience + mature monetization + resources



Developer Strength

Capital-backed studio with shipped titles.



Core Team

Veterans from top studios; 100M+ launches.



Industry Synergy

GTM. Upstream-downstream resources speed

Core value: big-tech experience × proven monetization × industry resources jointly de-risk global publishing.

Next Steps: Four-Move Scale-Up

Data-driven, steady steps to global market share

01

Creative Validation

A/B test creative bundles on pets & battle feel.

02

Market Segmentation

SEA stability; LATAM scale/CAC; West ARPPU.

03

Monetization Tuning

Tune tiers, week-1 offers & pass value.

04

Scale-Up

Scale spend by ROI & cohort data.

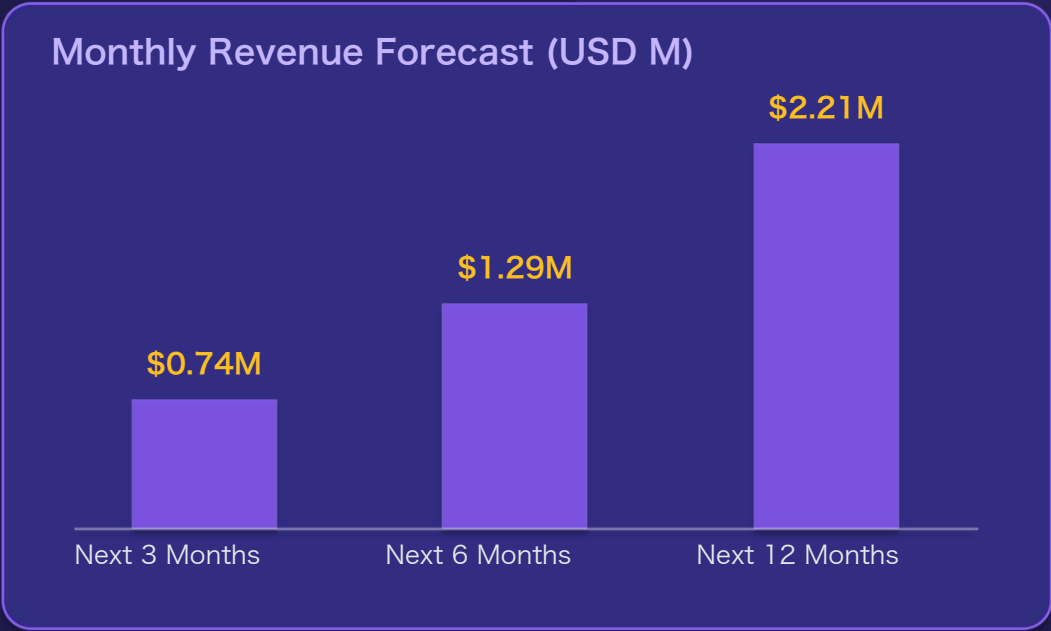
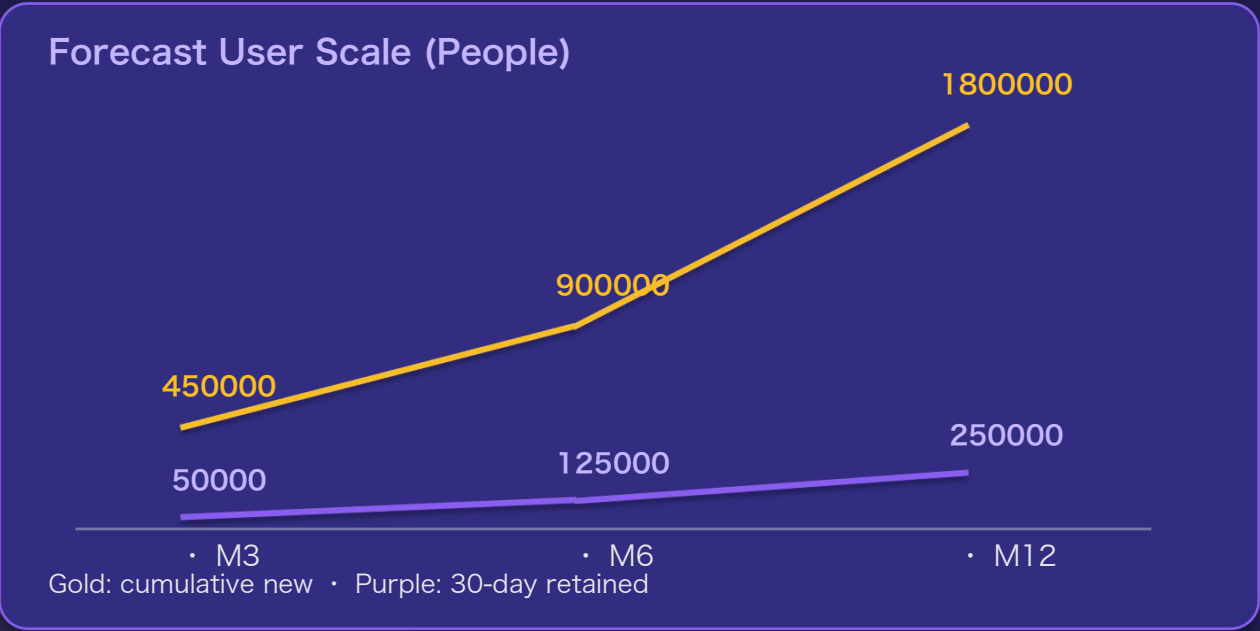
Core strategy: refine assets, pricing, first-week events & market tiering around high-retention regions and high-payment channels.

Future Revenue Outlook

User scale and revenue grow in sync

Facebook google VK Tik Tok MetaKOL TwitchYouTubeTikTok+YouTube UPTwitterVKYouTubeTelegram5

Dual-platform growth: performance ads (Facebook google VK Tik Tok Meta) + featured placement (Twitch+YouTube+VK+Telegram); 5,000+ daily new users; LTV \$39.1, D1 55%, viral 1:1.2.



KOL5000+

Dual-platform growth: paid UA + KOL - driven viral growth; 5,000+ daily new users.