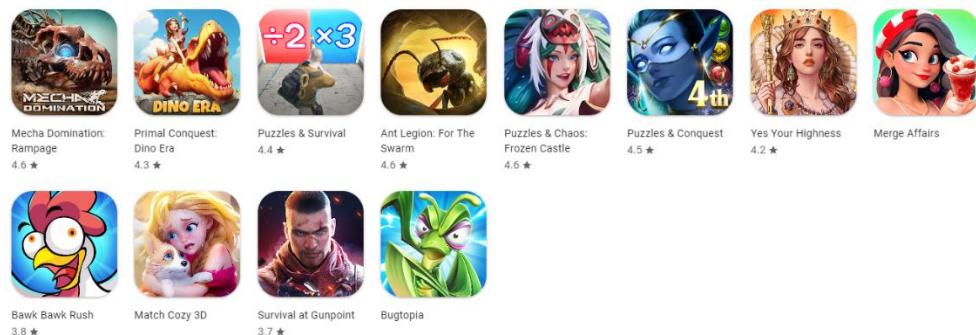


37 Interactive Entertainment (hereinafter referred to as "37 IE") is now one of the Top 25 Game Companies among the globe and one of the Top 20 Internet Companies within China. Their focus is on the publication and development of browser and mobile games. They have multiple game publishing platforms such as 37Games (China), 37Mobile, 37GAMES (Overseas). They also have several elite game studios including Aurora Studio and Crater Lake Studio. 37 Interactive Entertainment has its headquarters in Guangzhou and has branch offices in Beijing, Shanghai, Anhui, Jiangsu, Hubei, Hong Kong, Taiwan, Southeast Asia, Japan, South Korea, Europe and North America.

They are a leading game publisher and developer and advocator of Chinese culture. In order to build a globally-leading entertainment company, they are expanding our business to other areas such as film and music production, animation, the development of VR content.

37Games English platform currently has 9 browser-based games and 1 mobile game available. The growing portfolio includes browser games Guardians of Divinity, Felspire, Nightfalls, Siegelord and the mobile game Fusion War. 37Games also publishes games in the French market with Dawn Of Kings (Siegelord), Le Crépuscule des dieux (Guardians Of Divinity) and Felspire, and in the German market and Turkish language speaking market.

More by 37GAMES



Like other mobile game companies, the business model is a monetization strategy, which game developers use to generate and increase revenue for their app(s). There are many ways to monetize a mobile game. You could, for example, charge users a one-time fee for access to your game. Or offer in-app purchases. Or serve ads and collect money from advertisers every time said ad generates an impression, click, or install.

In 2022, smartphone games represent 45% of video game revenue worldwide and are expected to drive \$41.7 billion in revenue.