

fatfoogoo

There's money in your game



In-game commerce – simple and profitable.

Pulling revenue out of a game can prove daunting. Game publishers have to serve casual and hardcore users, solo players and multi-player mash-ups. In free-to-play models, they face the challenges to convert free users into paying users. Microtransactions can be a gold mine — you can add up millions in a heartbeat — but the margins are low. And you need to handle each one with one-click, interruption-free service. Gamers themselves are demanding more, too: wallets, auctions, real-world exchange rates...

You want it all. But you don't want to spend hour after hour hacking together solutions.

Enter fatfoogoo from Digital River.

Founded in 2006, fatfoogoo is the leading monetization software provider in Europe. With fatfoogoo in your toolbox, you'll be able to handle microtransactions, virtual goods trading, virtual currencies, universal wallets, subscriptions, and more.

You can choose a complete microtransaction suite or select from four individual modules: Billing & Customer Management, Wallet, Primary Market, and Player-to-Player Secondary Market.

Making more money with your product is only one benefit you'll enjoy. Behind the scenes you'll find that fatfoogoo makes it easier to manage your commerce program and customer relationships. You'll also reduce your exposure to fraud and all the other risks associated with game-related commerce. Plus, fatfoogoo has the experience and legal background to help you launch a successful, growing marketplace.

Go deeper and you'll find technology that integrates seamlessly into your game or virtual world and your existing systems. Every element is highly scalable and highly secure. The fatfoogoo solution is also flexible enough to become a launch pad for your own creative business models.

Digital River and fatfoogoo: The combined solution to launch a fully featured financial powerhouse.

When you tap into the power of fatfoogoo and Digital River's e-commerce solutions, you gain an unparalleled, single e-commerce connection for managing your online product sales both in-store and in-game.

What will you do with fatfoogoo?

You'll benefit from using world-class monetization solutions specifically designed to pull more money out of your game, virtual world or social network.

- > In-game e-commerce: publisher-to-player and player-to-player
- > Intelligent wallet: stored values, currency management, parental controls
- > Subscription and traditional user management
- > Branded and real-world currencies
- > Quick and effortless integration
- > Complete billing and customer management
- > Multi-language, multi-currency and multi-tax functional

Discover the world of fatfoogoo today. To enroll or for more details, contact Digital River at:

**Email: sales@digitalriver.com
or call:**

U.S.: +1 952-253-1234

Germany: +49 (0) 221 310 88-614

Your one-stop, fully featured e-commerce solution.

Generate more revenue and end up with more time and money to spend on new money-making ideas.

Carrier-Grade Billing and Customer Management

A consolidated and highly efficient hub for managing your global business. This branded, self-service portal can be embedded into your existing site via a web-based tool or work as a stand-alone solution. Use it to extend a range of offers and promotions while staying in close contact with your customers.

- > Anti-fraud tools
- > Account management, customer care and messaging
- > Reporting and analytics
- > Global invoicing, payments and tax
- > A/B testing and revenue optimization

Bullet-Proof Wallet

Create a microtransaction business that's a revenue mega-generator. You control your virtual currency and how people earn it. fatfoogoo's wallet supports stored values, currency acquisition, virtual currencies and branded currencies.

- > Create branded currencies that work across all versions and social networks.
- > Offer parental controls.
- > Exchange your branded currency for real-world money.

Comprehensive Virtual Goods Store Solution

Easily manage your customers and payments, whether for in-game items, services or additional levels. This turnkey solution lets customers access their branded accounts online, while you maintain control via our powerful API or a single sign-on process.

- > Realistic in-game eco-system for primary and secondary markets
- > Discovery and presentation
- > Offers and promotions
- > Inventory management

Proven Player-to-Player Solution

Get players more involved and put more money in your real-world wallet. fatfoogoo's white label and co-branded marketplace solutions enhance your title with secondary market earning power. You control this economy, its tradable assets, game balance and generated revenues.

- > App-store marketplace operation
- > Wallet and virtual currency support
- > Auctions, RMT/VMT trading
- > Reputation management

fatfoogoo at a Glance

Everything you'd expect from the Europe's leading in-game commerce and micro-transactions provider.

- > Serving projects on four continents
- > Empowering 20+ titles in 5 different segments
- > Payment channels available in over 50 countries
- > PCI level 1 compliant
- > Customizable solutions — complete suites and à la carte modules
- > Scalable, large volume capacity thanks to a carrier-grade, high-availability operation



About Digital River, Inc.

Digital River, a leading provider of global e-commerce solutions, helps companies of all sizes build and manage their online businesses, maximize online revenues, reduce costs and minimize risk. Founded in 1994, the company is headquartered in Minneapolis with offices across the United States, Asia, Europe and South America.

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