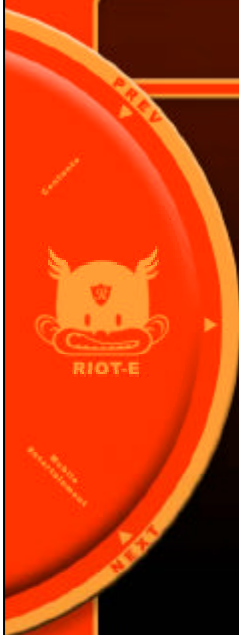




RIOT-E

RIOT Background

- Riot Entertainment is the world's leading wireless entertainment publisher. RIOT-E creates, packages and distributes entertainment for wireless handsets globally.
- RIOT-E has a network that covers a subscriber base of over 100m through carrier deals with mobile phone operators, estimated to reach over 250m by Q2/2002
- RIOT-E services are co-branded/promoted with international brands, media, sports and personalities.



RIOT Background

- RIOT-E has a development centre in Finland, and offices in London, Los Angeles, and Singapore.
- RIOT-E investors are: Nokia Ventures, Softbank UK Ventures, the Carlyle Group, CDB WebTech, Stratos Ventures and Lago Ventures.
- RIOT-E content/media partnerships include:
 - New Line Cinema
 - Marvel Enterprises
 - William Morris Agency
 - Universal Pictures
 - Sony Pictures
 - News Corp (e.g. 20th Century Fox)



Mobile Industry Today

3G is hype today, but wireless is a major revenue generator today if you:

- 1) Concentrate on services utilizing vast SMS user base:
 - 727 million users and 25 billion mobile text messages per month in early 2001,
- 2) Build applications to support traditional medias and promotion channels:
 - Extending brands to wireless
 - Co-promote with other licensees and medias.
 - Sponsorship packaging
 - Merchandising packaging

RIOT Positioning

- Positioned between telecom operator, developer, media, and content owner.
- "Enabler", extending partner's brands, not own brand.
- Offering "turnkey visibility" for telecom operator, by packaging:
 - **Distribution** via RIOT hosted network
 - **Marketing & Media Packaging**
 - **Global Entertainment Brands**
 - **Applications Development**



RIOT Network

UNIQUE GLOBAL CONNECTIVITY – TODAY

- Addressable subscriber base of over 100m through carrier deals with mobile phone operators
 - Interactivity
 - Commercial arrangement
 - Promotion commitment and ongoing relationship
- Alternative payment mechanism giving 100% reach within major markets regardless of carrier deals
- Reachable subscriber base of 250m by Q2/2002
- Single application interface to reach all these subscribers



RIOT-E Technology

- Platform
- Software
- Connections
- Testing
- Typical Installation Process

Platform

- Database Server
- Application Servers
- Web Servers
- Routers
- Firewall
- Comms Network

Testing

- Test API
- Test connection
- Testing application
- End to End Test

RIOT Tools

- Ready SMS "engines" that can be painted and rebranded with new content flexibly.
- Downloadables
 - Icons and ringing tones
 - Via pan-european IVR solution (download from anywhere to any phone, regardless of network)

RIOT Universes

- Global wireless brands launching within 2001 in markets across Europe, Asia and US in co-op with major media and operator partners.
- Examples:

Wireless Middle-earth

- RIOT-E and New Line Cinema bring Tolkien's epic saga to cinemas and mobile phones worldwide.
- RIOT-E has exclusive rights to the Lord of the Rings wireless games & services.
- Wireless games and services will be released before and with the launch of the films:
 - 2001: The Fellowship of the Rings.
 - 2002: The Two Towers.
 - 2003: The Return of the King.



RIOT-E & Helen Fielding

- RIOT-E has exclusive global rights to Helen Fielding's Bridget Jones's Diary.
- Over 10 million people have read the book.
- The film (by Miramax Films) is predicted to be a sensation.
- Tailor-made Bridget Jones mobile services were released with the film from spring 2001.



RIOT-E and 4700 Superheroes

- RIOT-E has exclusive wireless rights to the 4700 Marvel superheroes.
- The Marvel superheroes include:
 - Spider-Man: #1 international superhero
 - X-Men: Most-read comic book ever. #1 US Box-Office hit in 2000 by 20th Century Fox.
- RIOT-E's Marvel Universe includes:
 - Stand-alone SMS & WAP superhero games.
 - All Marvel community tools.



Guinness World Records



GWR
GWR ASK BIRD
132
Options Clear

sent

GWR
There are records of FASTEST, BIGGEST, SMALLEST and THE MOST DANGEROUS birds available. Choose one and send GWR ASK + keyword to the number XXXXXX
Options Back

received

GWR
GWR ASK KEBAB, LONGEST
132
Options Clear

sent

GWR
The Dutch Reformed Church Wonderboomsekerl made a Kebab measuring 1.35-1.43 m. in European Breese, Mountain View, Pretoria, on May 6, 2008.
Options Back

received

Wireless Sports Games & Services

- Become part of the game!
- RIOT-E Sports World games include:
 - Hoops
 - Foot-E
 - RIOT Pick-'em
- All Sports Community tools.

